UNIT - 8 : PUBLIC RELATIONS UNDER PSU

UNIT STRUCTURE

8.1 Learning Objectives

8.2 Introduction

8.3 PR in Central Govt.

8.4 PR in State Govt.

8.5 PR in Public Sector Undertakings

8.6 Let Us Sum Up

8.7 Further Readings

8.8 Answers to Check Your Progress

8.9 Model Questions

8.1 LEARNING OBJECTIVES

After going through this unit you will be able to -

- discuss the various PR organizations and departments under the central govt.
- analyze the functions of PR departments in state govt.
- explain the duties and responsibilities of Public Relations departments in public sector undertaking or organizations.

8.2 INTRODUCTION

By now you must already be familiar with various tools and methods deployed for the Public Relations strategy. Here we will try to explain you a highly important aspect of PR i.e. PR in central and state government.

PR is a management tool, which is broadly utilized to manage the important tasks of an organization. Public Relations activities in the modern world help individuals and organizations to build prestige, to promote

products and to win hearts. As we all know, government is also an organization. We can call it the biggest organization of a state. So their publics are the citizens of the country. All the neighboring countries are external publics. So there is an important ministry or department for Public Relations in a govt.

This unit concentrates on the activities of various departments under the Ministry of Information and Broadcasting, Govt. of India, Janasanjog, the directorate of Information and Public Relations of Govt. of Assam and the nature of PR in public sector undertaking organizations.

8.3 PR IN CENTRAL GOVERNMENT

As we have discussed in the earlier units, now a days, 'Public Relations' is one of the important management functions in all organizations, from Government to the private sectors. So Govt. of India also has a separate Ministry to disseminate various information regarding the policies and programmes of the Govt. The Ministry of Information & Broadcasting, through the various communication media, which includes radio, television, films, the press, publications, advertising and traditional form of communication plays a significant role in helping the people to have access to a free flow of information. It also performs the responsibility of dissemination of knowledge and entertainment to all sections of the society with a careful balance between public interest and commercial needs.

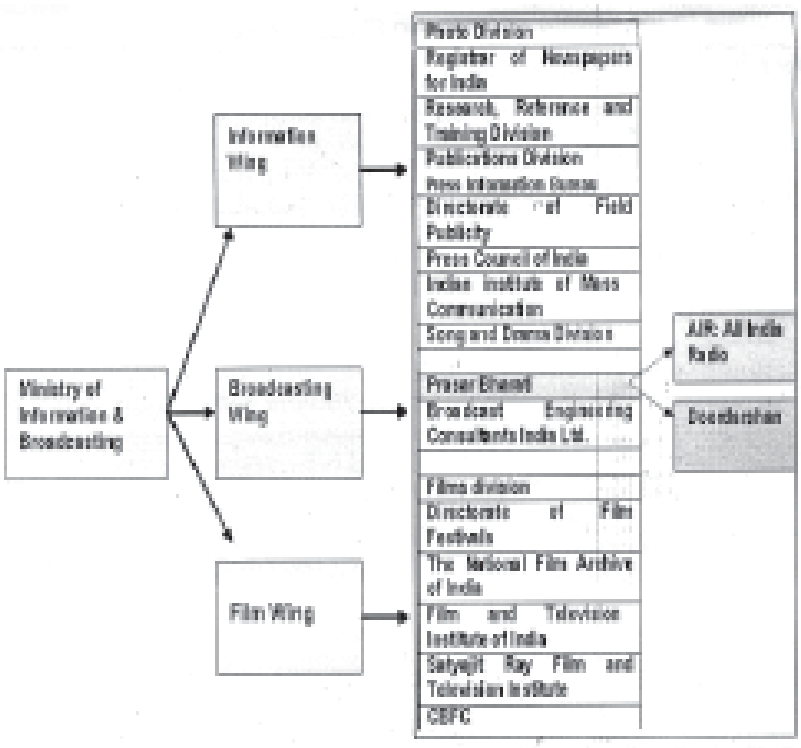


The mandates of the Ministry of Information & Broadcasting are:

- News Services through All India Radio (AIR) and Doordarshan (DD).
- Development of broadcasting and television.
- Production, Import and export of films.
- Development and promotion of film industry.
- Organisation of film festivals and cultural exchanges for the purpose.
- Handling Advertisements and visual publicity on behalf of the Government of India.

- Handling of press relations to present the policies of Government of India and to get feed-back on the Govt. policies.
- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, Reference and Training to assist the media units of the Ministry to meet their responsibilities.
- Use of interpersonal communication and traditional folk art forms for information/ publicity campaigns on public interest issues.
- International co-operation in the field of information & mass media.

The Ministry of Information and Broadcasting has its different departments under three principal wings to establish and maintain a good relation with the citizens of the country. The organizational structure of the Ministry is as follows-



Organizational Structure of the Ministry Of Information and Broadcasting, Govt. of India.

Now let us discuss various functions and duties of these departments under the ministry–

8.3.1 Photo Division

Photo Division is the biggest production unit of its kind in the country in the field of photography. The Division provides photographs to different media units of the Ministry of Information and Broadcasting and other media units of the Central and the State Governments. The Division also supplies on payment, photographs and transparencies to the general public. Photo Division has switched over to digital mode of photo transmission. The Division has four regional offices at Mumbai, Chennai, Kolkata and Guwahati and its Headquarter is in Delhi.

8.3.2 Registrar of Newspapers for India

The Office of the Registrar of Newspapers for India, popularly known as RNI came into existence on 1st July, 1956, on the recommendation of the first Press Commission in 1953 and by amending the Press and Registration of Books Act (PRB Act) 1867. The Press and Registration of Books Act contains the duties and functions of the RNI. The prime task of the RNI is the verification and allotment of the titles of the newspapers; it registers the Indian newspapers and facilitates them by supplying the **newsprints**.

8.3.3 Research, Reference and Training Division

Research, Reference and Training Division (RR&TD) serves as an information bank and reference centre to provide information to different media units in their porgramming and publicity campaigning work. The Division also provides research back - up on important policies, issues, events and developments in the field of mass media. The Division compiles two annual reference works entitled 'India - A Reference Annual', an authentic work of reference on India, and 'Mass Media in India', a comprehensive publication on

Mass Communication in the country.

8.3.4 Press Information Bureau

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to different print and electronic media on the various policies and programmes of the Central government. It is basically a news agency like UNI or PTI. But the difference is that it is a Govt. organization and the service provided by the PIB is purely free of cost. It also provides the news services in different languages and dialects. The organization is headed by the Principal Information Officer. There are 8 regional offices and 35 branch offices for disseminating of news. The Bureau at the headquarters has a team of officers attached to various Ministries and Departments for the purpose of assisting them in the management of the media and Public Relations. The PIB acts as an interface between the Government and the media. The Information Officers serve as official spokes person for the Government. They also provide feedback to their assigned Ministries / Departments on people's reactions being reflected in the media towards Government policies and programmes.

The information material released by the Bureau in Hindi, English, Urdu and other regional languages, reaches to over 8408 newspapers and media organizations. PIB is connected to 29 Regional Centres by video conferencing system. It provides accreditation facility to media persons so as to make easy access to information from the Government sources.



Newsprint:

The paper on which the newspaper is printed. The term is used chiefly to refer to the wood pulp paper which was first used in 1867 and which became standard by the 1890's.

8.3.5 Publications Division

Publications Division (PD) is one of the leading publishing houses of the country and the largest in public sector. It is engaged in publications of books of different categories about the nation on various spheres of activity to facilitate the task of national integration by promoting greater awareness and understanding of the different

regions and of the people adhering to various faiths and beliefs. It publishes and sells books and journals at affordable prices. Some of the important journals published by the Division include Yojana, Kurukshetra, Employment News and Aajkal etc.

It has so far published more than 7500 titles. Besides books, the Publications Division brings out 21 Journals on issues of national importance and social purposefulness. The Division has entered in the field of e-publishing through its Multi-Media Interactive CD project. It aims at projecting the varied cultural opulence of India among the new-media friendly generation in India and abroad.

8.3.6 Directorate of Field Publicity

The Directorate of Field Publicity (DFP) started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity Organization. It was renamed as Directorate of Field Publicity in 1959, and within a few years some other Field Publicity Units and Regional Offices were opened. There are presently 22 Regional Offices and 246 Field Publicity Units which are doing extensive publicity coverage in rural areas. The reach of the Directorate is quite extensive and the effort is to reach even the remotest and most inaccessible villages by the Field Publicity Units. The Field Publicity Units use a variety of publicity techniques such as film shows, song and drama, photo exhibitions, group discussions, seminars, symposia, rallies and various competitions like debates, drawing, rural sports etc. All these programmes are targeted specially for the welfare of the people and to educate the masses, particularly those living in the rural and tribal areas.

8.3.7 Press Council of India

Press Council of India (PCI) is a statutory autonomous body established for the purpose of preserving the freedom of the press, and for maintaining and improving the standard of newspapers and news agencies in India. The Council is headed by a Chairman, who

is nominated by a Committee consisting of Chairman of Rajya Sabha, the Speaker of the Lok Sabha, and a person elected from amongst the members of the Press Council. Majority of the members of the Council belong to the journalistic fraternity. Three of them are nominated, one each by the University Grants Commission, Bar Council of India and Sahitya Akademi. Five Members are the Members of the Parliament of whom two are nominated from Rajya Sabha and three from the Lok Sabha. The Press Council deliberates on the complaints received either by the press or against the press.

8.3.8 Indian institute of Mass Communication

Indian institute of Mass Communication (IIMC) is run by an autonomous Society under the Ministry of Information and Broadcasting and was set up with the objective of providing training to the information and publicity personnel of Central and State Governments, organize training and research in the use and development of Mass Communication, make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.

The Institute conducts training programmes for Group "A" and group "B" officers of Indian Information Service and Broadcast Journalism Course for personnel of AIR and Doordarshan. Apart from this, the Institute conducts nine month's Post-graduate diploma courses in Journalism (English & Hindi); Advertising and Public Relations and Radio & TV Journalism and Hindi Journalism at New Delhi. It also organises short term courses for media person and PR personnel for various other countries.

8.3.9 Song and Drama Division

Song and Drama Division (S&DD) was set up to tap the abundant folk and traditional means of communication for the purpose of creating awareness among the people about various national programmes especially in rural areas. The Division has its

headquarters at New Delhi and has 12 Regional centers in various parts of the country. The Division utilizes a wide range of performing arts such as drama, dance-drama, puppet shows, folk recitals, folk and tribal plays, sound and light programmes etc., to effectively put across various messages on themes like national integration, socio-economic schemes, tribal development projects, promotion of national integration especially in the disturbed areas of Jammu & Kashmir and North Eastern Region.

***Prasar Bharati** is not directly a department of the Govt. of India. It is autonomous body.*

8.3.10 Prasar Bharati

Prasar Bharati, (the Broadcasting Corporation of India) is a statutory autonomous body established under the Prasar Bharati Act. The Board came into existence from November 23,1997. It is the public service broadcaster of the country. The objective of public service broadcasting is to be achieved though All India Radio and Doordarshan which earlier were working as independent media units under the Ministry of I&B.



LET US KNOW

Broadcasting started in India in 1927 with two privately-owned transmitters at Mumbai and Calcutta which were taken over by the Government in 1930. These were operating under the name “Indian Broadcasting Service” until 1936 when it was given the present name “All India Radio (AIR)”. It also came to be known as “Akashwani” from 1957. Today, AIR’s network provides radio coverage to 97.3% of the population and reaches 90% of the total area. The AIR network comprises the National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Stereo Service, External Services and North-Eastern Services.



LET US KNOW

Doordarshan, one of the largest broadcasting organizations in the world now in terms of the infrastructure of studios and transmitters, the variety of software and the vastness of the viewership, had a modest beginning. The experimental Telecast started in Delhi in September 1959 with a small transmitter and a makeshift studio and the regular daily transmission started in 1965. The TV service was extended to a second city – Mumbai only in 1972. Till 1975, only seven cities were covered by Television. Television was separated from Radio in 1976 and Doordarshan came into existence. National programme was introduced in 1982 and from then onwards, there has been steady progress in Doordarshan. Now almost 90 per cent of the population of the country can receive Doordarshan programmes through a network of nearly 1398 terrestrial transmitters. 65 Doordarshan Studios are producing TV software. Presently, Doordarshan operates 30 channels through its free to air DTH service, 'DD-Direct Plus'.

8.3.11 Broadcast Engineering Consultants India Ltd.

Broadcast Engineering Consultants India Ltd. (BECIL), a profit making Government of India undertaking organization was established in March 1995. It is the premier consultancy agency and solution provider in the field of Broadcast Engineering and Information Technology. The main task of BECIL includes establishment of FM radio stations, TV channels, terrestrial TV and radio transmitters, satellite earth stations and sound reinforcement systems etc. It has spread its wings in overseas countries like Mauritius, Bhutan, Kuwait, Nepal and Afghanistan.

8.3.12 Films division

Films division is engaged in the production of documentaries

and news based films for publicity of the Central Government programmes. The news based films and documentaries are released to various theatres throughout the country for compulsory exhibition. The Films Division also caters to the needs of the Directorate of Field Publicity.

Over the last 50 years, Films Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division focused on national perspectives, are to educate and motivate the people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

8.3.13 Directorate of Film Festivals

Directorate of Film Festivals (DFF) was set up by the Government of India in 1973 to organize international and national film festivals within the country. It facilitates India's participation in the festivals organized abroad. As a vehicle of cultural exchange, DFF promotes international friendship, provides access to new trends in world cinema and generates healthy competition which help to improve the standards of Indian Cinema.



MPAA : *Motion Picture Association of America*

8.3.14 The National Film Archives of India

The National Film Archives of India (NFAI) was established as a media unit of the Ministry of information and Broadcasting in February 1964. Its three principal objectives are :

1. to trace, acquire and preserve the heritage of Indian cinema;
2. to classify, document data and undertake research relating to films;
3. to act as a centre for the dissemination of film culture.

With headquarters at Pune, NFAI has three regional offices at Bangalore, Calcutta and Thiruvananthapuram.

8.3.15 Film and Television Institute of India

The FTII was established in 1960 at Pune. It is an autonomous body under the Ministry of Information and Broadcasting of the Government of India. It is imparting training in film making and television programme production. Today, the FTII is considered a Centre of Excellence not only in India but also in Asia and Europe.

8.3.16 Satyajit Ray Film and Television Institute

The Satyajit Ray Film and Television Institute (SRFTI), Kolkata, has been set up to provide the latest education and technological experience in the art and technique of film making. The Institute was registered as a Society on 18.8.95 under the West Bengal Societies Registration Act, 1961. The Institution is an autonomous society with a Governing Council, Standing Finance Committee and an Academic Council.

8.3.17 National Film Development Corporation

The National Film Development Corporation (NFDC) Ltd. incorporated in 1975, was restructured in 1980 after amalgamation of the Indian Motion Picture Export Corporation (IMPEC) and Film Finance Corporation (FFC).

The main activities of the Corporation include financing and producing films with socially relevant themes, creative and artistic excellence and experimental in form; distribution and dissemination of films through various channels. NFDC also provides essential pre-production and post-production infrastructure to the film industry in pace with the latest technology, which includes financing of theatre construction. The Corporation launched its programme of foreign co-production with the film "Gandhi" directed by Sir Richard Attenborough. It encourages the concept of low budget films which are high in quality, content and production values.

8.3.18 Central Board of Film Certification

The Central Board of Film Certification or CBFC is the regulatory film body and censor board of India. It is quite similar to the MPAA of USA. However, the rating system of the CBFC is different from that of the **MPAA**. Promotional materials and TV ads are also censored by the CBFC.

Central Board of Film certification (CBFC) with its headquarters at Mumbai is responsible for certification of the films produced in India as well as outside the country for public exhibition. The Board gives four categories of certificates; "U" for unrestricted public exhibition, "A" for public exhibition restricted to adults only, "UA" for unrestricted public exhibition with parental guidance for children below the age of 12 and "S" for exhibition to restricted audience such as doctors etc. These certificates are issued through the regional offices of the Board located at Bangalore, Calcutta, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. Appeal against the decision of the Board lies with the Film Certification Appellate Tribunal.



CHECK YOUR PROGRESS

Q. 1. What stands for the term “Prasar Bharati”?

.....

.....

.....

Q. 2. What are the mandates of the Ministry of Information and Broadcasting, Govt. of India?

.....

.....

.....

Q. 3. What are the three wings of the Ministry?

.....

.....

.....

Q. 4. RNI stands for what?

.....

.....

.....

Q. 5. Who publishes the Employment News?

.....

.....

.....

Q. 6. Write a brief note on the nomination of the members of the PCI.

.....

.....

.....



ACTIVITY : A

1. Observe the Public Relations activities carried out in an office of the Govt. hospital of your locality.

   .....

   .....

   .....

2. Watch various programmes of Doordarshan or listen to the programmes of All India Radio and try to prepare a list of programmes, which are broadcast for the PR.

.....

.....

.....

8.4 PR IN STATE GOVT.

In the previous section we have discussed different wings under the Ministry of I & B, Govt. of India. Let us now discuss the activities of the PR units of State Govt. with special reference to Assam.

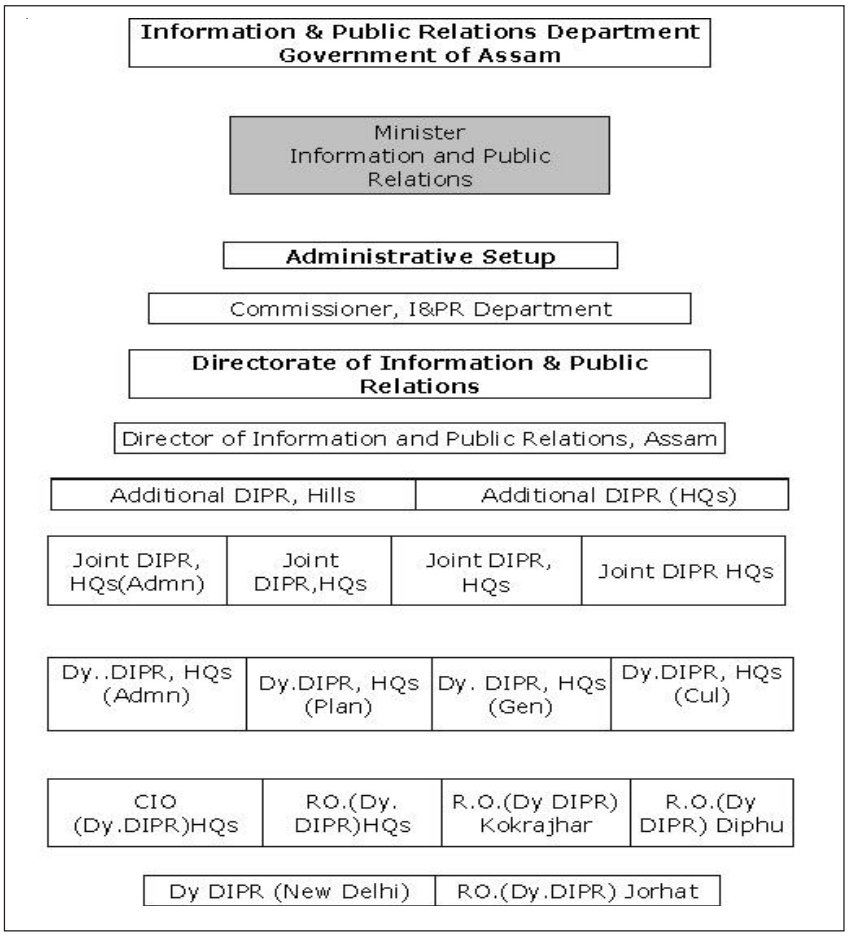
8.4.1 Information and Public Relations Department of the State Govt. :

Like all other Indian states and Central territories of India, Assam Govt. also disseminates various information related to the schemes, policies and programmes of the State Govt. and maintains a rapport with the publics. The Public Relations Department of Assam was established in June 1940 at Shillong, the then Capital of the State. Before independence, it was known as Publicity & Rural Development Department. The main objective behind the setting up of the department was to disseminate war propaganda in the wake of the Second World War and to bolster public morale in support of the Allied Power. The head of Publicity Department was also called Publicity Officer. He had two Asstt. Publicity Officers, one for Assam Valley and the other for Surama Valley. The first Publicity Officer of the department was an officer from Assam Civil Service - Yahia Khan Choudhury.

The department also brought out a fortnightly Journal, namely 'Bhavisyat Asom ' (The future Assam) in Assamese and Bengali. The Journal was edited by Krishna Bhuyan (Assamese edition) and Ramesh Chandra Das (Bengali edition). The Directorate takes pride in having the distinguished services of many eminent writers of Assam like Medini Mohan Choudhury, Jyoti Prasad Saikia, Dhirendra Nath Chakravartty, Rama Bezbarua and prominent artists like Jugal Das, Nip Barua, Benu Mishra and Nipan Goswami in various capacities. In November 1997, the Government of Assam created a

new department named "Information & Public Relations Department" by bifurcating the existing Home Department and the new I&PR Department was made the Administrative Department for Directorate of Information & Public Relations.

The following is the administrative structure of the Department of Information and Public Relations of Govt. of Assam.



8.4.2 FUNCTIONS OF DIPR

The Directorate of Information and Public Relations, which is also known as 'Janasanjog', has assigned specific works to various wings so that it can work like a well-oiled machinery. Let us discuss the various wings engaged in varied Public Relations activities in the state.

PRESS LIAISON SECTION : The main task of this section is to prepare, handle and disseminate official news backed by photographs, where necessary, to the media. Clarification etc.

against faulty news and views published in the media are issued by the section which also has the responsibility of preparing speeches, messages etc. for VIPs on all the important occasions.

PRESS RESEARCH SECTION : What is reported in the print media concerning the State and the functioning of the Government is constantly monitored by this section. Clippings of news and views are regularly made and sent to concerned Ministries and officials with entry into a live register.

ARCHIVE : Almost like the Photo Division under the Union Ministry of I & B, this Department has to photograph almost all important official functions. These are distributed for publication among mass media and important events are preserved in a modest archive in the Photo section.

ADVERTISEMENT SECTION : The Government always has laid adequate stress on this powerful medium and DIPR is the sole agency to release all Government advertisements to the media. The State Government releases and pays for the advertisements released through the DIPR.

CULTURAL WING: The Cultural Wing organizes performances like songs, street plays, dances etc. which are used to disseminate messages of community involvement in the administration, development of society and larger issues like peace and national integration. DIPR has a full fledged troupe of artists for this and they are based at the Srimanta Sankardeva Kalakshetra, Guwahati.

EXHIBITION WING: Display of important photographs, artifacts etc. done in an artistic way always attract people's interest. DIPR is very alive to this prospect and has a wing exclusively meant for the preparation and erection of field level exhibitions.

TECHNICAL SECTION: DIPR covers important official functions through Public Address System also. For this purpose adequate and trained staff and officers are there in this section. Moreover, this section also handles a huge network of Fixed Loudspeaker System (FLS) in almost all important towns of the state which acts as local broadcasters.

INFORMATION CENTRE: DIPR has a modest Information Center with sufficient books and reference materials at the Srimanta Sankardeva Kakalshetra, Guwahati under the supervision of a Senior Departmental Officer.

PUBLICATION SECTION : Important Government policy matters, views, proceedings, interpretations etc. along with topical matters concerning public welfare and important speeches of the dignitaries on various occasions are compiled and published by the DIPR through this section. Besides publishing periodicals, pamphlets, booklets etc. this section brings out a regular weekly newspaper titled "RAIJOR BATORI" (News of the People) with a circulation of 30,000 copies.

CM's P.R. CELL : DIPR has entrusted a few selected officers to exclusively look after the programmes of the Chief Minister of the State with a separate office in the (Janata Bhavan) capital complex. The CM's PR Cell feeds the media with news and features concerning the top functionary of the State and also acts as an ear to the public opinion for the Chief Minister.

REGIONAL OFFICE: DIPR has Set up 5 regional offices in various parts of the State and outside State, so as to streamline the departmental functioning. Inside the state, DIPR has regional offices at Diphu, Jorhat and Kokrajhar and outside the state at Kolkata and New Delhi.

DISTRICT AND SUB-DIVISIONAL OFFICES: DIPR has a well organized network of departmental officers and staff spread across the State. These District and Sub-divisional Information and Public Relations Officers are entrusted to function as the ear and voice of the Government at the field level. These field officers also run a Fixed Loudspeaker System (FLS) at important places for broadcasting of official announcements for immediate public attention.



CHECK YOUR PROGRESS

Q. 7. When was the PR department of Assam established and where?

.....

.....

.....

Q. 8. Who was the first Publicity Officer in Assam?

.....

.....

.....

Q. 9. Who are the editors of Bhavisyat Asom?

.....

.....

.....



ACTIVITY 8.1

1. Try to prepare a list of PR tools used by the Govt. of Assam.

2. Visit the office of the District Information or the Sub Divisional Information officer and collect information about the activities of the office.

8.5 PR IN PUBLIC SECTOR UNDERTAKINGS

A Public Sector Undertaking is a corporation in the public sector in India, where management and control of the company rests with the State or Central Government. Its performance is measured by its success in making profit for the organization. But PSUs in India have a negative image right from the start. Under-utilization of capacity, excess staffing, large

gestation period, lack of professionalism are some of the negatives they are suffering from and the same has been pointed out by media. In short, the public sector in the eyes of the common man is synonymous with mismanagement and increasing losses year after year.

The following are some important Public Sector Undertakings of the Central Government:

- Bharat Sanchar Nigam Limited (BSNL)
- ONGC Ltd.
- Bharat Heavy Electricals Limited (BHEL)
- Indian Railways
- Indian Oil Corporation Limited
- National Thermal Power Corporation
- Bharat Electronics Limited
- Shipping corporation of India

As in all other organizations, in Public Sector undertaking also Public Relations has an important role to play in their endeavour to bolster their image and in maintaining favourable relations with the publics through various PR schemes like corporate social responsibility and by utilizing various PR tools. The PR activity in the PSUs has the function of projecting the other, lesser known, but positive, macro image of the public sector before the people that it:

- contributes to national economy
- is a profitable and productive core sector
- has social commitment
- contributes to the revival of sick units
- is self reliant in the sector of the economy

The PR departments of these organizations must try to build a favourable image of the public sector. The PR department should have direct access to the Chief Executive. It should attend all the meetings and be fully involved in the task of creating a healthy relation between the organization and its public. This makes it necessary to appoint to the PR departments active, innovative and hard working group of professionals.



CHECK YOUR PROGRESS : A

Q 10. What do you mean by Public Sector Undertaking?

.....

.....

.....

Q. 11. Name three popular PSU organizations of the country.

.....

.....

.....



ACTIVITY : A

1. Have you seen any PSU organizations situated in your locality? If yes, visit the office and try to meet the officer, who is the in-charge of PR and prepare a report on it.

.....

.....

.....

2. Visit a Railway station and observe the PR activities of the Indian Railways.

.....

.....

.....



8.6 LET US SUM UP

The Ministry of Information & Broadcasting, through the Mass Communication media consisting of radio, television, films, the press,

publications, advertising and traditional mode of dance and drama plays a significant part in helping the people to have access to free flow of information. It also caters to the dissemination of knowledge and entertainment to all sections of society, striking a careful balance between public interest and commercial needs, in its delivery of services. The Ministry has more than 18 departments under three wings for the PR activities of the Central Govt.

The Public Relations Department of Assam was established in June 1940 in Shillong, the then Capital of the State. Before independence, it was known as Publicity & Rural Development Department. The Directorate of Information and Public Relations, which is also known as Janasanjog, has earmarked specific works to various wings so that it works like a well-oiled machinery. DIPR has set-up 5 Regional Offices with Senior Officer at the helm in various part of the State and outside the State, so as to streamline Departmental functioning. Within the state the DIPR has regional offices at Diphu, Jorhat and Kokrajhar and outside the state in Kolkata and New Delhi. The District and Sub-divisional Information and Public Relations Officers are entrusted to function as ear and voice of the Government at the field level.

As in all other organizations, in Public Sector undertakings also Public Relations has an important role to play in their endeavour to bolster their image and in maintaining favourable relations with the publics through various PR schemes like corporate social responsibility and by utilizing various PR tools.

The PR departments of these organizations must try to build a favourable image of the public sector. The PR department should have direct access to the Chief Executive. It should attend all the meetings and be fully involved in the task of creating a healthy relation between the organization and its public. This makes it necessary to appoint to the PR departments active, innovative and hard working groups of professionals.



8.7 FURTHER READING

1. Black Sam, Practical Public Relations, New Delhi : Universal Book Stall.
2. Banik G. C., PR & Media Relations New Delhi : Jaico.
3. Moore H. F. and Kalupa F. B. (1985), Public Relations New Delhi : Surjeet Publication.

8.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No 1 : Prasar Bharati stands for the Broadcasting Corporation of India. It is an autonomous body which consisting of All India Radio and Doordarshan.

Ans to Q. No 2 : The following are the mandates of the Ministry of Information & Broadcasting, Govt. of India -

a) News Services through All India Radio (AIR) and Doordarshan (DD) for the people

b) Development of broadcasting and television.

c) Import and export of films.

d) Development and promotion of film industry.

Ans to Q. No 3 : The following are the three wings of the Ministry of I & B -

a) Information Wing

b) Broadcasting Wing

c) Film Wing

Ans to Q. No 4 : RNI stands for Registrar of Newspapers for India.

Ans to Q. No 5 : The Employment News is published by the Publication Division under the Ministry of I & B.

Press Council of India (PCI) is headed by a Chairman, who is nominated by a Committee consisting of the Chairman of Rajya Sabha, the Speaker of the Lok Sabha, and a person elected from amongst the Members of the Press Council. Majority of the members of the Council belong to the journalistic fraternity while three of them are nominated, one each by the

University Grants Commission, Bar Council of India and Sahitya Akademi and five Members are from the Members of Parliament, of whom two are nominated from Rajya Sabha and three are nominated from the Lok Sabha.

Ans to Q. No 6 : The Public Relations Department of Assam was established in June 1940 at Shillong.

Ans to Q. No 7 : The first Publicity Officer of the department was Yahia Khan Choudhury.

Ans to Q. No 8 : The Bhavisyat Asom was edited by Krishna Bhuyan (Assamese edition) and Ramesh Chandra Das (Bengali edition).

Ans to Q. No 9 : A Public Sector Undertaking is a corporation in the public sector in India, where the management and control of the company rests with the Government.

Ans to Q. No 10 : a) Indian Railways b) Bharat Sanchar Nigam Limited (BSNL) c) Oil and Natural Gas Corporation Limited (ONGC).



8.9 MODEL QUESTIONS

A. Very Short Questions

Q.1 : Why was the Song and Drama Deivision set up?

Q.2 : What is the main objective of the Press Information Bureau?

B. Short Questions (answer each question in 150-200 words)

Q.1 : Do you think the Central Govt. is successful in disseminating information regarding all policies and programmes of the govt. to the general public? Justify your answer.

Q.2 : Write a brief history of Public Relations in Assam.

C. Long Questions (answer each question in 300-500 words)

Q.1 : What do you mean by Public Sector Undertakings organization? What is the image of the PSUs? Why is PR important for these organizations?

*** ***** ***