

Government of Himachal Pradesh
Information & Public Relations Department .

No. Pub-F(12)-1/2008

Dated Shimla-171002, 26/4/2010

NOTIFICATION

The Governor of Himachal Pradesh is pleased to order to notify the Job Profiles alongwith performance indicators of the officers/officials working in the Information & Public Relations Department which has been uploaded on the official website by the Department and is annexed at Annexure "A".

By Order:

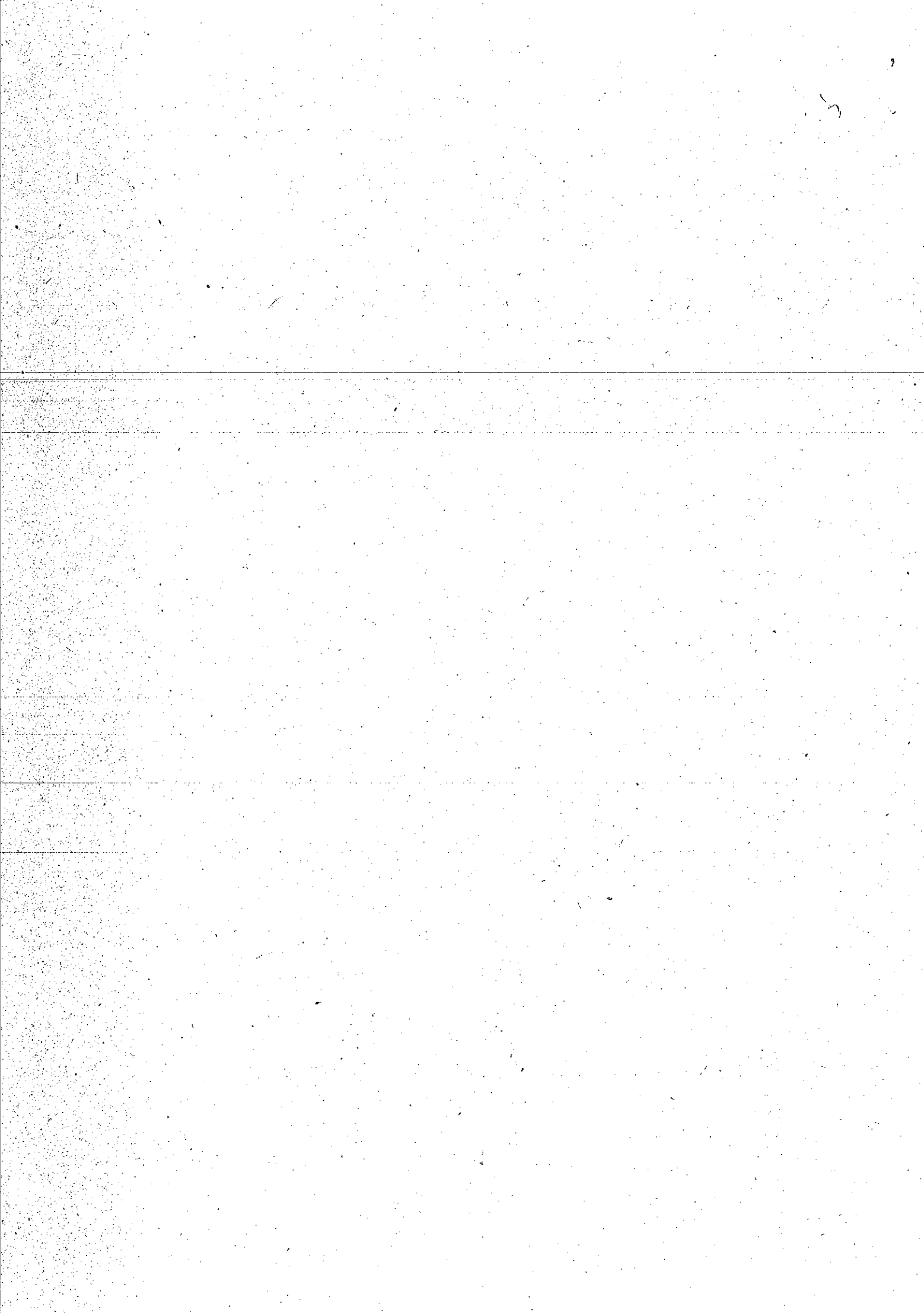
Secretary(I&PR) to the
Govt. of Himachal Pradesh
Dated Shimla-171002, 26/4/2010

Endst. No. As above

Copy is forwarded to:-

1. The Principal Secretary to the Chief Minister, H.P. Shimla-171002.
2. The Additional Secretary-cum- Private Secretary to the Chief Minister, H.P. Shimla-2.
3. The Private Secretary to the Chief Secretary to the Govt. of H.P., Shimla-2.
4. All Administrative Secretaries to the Govt. of Himachal Pradesh.
5. All Head of Departments in Himachal Pradesh.
6. Principal Secretary (AR) to the Govt. of Himachal Pradesh, Shimla-2.
7. The Director (I&PR), H.P. Shimla-171002.
8. The Controller Printing & Stationery, H.P. Shimla-171005.
9. Guard file.


Joint Secretary(I&PR) to the
Govt. of Himachal Pradesh.



Annexure "A"

JOB PROFILE OF THE CATEGORIES OF INFORMATION & PUBLIC RELATIONS DEPARTMENT, HIMACHAL PRADESH

Sr. No.	Designation	Job profile
1.	Director	<ol style="list-style-type: none"> 1. Head of the Department. 2. Ensure Effective Publicity of the Government. 3. Maintains liaison with Editors and Heads of Electronic channels and other media persons in and outside the state. 4. Visualize, coordinate, implement and monitor all activities concerning publicity of the state Government. 5. Innovates and initiates publicity campaigns on policies, programmes and achievements of the state govt. 6. Conceptualizes and implements short and long term media strategies for effective publicity of the Govt. 7. Strengthening and upgradation of the working of the Department from time to time so as to ensure smooth functioning of the Department. 8. Human Resource Development so as to ensure efficiency. 9. Equip, improve and upgrade organization with latest technologies. 10. Feed back to the policies and programmes of the Govt.
2.	Addl. Director	<p style="text-align: center;">Addl. Director</p> <ol style="list-style-type: none"> 1. Press Publicity 2. Field Publicity 3. Press Coordination. 4. Press coverage of VVIP's 5. Any other work assigned from time to time.
3.	Joint Director	<p style="text-align: center;">Joint Director-I (Directorate)</p> <ol style="list-style-type: none"> 1. General Administration. 2. Establishment. 3. Budget & Planning. 4. Inspections.

		<p>5. Any other work assigned from time to time</p> <p>Joint Director-II (Directorate)</p> <ol style="list-style-type: none"> 1. Advertisements of Govt. Departments, Boards and Corporations. 2. Publication. 3. Any other work assigned from time to time <p>Joint Director-III</p> <p>Press Secretary to Hon'ble Chief Minister. }</p>
		<p>Joint Director (HPLO Chandigarh)</p> <ol style="list-style-type: none"> 1. Press Liaison with Chandigarh based Media persons including Editors, Asstt Editors, News Editors and other Editorial staff. 2. Providing of useful information to newspapers offices from time to time. 3. Coverage of functions and meetings of Ministers and other VVIP's in Chandigarh. 4. Issue of Features and Press Notes. 5. Any other work assigned from time to time
4.	Deputy Director	<p>Deputy Director (I) (Directorate)</p> <ol style="list-style-type: none"> 1. Field Publicity. 2. Press Publicity. 3. Coverage of Meetings and Functions. 4. Any other work assigned from time to time <p>Deputy Director (II) (Directorate)</p> <ol style="list-style-type: none"> 1. Audio-Visual Publicity. 2. Coverage of Meetings and Functions. 3. Any other work assigned from time to time <p>Deputy Director (HPLO Delhi)</p> <ol style="list-style-type: none"> 1. Liaison with the media at national capital. 2. Providing useful information to newspapers and media channels for special coverage

		<p>channels for special coverage.</p> <ol style="list-style-type: none"> 3. Coverage of Meetings and functions at Delhi. 4. Issue of Press Notes and features. 5. Any other work assigned from time to time <p>Deputy Director (Zonal Office Dharamshala)</p> <ol style="list-style-type: none"> 1. Overall supervision of I&PR offices in the Northern Zone. 2. Monitoring and coordination of publicity campaigns in the Zone. 3. Liaison with the newspapers editors and other media persons in the zone. 4. Conducting of Press Parties. 5. Dissemination of useful information to media persons. 6. Writing of Features and success stories. 7. Any other work assigned from time to time
		<p>Deputy Director (Central Zonal Office Mandi)</p> <ol style="list-style-type: none"> 1. Overall supervision of the offices of I&PR in Central Zone. 2. Monitoring and co-ordination of publicity campaigns in the Zone. 3. Liaison with the media persons in the zone. 4. Dissemination of useful information to media persons. 5. Inspection of the Public Relations Zonal offices. 6. Writing of Features and success stories. 7. Any other work assigned from time to time
5.	Reporter	<ol style="list-style-type: none"> 1. Transcription of speeches of Hon'ble Chief Minister. 2. Drawing and Disbursing officer. 3. Branch Incharge of Accounts /Store Section. 4. Repair and maintenance of vehicles. 5. Accreditation. 6. Award for Developmental Journalism.
6.	Sr. Editor	<p>Sr. Editor-I (Giriraj) & Himprastha.</p> <ol style="list-style-type: none"> 1. Planning and supervising the overall working of the Giriraj Office. 2. Procuring Advertisements for Giriraj.

		<p>3. Circulation of the Giriraj and Himprastha.</p> <p>Sr. Editor-II (Directorate)</p> <ol style="list-style-type: none"> 1. Preparation publications i.e. Booklets, folders pamphlets brochures etc for publicity. 2. Writing of speeches and articles. 3. Preparation of talking points. 4. Editing.
7.	Editor (1)	<p>Editor (Giriraj)</p> <ol style="list-style-type: none"> 1. Editing. 2. Designing and layout of the weekly. 3. Supervise Editorial work in the Giriraj 4. Ensure timely publication of Giriraj. <p>Editor (Himprastha)</p> <ol style="list-style-type: none"> 1. Editing of Himprastha monthly. 2. Ensure best publication material for the magazine.
8	Sr. Technical Officer.	<ol style="list-style-type: none"> 1. Incharge of Technical Unit of the Department. 2. Incharge of ENG unit. 3. Planning, Supervision and deployment of technical staff. 4. Up gradation of P.A.Services. 5. Supervision of Technical Staff in the field. 6. Any other work assigned from time to time
9.	Information Officers	<ol style="list-style-type: none"> 1. Press Notes 2. Writing of success stories. 3. Preparation of messages of VIPs. 4. Coverage of important meetings, functions of allotted departments. 5. Feature Writing 6. Script writing. 7. Success Stories. 8. Cover the meetings and functions of the Ministers at State

		headquarters. 9. Exhibition.
10.	Public Relations Officer (Songs & Drama)	Public Relations Officer(S & D) 1. Overall In-charge of State Drama Units of the State. 2. Prepare Songs, Skits and plays based on policies and programmes of the Govt. 3. Supervision of the staff. 4. Arranging casual artists/cultural troupes.
11.	District Public Relations Officer	1. Head of office in the District. 2. Drawing & Disbursing Authority. 3. Coverage of Govt. functions in the District. 4. Field publicity. 5. Writing of articles /developmental stories and features. 6. Liaison with Distt offices. 7. Issue of Press Notes based on the functions of Ministers, VIP's and Distt Administrations Authorities,
12.	Film and Photo Officer (2)	Film and Photo Officer 1. Incharge of Film and Photo Section. 2. Photo coverage of important functions and festivals. 3. Preparation of multiple portraits for exhibition unit and photo features. 4. Maintenance and enrichment of Photo Bank and supervision of photo library.
13.	Supdt. Grade-1	1. Over all supervision of all branches at State headquarters 2. General administration. 3. Monitoring of files and dak disposal 4. Ensure proper Diary and Dispatch. 5. To maintain Roster Register. 6. To ensure proper deployment of staff on duty from time to time. 7. Maintain proper record of ACR's.

14	Section Officer (SAS)	<ol style="list-style-type: none"> 1. Preparation of Budget Estimates and monitoring of expenditure. 2. Examine all financial sanctions, fixation of pay, Step up cases, GPF sanctions, and Store stock purchases. 3. Reconciliation of accounts of Department with AG. 4. Finalization of pension cases for authorization with AG and related matters. 5. Internal Audit and inspection. 6. Settlement of Audit paras of the department with AG.
15	Supdt. Grade-II (3)	Supervising the work of section allotted and dealing of important cases themselves in the allotted sections.
16	Asstt. Editor	<ol style="list-style-type: none"> 1. To assist the Editors. 2. Writing articles. 3. Write Editorial in the absence of Editor in the Giriraj. 4. Co-ordinate the news and other publicity material. 5. Preparation of talking points, messages etc. 6. Editing of news and other material.
17	Sub Editor	<ol style="list-style-type: none"> 1. Sub Editing. 2. Design of pages for Giriraj. 3. Edit the material. 4. Write feature & articles. 5. Writing of messages, talking points of VVIPs.
18	Asstt. Public Relations Officer	<ol style="list-style-type: none"> 1. To assist DPRO's in the field and senior officers at state headquarter. 2. Press coverage. 3. Press Notes. 4. Feed back. 5. News clipping. 6. Website management. 7. Research & Reference.
19	Technical Officer	<ol style="list-style-type: none"> 1. To assist Sr. Technical Officer in procuring and maintaining

		<p>the equipments & operation.</p> <p>2. Maintenance of Audio/CCTV/Surveillance systems installed in H.P. Vidhan Sabha at Shimla/Dharamsala.</p> <p>3. Maintenance/updating of departmental website.</p>
20.	Asstt. Radio Engineer	<p>1. To supervise the Technical staff in the district.</p> <p>2. To ensure foot proof P.A. services.</p> <p>3. To identify fringe areas for installation of DTH</p> <p>4. To ensure fulfillment of physical targets in respect of Technical staff.</p> <p>5. Updation of departmental website in the district.</p>
21	Producer	<p>1. To plan and produce of developmental video documentaries/ advertisement films/ Audio jingles etc.</p> <p>2. Production of Himachal Diary.</p> <p>3. Co-ordination with Doordarshan and other private channels and to ensure the telecast of important news items.</p>
22	Production Asstt.	<p>1. To assist Producer.</p> <p>2. Co-ordination with the Scriptwriter.</p> <p>3. To co-ordinate with the Video Film Librarian in maintaining video library.</p> <p>4. To accompany T.V. team during shooting for developmental films.</p>
23	Personal Assistant	Attached with the Director.
24	Sr. Cameraman/ Sr. Photographer/ Jr. Cameraman & Jr. Photographer	Still photo coverage of the functions of H.E. the Governor, Hon'ble Chief Minister, Union Ministers, State Ministers and other dignitaries.
25	Asstt. Video Cameraman	<p>1. Video coverage of functions/meetings.</p> <p>2. To transmit footage of important functions/meetings to Doordarshan/private channels.</p>
26	Video Film Editor	1. Editing of news stories/video documentaries/Himachal diary etc.
27	Engineering	1. Repair and maintenance of equipments.

	Assistants	<ol style="list-style-type: none"> 2. Maintenance of data of website. 3. Maintenance of computers and equipments installed in T.V.studio. 4. Transmission of data to Electronic News Display Board and Information Gateway system.
28	Audio/Video Librarian	To maintain video film library.
29	Photo Librarian	To maintain film rolls, photo-album, proofs etc. of all the VIPs functions and other photography material. To maintain proper record/catalogue of the photographs and maintain all negatives date-wise to ensure their proper numbering and handy location.
30	Lighting Assistant	<ol style="list-style-type: none"> 1. Maintenance of lighting equipments. 2. To accompany TV Team for lighting purposes.
31	Technical Supervisor	<ol style="list-style-type: none"> 1. Maintenance of Photostat and fax machines. 2. Maintenance of DTH/P.A equipments.
32	Sound Recordist	<ol style="list-style-type: none"> 1. Repair and maintenance of audio equipments. 2. Music/ Narration recording.
33	Technical Assistant	<ol style="list-style-type: none"> 1. To provide Public Address Services. 2. To arrange video shows 3. Repair and maintenance of audio/vide equipments. 4. Installation and maintenance of Direct Reception Sets. 5. Hold Group discussions/talks and will apprise DPRO the response of masses towards the various programmes/policies of the Government.
34.	Radio Mechanic/ Projector Operator	<ol style="list-style-type: none"> 1. To provide Public Address Service. 2. To arrange video shows. 3. Repair and maintenance of audio/video equipments. 4. Installation and maintenance of Direct Reception Sets. 5. Distribution of Departmental publications such as Giriraj, Himprastha and other literature published by the department from time to time. 6. Hold Group discussions/talks and apprises DPRO of the

		response of masses towards the various programmes/policies of the Government.
35.	Senior Assistant/ Jr. Assistant.	1. Dealing cases including noting and drafting. 2. Dealing Establishment matters, Accounts Matters, Budget, Planning and other matters concerning Departmental working.
36.	Sr.Stenographers, jr.Stenographers and Steno-typists.	Taking dictations and carrying out typing work of the officer/section, the individual Stenographer/steno typist is attached with. Operating computer for typing features, speeches, messages and other press related material and official letters as required from time to time.
37.	Clerk	Diary, dispatch, typing work, dealing with seats as assigned to them from time to time to assist Sr.Assistants, Section Officers & other superiors as and when required. To operate computer for typing work and feeding other data/information on it.
38.	Drama Inspector	To make arrangements during the culture performances at different parts of the State for stage performance of drama, skits, short play . To prepare and compose new items of Songs & Drama bases on different programs and policies of the State Govt. including public interest Variety programs. To conduct the stage during the performances of the Drama Unit. To deliver speeches on Govt. programmes and policies during performances of the Drama Units.
39.	Stage Master	To prepare stage for the performances of the Drama Unit. To keep dresses and other articles ready for the artists. To make sound and lighting arrangement for the stage of the performances. To arrange wide publicity campaign before the performance.
40.	Dark Room Assistant	To carry out the job of all dark room related activities including preparation/making of all photographs, washing of film rolls and assisting the photographers as and when required.
41.	Artists.	To sing songs and act for skits, plays and Musical items based on

		programmes and policies of the State Govt. for making its wide publicity among the masses in different parts of the State.
42.	Harmonium Master	To accompany the artists items with Harmonium and keyboard and help the artists in composing new items of songs and drama.
43.	Tabla Master	To play on Tabla and accompany the performances with rhythm on tabla and Dholak and help the artists in composing new items of songs & drama.
44.	Art Executive	To prepare designs for exhibition and publication wing. To ensure to install exhibition during the international fairs and festivals and other important occasions. To maintain the exhibition material properly and give the requirements for exhibition wing.
45.	Art Assistant	To assist Art Executive for the display of departmental exhibition. To prepare the designs for Govt. publicity literature and publication wing of the Department.
46.	Gestatnor Operator	All cyclostyling work of routine and urgent nature. It is the duty of the Gestatnor Operator to maintain and properly up-keep the cyclostyling machines and equipment put in his charge.
47.	Peon/Cleaner	To carry and deliver the dak within and outside the office. To ensure the cleanliness and general up-keep of the section/wherein posted and of the furniture, fixture and equipment.
48.	Chowkidar	To keep watch and ward during and after office hours. To take precautionary measures relating to prevention of fire and damage to Government property.
49.	Sweeper	To sweep clean and mop the rooms, corridors, verandas and compounds. To clean the urinals, baths, wash basins etc. daily and properly. To light the stoves and to perform the allied work.