

EASTERN RAILWAY

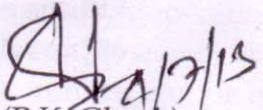
No. E.240/0/Vol. VIII

Kolkata, Dated 04/07/2013

ALL CONCERNED

Sub:-Instruction/guidelines for dealing with Press/Media.

The following copy of Chief Public Relation Officer, Eastern Railway's circular letter issued with the approval of GM bearing No. G.12/C/PRO/MS dated 04/06/2013 containing CHAPTER - IV of PR Manual incorporating instructions of Railway Board with regard to dealing with Press/Media is reproduced below information guidance and strict compliance.


(P.K. Ghosh)

for Chief Personnel Officer

Copy of Chief Public Relation Officer/ER's letter No. G.12/C/PRO/MS dated 04/06/2013 addressed to All PHODs, DRMs.

Sub:-Instruction/guidelines for dealing with Press/Media.

Clear instructions exist in CHAPTER-IV of PR manual with regard to dealing with Press/Media. As per the instructions of the Railway Board, all concerned are requested to follow the same.

1. At the Railway/PU Headquarters level, **the General Managers** and the **CPROs** are authorized to meet the media in a formal Press Conference or informally depending upon the importance of the nature of the information to be given. However, the General Managers may especially authorize the PHODs to give information or be accessible to the representatives of the media. Any other officer, if approached, by the media, is to refer them to the CPRO.

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2. At the divisional level, **Divisional Railway Managers (DRMs)** are authorized to meet the representatives of the media approaching them for factual information on specific subjects. They may also send news items concerning the working of the Railways (particularly in their Division and other matters of local interest) to the media directly or through the local office of Press Information Bureau (if available). DRMs may hold press conferences occasionally. However, in respect of queries on wider policy matters concerning the Zonal Railway or the Indian Railways, the representatives of the media may **politely** be directed to CPRO or ADG (PR)/Railway Board. In order to ensure that no unauthorized information/material is supplied to the press, the DRMs should generally not delegate this work to a Divisional Officer except to ADRMs. All such information/material should have DRMs' approval before it is supplied to the press.
3. It may kindly be made clear that no unauthorized person should speak to or interact with the media as it may amount to un-becoming of a Railway servant. In this connection, the provisions relating to official documents and responsibility of Railway servants [contained in Rule-11 of Railway Services (Conduct) Rules, 1966] may also be kept in view.

Recently, it has been seen that some officers even staff at Stations/Train Pilots/TTEs other than those authorized have been interacting with press/media. This leads to unnecessary embarrassment, which can be avoided by diverting press and media to contact CPRO.

It is requested that the instructions for dealing with the press/media should be followed by all concerned. However, Xerox copies of the instructions are enclosed herewith for kind perusal and ready reference of all concerned.

This issues with the approval of GM.

DA: As above.

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CHAPTER - IV

MEETING & DEALING WITH THE MEDIA

1. AUTHORITY TO DEAL WITH THE MEDIA

- 1.1 **At the Railway Board level**, only Ministers, Chairman, Members, Secretary Railway Board, Director Public Relations (DPR), Director Information & Publicity (DIP) or any other Officer(s) especially authorized by the Minister of Railways may give information or be accessible to the representatives of the media. Any other officer, if approached by the representatives of the media is to refer them to the DPR (*the official Spokesperson for the Ministry of Railways*) or in his absence to the Information Officer. The Chairman is to be kept informed of the press conferences, if any, being held by any Member of the Board.
- 1.2 **At the Railway/PU Headquarters level**, the General Managers and the CPROs are authorized to meet the media in a formal Press Conference or informally depending upon the importance of the nature of the information to be given. However, the General Managers may especially authorize the PHODs to give information or be accessible to the representatives of the media. Any other officer, if approached, by the media, is to refer them to the CPRO.
- 1.3 **At the Divisional level**, Divisional Railway Managers (DRMs) are permitted to meet the representatives of the media approaching them for factual information on specific subjects. They may also send news items concerning the working of the Railways (*particularly in their Division and other matters of local interest*) to the media directly or through the local office of Press Information Bureau (if available). DRMs may also hold press conferences **occasionally**. However, in respect of queries on wider policy matters concerning the Zonal Railway or the Indian Railways, the representatives of the media may politely be directed to GM/CPRO or DPR/Railway Board. In order to ensure that no unauthorized information/material is supplied to the press, the DRMs should **generally not** delegate this work to a Divisional Officer except to ADRMs. All such information/material should have **DRMs approval** before it is supplied to the press. Services of PROs (*wherever positioned*) may be utilized for the purpose.
- 1.4 It is made clear that **no unauthorized person should speak to or interact with the media** as it may amount to un-becoming of a railway servant. In this connection, the provisions relating to official documents and responsibility of railway servants (*contained in Rule-11 of Railway Servants (Conduct) Rules, 1966*) may also be kept in view.

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