

**DIRECTORATE GENERAL OF PUBLIC RELATIONS
GOVT OF PUNJAB**

<http://dgpr.punjab.gov.pk/>

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Overview

This Directorate General Public Relations has been performing the functions to create better understanding of government efforts, policies and political will in the public through dedicated efforts by effective utilization of mass media, publicity and media management and image building of Punjab government. It also promotes national integration and cultural activities and organization of relevant seminars and symposia. The DGPR maintain Press Laws relating to newspapers, books, magazines pamphlets, posters etc. entrusted to the Home Department and control on the reproduction of books and literary works of foreign origin, screening of periodicals and magazines, particularly the foreign magazines of repute. The DGPR also provide press clippings of public demands, complaints suffering etc to relevant departments / agencies.

The Technical Section (Sound) of the DGPR provides public address system for the official meetings / public functions. Its Advertisement Section release official and semi-official advertisements through media. It Facilitate for the journalists including accreditation of press correspondents and press photographers, etc and preparation /screening of films and documentaries and speech writing. The network of Director Public Relations / Deputy Director Public Relations / District Information Officers at Divisional /District level and attach Public Relation Officers to Governor, Chief Minister and Provincial Ministers is another function of this Directorate General Public Relations.

BACKGROUND

This Department firstly established as Directorate in early 1940 and up-graded as Directorate General Public Relations, Punjab in 1984. This department is the main publicity arm of the Punjab Government. It essentially deals with dissemination of Information, Public Relations and Protocol duties, focusing mainly on projection of official policies, activities and development programs through issuance of handouts, Press notes and through maintaining a close liaison with the press. It also keeps the Government informed about the reaction of the people either favorable or hostile towards its policies through an elaborate feedback system. Its field offices are located at "9" Divisional Information Offices, "27" District and "1" Liaison office at Karachi as well as a Southern office at Multan respectively.

The Headquarters at Lahore draws extensive support from the Press Information, Films Unit, Publications Unit, Research and References, Press Laws, Advertisement and Technical Sections and New Electronic Media Section in performing its duties.

In order to achieve the above targets and to ensure smooth functioning of the department, the following sections have been established at Headquarters Office

DIRECTORS

- **Administration**
- **Advertisement**
- **Electronic Media**
- **News**
- **Coordination**
- **Press Information**
- **Books & Research**
- **Information Technology**
- **Technical**

FIELD OFFICES

- **Divisional Information Office (Bahawalpur)**
- **Divisional Information Office (Dera Ghazi Khan)**
- **Divisional Information Office (Faisalabad)**
- **Divisional Information Office (Gujranwala)**
- **Divisional Information Office (Lahore)**
- **Divisional Information Office (Multan)**
- **Divisional Information Office (Rawalpindi)**
- **Divisional Information Office (Sargodha)**
- **Liaison Office, Karachi (Sindh)**

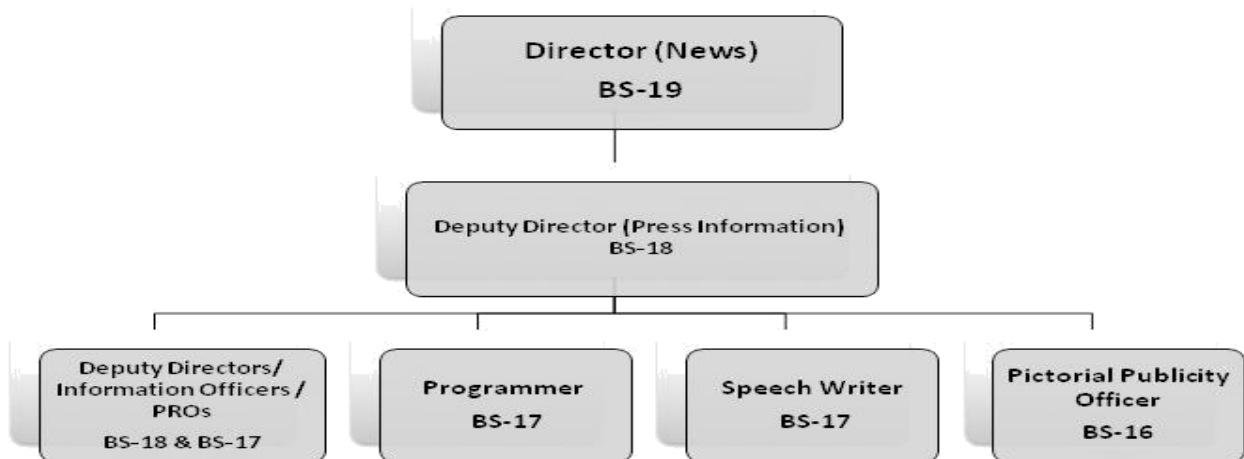
CORE FUNCTIONS

1. Press Information

This section is responsible to ensure media coverage of the Government through Public Relation Officers (PROs), to feed back to government dignitaries in the form of Press Clippings, Summary and Media Reports, to arrange Press Briefings Seminars/ Discussions and other tasks assigned by high-ups.

Functions

- Projects positive image of government through proper and wholesome publicity of its policies, welfare-oriented programmes and day to day activities through media
- Counters negative views/propaganda against national international Countering negative views/propaganda against national interest
- Government Publicity / projection of ministers/departments through Public Relation Officers (PROs)
- Provides feedback to Chief Minister, Governor and other government high ups in form of Press Summary and Press Clippings and Media reports on daily basis.
- Arranges press conferences, press briefings, seminars, media interviews, Radio/TV Panel discussion programmes
- Contributes articles on important issues
- Prepares of speeches / talking points for Chief Minister, Governor, Ministers and other important government functions
- Manages Inter-Provincial visits of Journalists delegations
- Issues Accreditation cards to journalists
- Prepares cases for the financial assistance to journalists
- Manages coverage at Divisional / District level through field offices of Directorate General Public Relations
- Public Relations Offices attached with Chief Minister, Governor, Minister, Advisors ensure their media coverage

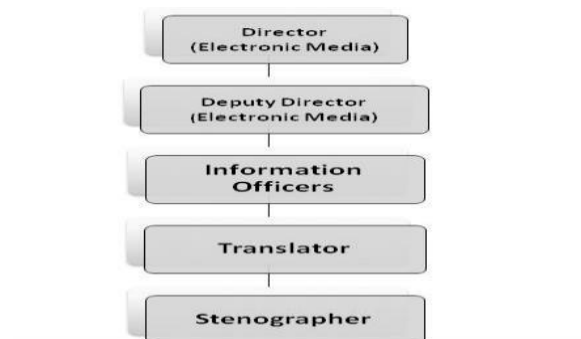


2. Electronic Media

Electronic Media Section established in Directorate General Public Relations, it is responsible to ensure publicity of Punjab Government activities / Policies in electronic media, timely issuance of tickers aired by different channels for the information of Government high-ups. This section also facilitates electronic Media Coverage of outdoor/ indoor activities of the Punjab Government.

Functions

- Responsible for the projection of government point of view in case of reports / news items aired against Government policies
- Concurs effective projection / publicity of government activities & policies in electronic media
- Ensures timely issuance of tickers / reports to electronic media
- Monitors major news channels round the clock in four shifts
- Prepare Prepares reports of tickers, news items and talk shows after every two hours and the same are forwarded to the concerned quarters for information / necessary action
- Send alerts regarding information tickers, news items & talk shows through SMS to concerned quarters
- Transcribes specific news reports & talk shows
- Manages press briefs / media talks and Government representative participants in talk Shows activities of Government functions

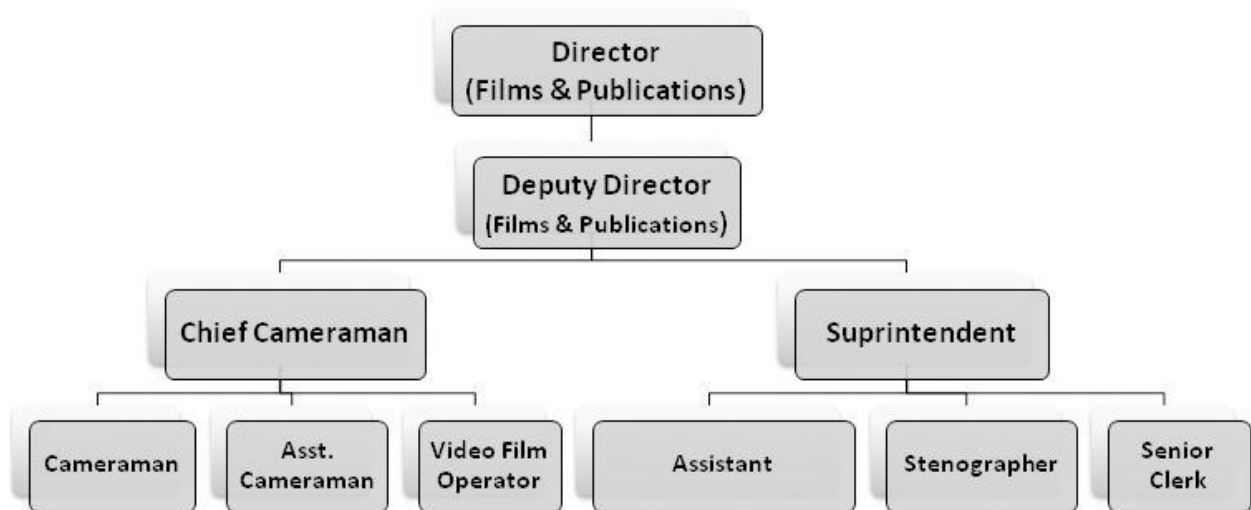


3. FILMS AND PUBLICATIONS

In Directorate General Public Relations, the Films Publications Section has been offered an important role since when it was established. This department has been working on the production of documentaries/news reels (Sairbeen) to Project policies and developmental activities of the Punjab Government through electronic media i.e. cinema houses and mobile cinema units etc. Film section has mobile unit which used to exhibit Sairbeen/newsreels to create awareness about the government's policies in the remote areas of the Punjab. This section also has mandate of conducting video coverage of all Government dignitaries and delivery of Video Footage to different channels. It also ensures non-linear editing (NLE) of visual coverage of Chief Minister/ Governor and other Officials and sends to channels through File Transfer Protocol (FTP) System.

Functions

- Ensures video coverage of all the functions of Chief Minister ensures video coverage of all the functions of Chief Minister, governor, Ministers and other high ups
- Ensures delivery of footage of government functionaries' activities to electric media channels
- Nonlinear editing of visual coverage of Chief Minister and other Government high ups and sends it to T.V channels through File Transfer Protocol (FTP)
- Produces documentaries, news reels to project policies and developmental activities of the government

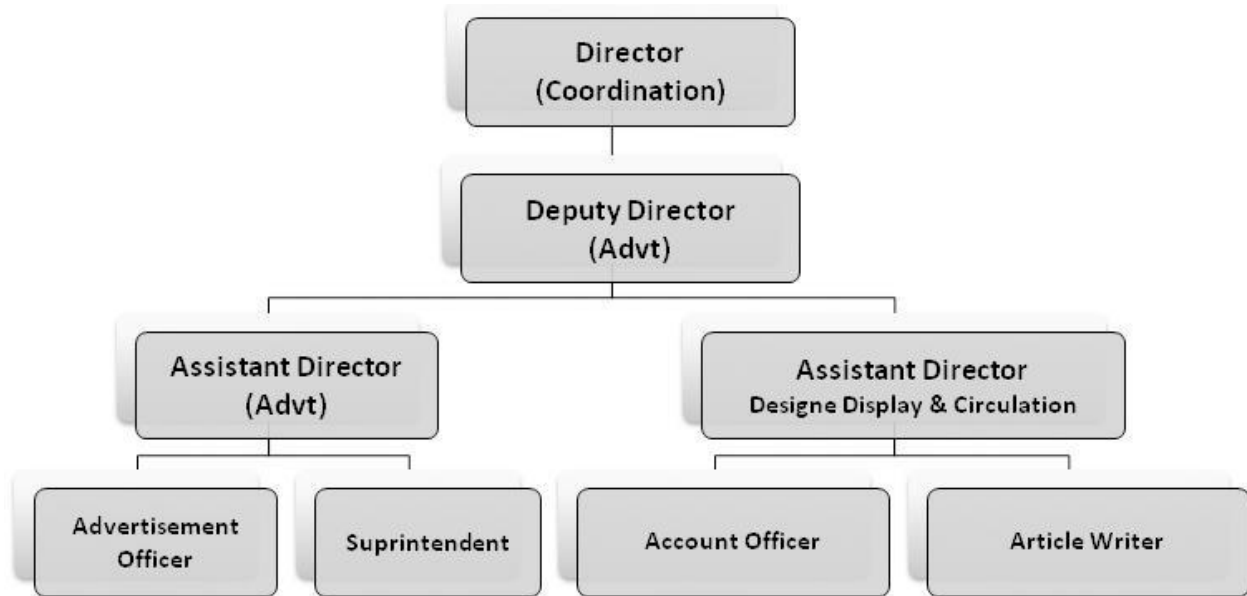


4. ADVERTISEMENTS

The Advertisement Section is responsible to release Government advertisement in national, regional Press and electronic Media, this section issue NOC to newspapers for publications of special supplements. It also prepares print/ electronic media campaigns for Punjab Government. Checking of stall value Printing Press of newspapers / periodicals to determine their circulation position for ABC and inclusion in Central Media List.

Functions

- Releases and makes placement of govt. advertisements in national, regional press and electronic media, as per federal government policy
- Issues NOC for special supplements to newspapers
- Prepares special electronic, print media campaigns for government departments
- Gauges the stall value of newspapers / periodicals to determine their circulation position for inclusion in 'Central Media List'



5. ADMINISTRATION

This section enforces regulation and rules of Punjab Government to maintain discipline in the office, prepare working paper for DAC, SDAC, PAC, DPC and PSB etc. It also maintains auditing, budgeting / accounts of the Directorate General. It also deals with the correspondence with Administrative Department as well as lower formation of the Directorate General Public Relations.

Functions

- Enforcement of Rules and Regulations
- Maintenance of budget and Accounts
- Auditing and Checking of accounts of Divisional / District Information Offices
- Preparation of working paper for Department Accounts Committee (DAC), Special DAC and PAC meeting
- Preparation of working papers for promotion of officers from BS-16 & above
- Preparation of working papers for promotion of official from BS-1 to 15 and 16 in respect of Superintendents
- Dealing with the cases of earned leave, pension, GP Fund and government references etc
- Correspondence with the subordinate offices



6. PRESS LAWS

Functions

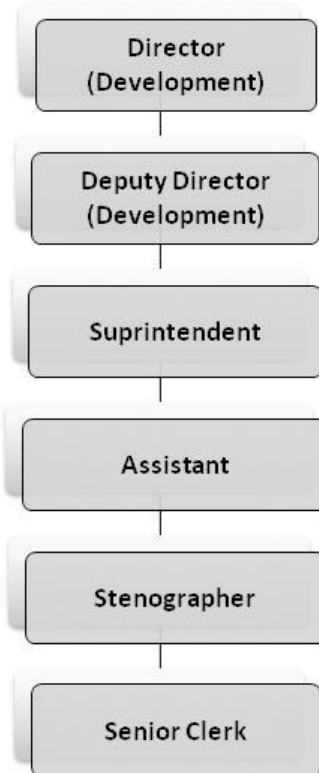
- To receive the applications for titles of Newspapers/ Periodicals under the Press, Newspapers, News Agencies and Books Registration Ordinance, 2002 To receive the applications for titles of Printing Presses.
- To receive the applications for the change of Publisher-ship / Keeper-Ship / Periodicity / Printer and Language.
- Under the Press, Newspapers, News Agencies and Books Registration ordinance, 2002, the gratis copies of the periodicals are received by the Press Laws branch to check and monitor the regularity of the Newspapers / periodicals. A certificate is issued in this regard on the request of the publisher.
- Under the Press, Newspapers, News Agencies and Books Registration Ordinance, 2002, the title of a Printing Press is allotted on the basis of province, so the branch itself after verification and availability issues NOC to the applicant.
- To maintain the record of declarations of Newspapers / Periodicals & Printing Presses received from the DCs in Punjab.
- In case of non-publication/non-receipt of gratis copies of the Newspapers / periodicals, a Notice is served upon to the Publisher / Printer. If the publisher does not respond the notice, a notice is served in which a fine of Rs. 100/= is levied for each default which is to be deposited under a prescribed head of account.
- If the publisher even does not respond after receiving the Notice, it is presumed that the publisher has ceased its publication, so an annulment advice is sent to the concerned DC for annulment of the declaration.
- The branch provide supports regarding regularity report of the Newspapers / Periodicals who apply for inclusion in Central Media List for advertisements and Audit Bureau of Circulation.
- In 2002, the Press, Newspapers, News Agencies and Books Registration Ordinance, 2002 was introduced by the Federal Government, for all Provinces.
- The 18th amendment was made by the Federal Government on 19-04-2010 duly approved by the National Assembly and after the 18th amendment, the Press, Newspapers, News Agencies and Books Registration Ordinance, 2002 has become the provincial subject.
- The DGPR office by making few necessary amendments, has submitted the bill for adoption. Which is still under process in the Information & Culture Department.

7. Development

Development Section, as a matter of fact is the backbone of any organization. This department works on the planning of new projects, giving special consideration to effective execution of the projects in the pipeline.

Functions

- This section fulfills the current needs and requirements of the field offices (divisional and district).
- Proactive Planning for the office equipment, vehicles and furniture of the offices is the responsibility of this section.
- Initiatives for the office building constructions and land acquisition is also dealt by this section.
- Development of Electronic Media Cell at DGPR office.
- Preparation and submission of PC-1 to the Departmental Development Sub-Committee (DDSC) has been initiated by this section.
- The Divisional as well as District offices are trying to approach the concerned DCOs for the acquisition of the piece of land for the construction of the office building and submitted PC-1 in this regard.
- Eleven field offices of this Directorate General have been acquired the land.
- Divisional office Rawalpindi and DG Khan have submitted rough cost estimate including PC-1 for the construction of office building, which would be submitted in the forthcoming meeting of DDSC Hence this section looks into planning and effective execution of all the projects and new developments of the organization. This section is headed by Director Development.



8. INFORMATION TECHNOLOGY SECTION

Information technology (IT) has turned out to be an essential and integral part of every public and private sector organization. From multi-national corporations which maintain mainframe systems and databases to small individual units that may own a sole computer, IT plays a vital role. The major objective behind the omnipresent use of computer technology everywhere can best be determined by looking at how it is being used across the world. The Information Technology Section at Directorate General Public Relations (DGPR) was initiated in the month of September 2015 under the “Up-Gradation & Strengthening of Directorate General Public Relations, Punjab” scheme. It is headed by a Deputy Director (IT). As a vital wing of DGPR, it performs the following functions.

MAJOR FUNCTIONS

WEBSITE DEVELOPMENT

New website is created for the disbursement of important information from Punjab government to the general public. The information includes

- Chief Minister’s pictures of important events
- Chief Minister’s video speeches and video interviews on different occasions and on TV channels
- All English and Urdu Handouts issued by Public Relations Officers (PROs)
- Press Releases issued by Punjab government
- Punjab government TVCs and video documentaries
- Video clips regarding important events of Punjab government
- Policies of various departments of Punjab government
- Ordinances, Acts, Rules and Regulations of Punjab government

BLOG MANAGEMENT

- Creation of BLOG to disperse two-way communication with general public
- BLOG allows general public to give their feedback on Punjab government projects and schemes, and initiatives

CHIEF MINISTER’S DIGITAL ARCHIVE

- New digital archive has been created to store all video data related to the coverage of Chief Minister in electronic media. It includes
 - Official visits of Chief Minister to different cities and countries
 - Inauguration ceremonies attended by Chief Minister
 - Speeches and Interviews of Chief Minister on TV channels
 - Currently 1600 video records are stored in digital archive since inception of this scheme. Previously there was no digital archive present in digital form.
- Update digital archive on regular basis

ELECTRONIC MEDIA DIGITAL ARCHIVE

- 12x TV channels are monitored and recorded in DGPR for news coverage and future reference
- To store TV channel recording 48TB Network Attached Storage (NAS) and Database Server has been installed. Utilization and maintenance of the storage mechanism is main function performed to keep data safe.
- Magnetic tapes are used for secondary archiving of video data to make it available for 30 years span

LIVE COVERAGE OF EVENT

- For live coverage of important events of Punjab government from remote location, a Digital Mobile News Gathering (DMNG) system has been installed. DMNG Server is controlled from DGPR Server Room where as DMNG manpack has been sent to remote location to live stream the coverage.
- PTCL optical fiber high-speed network along with WiFi dongles are utilized to stream data between DMNG server and manpack

GENERAL IT SUPPORT

- Installation of operating systems, peripheral drivers, application programmes, and custom-made software in desktop and laptop computer of DGPR.
- Provision and maintenance of landline and wireless (WiFi) Internet connections within DGPR. Also includes maintenance of Ethernet switches, routers, LAN cables, and optical nodes.
- Organizing video conferencing between head office and district offices using Skype technology.

SOFTWARE DEVELOPMENT

Currently developed high-utility software for DGPR includes:

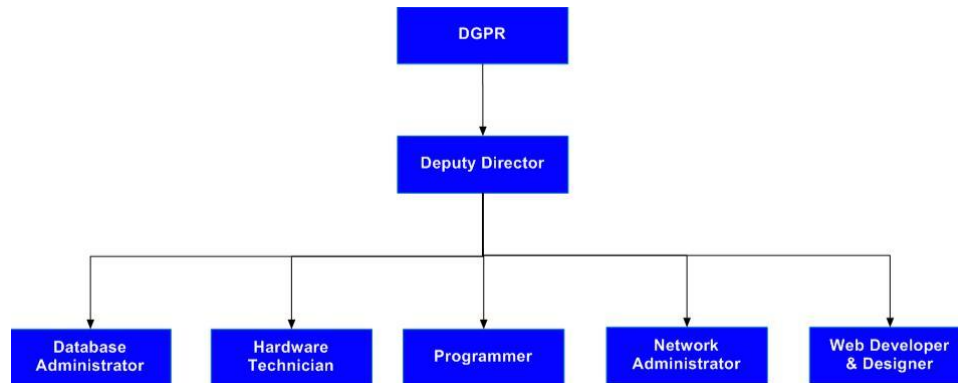
- Vehicle Management System (VMS) for Technical Section
- Letter Reminder System (LRS) for Administration Section
- E-PAPER software for News Section
- News & Opinion Management (NOM) software for News Section

RADIO ARCHIVE

- Devise technical plan for the monitoring, archiving and retrieving of 6x FM Radio channels
- Monitoring include the coverage of news of Punjab government on Radio at 36 districts

ELECTRONIC MEDIA COVERAGE

- IT Section provide technical support and advise to Electronic Media Section regarding storing, archiving, monitoring, and retrieving of 12x news TV channels.
- IT Section provide support regarding the creating and sending of video clips from TV channels to DGPR and Secretary I&C using email, Whatsapp, and DVD/CD.
- Round the clock monitoring and coverage of all news and political events on national and international electronic media is supported by IT staff.

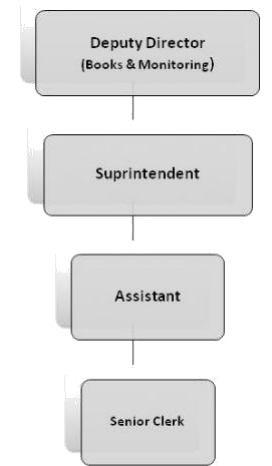


9. BOOKS AND MONITORING

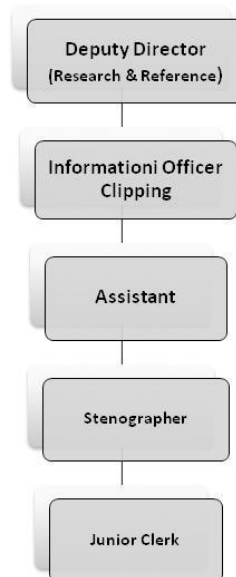
This section is responsible to maintain register for books/ periodicals and pamphlets. It maintains proper catalogue of all books being printed in the province. This is highly sensitive section from the view point of the functions and nature of duties. This section is supposed to administer Press Laws relating to books, pamphlets, leaflets posters and propose actions against the defaulters of Law, for publishing objectionable writings. As many as 13 reputed political, national and international magazines are thoroughly scrutinized in this section and a comprehensive report is prepared for the high-ups for informing them about the current situation of the country.

Functions

- The major functions of this section are the scrutiny of books, pamphlets, posters etc. The proscription actions against objectionable books are taken in consultation with the Home Department. It proposes action against the printer / publishers who violate the provisions of Press, Newspapers, News Agencies Books Registration Ordinance, 2002. Such cases are referred to Home Department, DCO's and Judicial Magistrates in the Punjab.
- The gratis copies of the books printed/published in Punjab, received in Book Section under Section 21 of the Press, Newspapers, News Agencies Books Registration Ordinance, 2002 are registered under Section 37 of the Ordinance called a catalogue of Books. The printers who failed to supply gratis copies, legal action is initiated against them.
- The rules framed under the Press Ordinance called Books Newspapers (Scrutiny) rules, 1966 are also administered by this Section. Under these rules every printer is under obligation to forward a monthly return of his press every month. Actions are taken against such printers who failed to do so.
- This Section is also supposed to administer an Ordinance called the West Pakistan Publication of Books (Regulation Control) Ordinance, 1969. Under this Ordinance no person without the permission of the Government can re-print/publish any book which is first printed or published in a foreign country. This Ordinance was promulgated to check the subversive, anti-Pakistan Islam material. Actions are taken against the printers / publishers who violate the law.



10. RESEARCH AND REFERENCE



11. TECHNICAL

This section ensures provision of Public Address System for official meetings of Government and Maintenance/ repair of official vehicles for smooth functioning of the DGPR

Functions

- Arranges Public Address System (Sound Services) for official meetings of VVIPs in the Province
- Projection of documentaries through Mobile Cinema Units (MCU)
- Maintains official vehicles
Maintenance of official vehicles