

Government of India
DIRECTORATE OF FIELD PUBLICITY

Format for compliance of direction issued by the commission U/S 19(8) (a)

I. Objective/purpose of the public authority:

VISION:

DFP envisions informing and empowering the people with awareness on central government's plans, schemes, policies and programmes through interpersonal communication thereby

- Bring about attitudinal changes in the minds of the people.
- Mobilise public opinion in favour of implementation of welfare and development programmes.
- Get measureable and analysable feedback for the Union Government for course correction.

MISSION:

DFP informs, educates and to some extent entertains the people through interpersonal communication mode by acting as a communicator between the Union Government and the people for conveying information regarding government's various plans, programmes, schemes and projects to the people and take the feedback of the people to the government. In this process, DFP creates awareness among the people and helps government in necessary course correction wherever necessary.

DFP empowers the citizens, especially the weaker sections of society living in rural, remote and border areas, with information about schemes meant for their betterment and persuade them to derive benefit from them.

DFP promotes basic values like national integration, communal harmony and democratic principles among the people.

Towards this mission, DFP uses the power and efficacy of interpersonal communication to reach out to the masses.

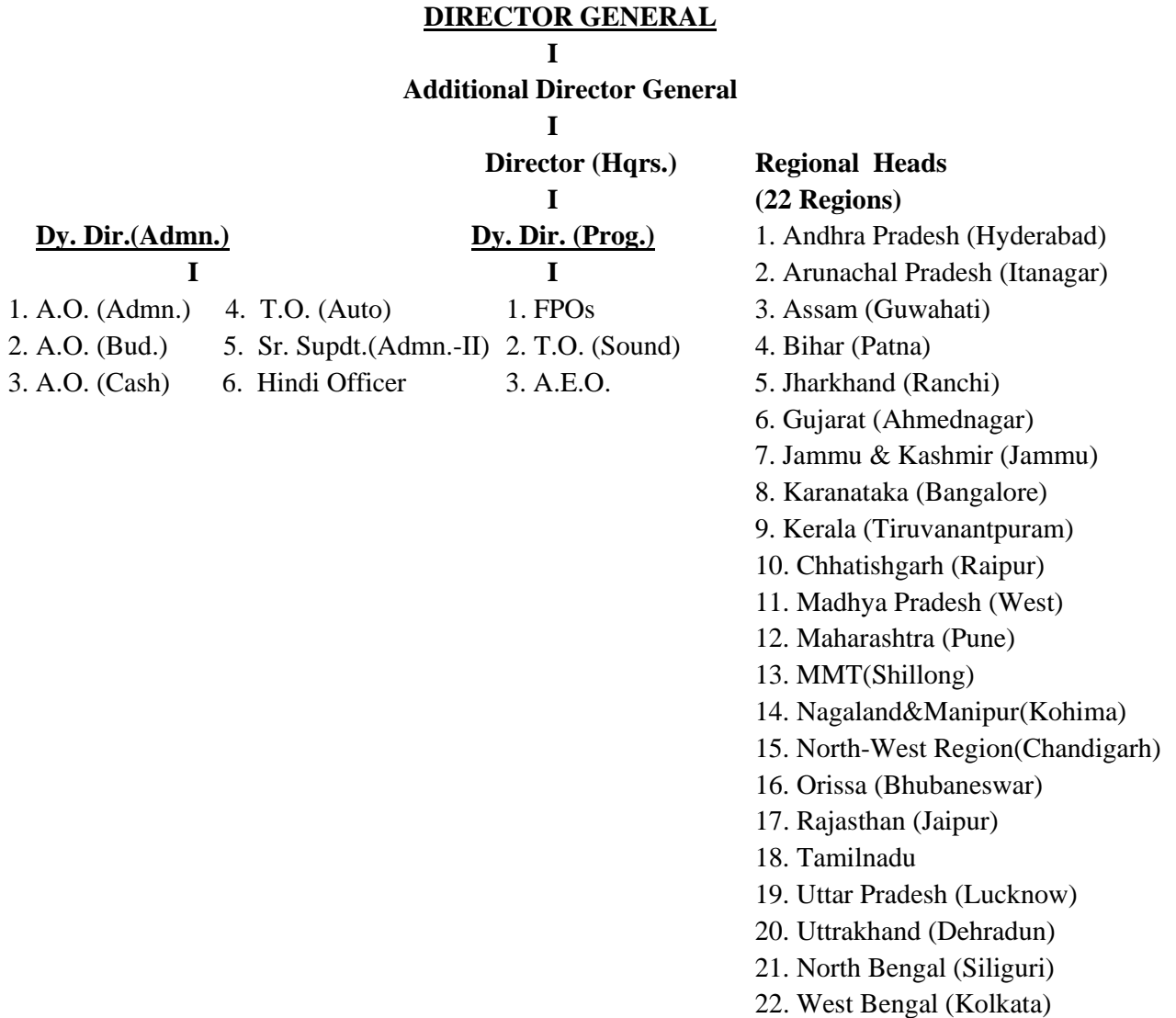
II. Brief history of the Public Authority:-

The Directorate of Field Publicity is one of the Media Units of the Ministry of Information and Broadcasting. It is engaged in the task of Publicising programmes and policies of the Government through interpersonal communication. For this purpose, DFP, at present, has a network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices.

Field Publicity came into existence in 1953 with 32 Field Publicity Units under the control of four Regional Offices. The set up was created under the integrated Publicity programme named “Five Year Plan Publicity Organization”. The Ministry directly exercised administrative control over the Units and Regional Offices. Later a full-fledged Directorate was constituted in 1959 to supervise and control the activities of the Regional Offices and the Field Publicity Units and it was renamed “Directorate of Field Publicity”.

After the Sino-India war in 1962 and the Indo-Pak War in 1965, some radical changes in the approach and working of DFP became necessary in view of the urgent need for boosting the nation’s morale and for mentally preparing the people to meet any external threat. Accordingly, 34 new units were created in 1963 and another 33 in 1965 for publicity exclusively in the border areas.

III. Organizational Structure Diagram:-



Director General

Director General is Head of this Media Unit of Ministry of Information & Broadcasting. He is the Head of the Department and exercises all powers both financial & Administrative relating to DFP delegated by the Ministry from time to time. He is assisted by ADG and Director at Headquarters.

Additional Director General

He is second in command and assists the Director General in discharging his duties and functions in the Regions.

Director

Director is in-charge of all the wings of the DFP Hqrs. i.e. Programme, Administration and Technical. He is also designated as Grievance Officer, Vigilance Officer and Appellate Authority for RTI act at DFP Hqrs.

Deputy Director (Admn.)

Assists Director and looks after the Admn.-I, Admn.II, Cash, B&A, DD(A) also function as “Head of Office” in respect of DFP(Hqrs.) for all purposes DD(A) also performs all other work assigned by the Director from time to time. Official Languages.

Deputy Director(Programme)

Assists Director in the discharge of his duties and looks after the Programme Wing and Coordination with the Media Units and Client Ministries/Departments for Programme activities including feedback reports, Highlight and performance report and preparation of talking points on various publicity themes any other work/job assigned by Director from time to time.

IV. Expectation of the public authority from the public for enhancing its effectiveness and efficiency:-

The masses would be better informed about the plans, programmes, schemes and policies of the Union Government and would be a better participant in the implementation process thereby bringing about fast and all round development f the country.

V. Arrangements and methods made for seeking public participation/contribution:-

Ever since its enactment in 2005, the Directorate has been making all out efforts to inform, educate and to some extent entertain the masses about the importance of being an informed participant in the development process. DFP, the only interface medium of its kind, organizes interactive programmes throughout the nook and corner of the country to make the people aware about various plans, programmes, projects and policies of the Union Government.

VI. Mechanism available for monitoring the service delivery and public grievance resolution:-

CPIOs and Appellate Authorities are functioning at DFP:HQ and at Regional Offices.

VII. Duties/Main activities/functions/List of services :-

- To project the policies and programmes of the Government to the people and to inform them about the plans and schemes formulated for their benefit through interpersonal contact.
- To educate the people about the fundamental national values like democracy, socialism and secularism and to reinforce their faith in them through personal contacts.
- To establish rapport with the people at the grass root level for their active participation in the developmental activities, as also to mobilize public opinion in favour of implementation of welfare and developmental programmes.
- To gather people's reactions to the programmes and policies of the Government and their implementation and to report them back for appropriate and corrective action by the Government. DFP acts as two-way channel of communication between the Union Government and the people.
- To act as a facilitator in coordination with state/ central government departments/ agencies to create awareness about the policies, programmes and achievements of the government.
- To empower weaker sections of society especially at the grass roots level with information about schemes meant for their betterment and persuade them to derive benefit from them.
- Making people informed through sustained publicity campaigning;
- Bringing about attitudinal changes in the mind of the people through publicity programmes;
- Mobilising public opinion in favour of implementation of welfare and development programmes

VIII. Please provide list of rules, regulations, instructions, manual and records, held by public authority or under its control or used by its employees for discharging functions as per the following format. This format has to be filled for each type of document.

Name/Title of document	
Type of document	Hand Book on Directorate of Field Publicity
Brief write-up on the document	The Handbook deals with the organizational setup, duties and responsibilities of the Officials of the Department.
From where one can get a copy of rules, regulations, instructions, manual and records.	It is meant for internal use of the Directorate.
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any)	N/A

Name / Title of document	FR & SR
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	Rules
Brief Write-up on the document	Government of India instructions issued from in time to time
From where one can get a copy of rules regulations, instruction, manual and records	Address: Open Market.
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any).	-

Name / Title of document	CCS(CCA) Rules
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	Rules.
Brief Write-up on the document	Government of India instructions issued from in time to time
From where one can get a copy of rules regulations, instruction, manual and records	Address: Open Market.
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any).	-

Name / Title of document	ESTABLISHMENT & ADMINISTRATION
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	Rules
Brief Write-up on the document	Government of India instructions issued from time to time
From where one can get a copy of rules regulations, instruction, manual and records	Address: Open Market.

Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any).	-
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Name / Title of document	CCS (Conduct) Rules
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	Rules.
Brief Write-up on the document	Government of India instructions issued from in time to time
From where one can get a copy of rules regulations, instruction, manual and records	Address: From Open Market.
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any).	-

Name / Title of document	CCS (Pension) Rules
Type of document Choose one of the types given below (Rules, Regulations, Instructions, manual, Records, others)	Rules
Brief Write-up on the	Government of India instructions
From where one can get a copy of rules regulations, instruction, manual and records	Address: Open Market.
Fee charged by the department for a copy of rules, regulations, instructions, manual and records (if any).	-

IX. Whether there is any provision to seek consultation/participation of public or its representatives for formulation of policies? If there is, please provide details of such policy in following format :-

Sl. No.	Subject/Topic	Is it mandatory to ensure public participation (yes/no)	Arrangements for seeking public participation.
	NIL	NIL	NIL

X. Please provide information on Boards, Councils, Committees and Other Bodies related to the public authority in the following format:

Not applicable

XI. Please provide contact information about the Public Information Officers, Assistant Public Information Officers and Departmental Appellate Authority of the Public authority.

CPIO and Appellate Authorities have been nominated for the 22 Regions and DFP:HQ in respect of RTI matters pertaining to them. A list of CPIOs and Appellate Authorities has been placed at www.dfp@nic.in.

XII. What is the procedure followed to take a decision for various matters? (A reference to Secretariat Manual and rule of Business Manual, and other Rules/regulations etc. can be made)

Directorate of Field Publicity has its Hqrs. at New Delhi and 22 Regional Offices located in various states. The Regional Officers are competent to take decision on various matters pertaining to them which is within their delegated powers. At DFP Hqrs., Dy. Directors submit cases pertaining to their sections to Director, ADG and Director General for decision making.

XIII. The norms set by it for the discharge of its functions:

This Directorate adopts the procedures mentioned in the Manual of Office Procedure. The receipts are marked by the Section Heads to concerned dealing hands. These are Diarised in the section and passed on to dealing hand who in turn examines the cases taking into account all the rules and regulations and puts up the case to Section Heads for further consideration. Section Heads in turn submit the file to Deputy Director and then to Director who recommends the case for the approval of ADG and Director General.

XIV. What are the documented procedures/laid down procedures/Defined Criteria/Rules to arrive at a particular decision matters? What are different levels through which a decision process moves?

1. Hand Book on Directorate of Field Publicity
2. Targets for numbers of Tour Programmes, Films Shows.
3. Tentative Tour Programmes (TTPs)/Actual Tour Programmes (ATPs)
4. Service Books
5. Personal files/Leave Registers
6. Officer Order Guard files
7. Procedures/policies/rules prescribed by Nodal Ministries like DOPT. Finance, Health etc.
8. Implementation of Official Languages policies received from Ministry of Home Affairs from time to time.

XV. What are the arrangements to communicate the decision to the public:-

CPIO at DFP Hqrs. and CPIOs designated at Regional levels communicate decision to the public.

XVI. Who are the offices at various levels whose opinions are sought for the process of decision making ?

Director General, ADGs, Directors and Regional Head's opinions are sought for the process of decision making.

XVII. Who is the final authority that vets the decision?

Director General who is the Head of the Media Unit and Ministry of I&B in cases where Ministry's approval is mandate.

XVIII. Please provide information separately in the following format for the important matters on which the decision is taken by the public authority.

Subject on which the decision is to be taken	All matters which come under the jurisdiction of the public authority.
Guidelines/Directions, if any	As per the guidelines of the I&B Ministry other nodal Ministries and prevailing practices
Process of Execution	Through the officers and staff working under the public authority.

XIX. Directory of Officers and Employees

LIST OF TEL.NOS./MOBILE NOS.OF OFFICERS AT HEADQUARTERS.

DESIGNATION	NAME	INT	OFFICE Tel. No.	RESIDENCE Tel. No.
DIRECTOR GENERAL	SH. MOHAN CHANDAK	201	26106316 (Telefax)	24104181
PS. TO DIR. GEN.	SH. P.K.JAISWAL	202	26106316 (Telefax)	9811175948
DIRECTOR	SH. SURENDRA KUMAR	222	26103421	28034575
Dy. DIRECTOR	S.N.Panigrahi	203	26105658	
Dy. Director (Prog)	Naveen Joshi	204	26175896 Tel. Fax	24699275
DY.DIRECTOR(Adm n.)	Ms. MEERA K. RAMAN	205	26102842	26179570
ADMN. OFFICER		207		
A.O. (ADMN.II & VIG.)		208	26100521	
ASSTT. DIRECTOR		209		
SR.SUPTD.(BUDGE T)	SH R.S.BHARGAVA	210	26100521 FAX	
FLD. PUB. OFFICER	SH. ANIL GAUR	223	26109066	
FLD. PUB. OFFICER	MS AKANKSHA SAXENA	217	26109066	
TECH. OFFICER (A)	SH. VIJAY KAUL	211	26100627	29980210
TO(S)			26100627	
DEALING HAND (IIS) Superintendent UDC Storekeeper	SH. RAKESH BEHL Ram Kishan Ranbir Bhattacharya Sultan Singh	214 214 214	26109069	
CARE TAKER	SH. Ajay Sharda	216	26109069	

LIST OF NAMES & TELEPHONE NUMBERS OF REGIONAL HEADS.

Sl.No	Regional Office	Name & Designation S/Shri	Telephone Office	Nos. Residence	STD
1.	Hyderabad Andhra Pradesh	K. Syama Prasad, Director	24657960 24736645(FAX)	27621141 09441234475	040
2.	New Itanagar Aruna. Pradesh		2212494 (Fax)		0360
3.	Guwahati Assam	Mr. Dinesh Kumar, Joint Director	2529836 2452281(FAX)		0361
4.	Patna Bihar	S. K. Malviya, Director	2533927(FAX)	09931319537	0612
5.	Ranchi Jharkhand	A.K. A. Lakra, Dy. Director H/o	2500895(FAX)	09835112159 9430116569	0651
6.	Ahmedabad Gujarat	Shri Santosh Kumar, Joint Director	27560868(FAX)		079
7.	Jammu J&K	Obaidur Rahman, Director	2438768 FAX 2432757	9419143301	0191
8.	Bangalore Karnataka	Mr. M.Nagendra Swamy Director,	25538191 25527291)(Fax)	09886993546	080
9.	Trivandrum Kerala	S. Subramanium DD	2471483(FAX)	9446059565	0471
10.	Raipur Chhattisgarh	S.S.Pantode, Director	2426840(FAX)	9406122415	0771
11.	Bhopal M. P.	Mrs. Padma Angmo Dy. Director	2553656(FAX)	09425302660	0755
12.	Pune Maharashtra	J.R.M.Pawar Director	27659478 (FAX)	09860623142	020
13.	Shillong MMT	Mr. Engam Pame, Director	2505286 2504133	9436337767	0364
14.	Kohima N & M	Ashikho Lassa, Addl. Director General	2243650 2243089(FAX)	2221333 09862300698	0370
15.	Chandigarh North West	Ashish Goyal, Director	2743161(FAX) 2748144	09463602319	0172
16.	Bhubaneshwar Orissa	Mr. Debanjan Chakraborti, ADG.	2556117 2555844(FAX)	09433025001	0674
17.	Jaipur Rajasthan	Ms. Ritu Shukla, Joint Director	2236533 2235044(Fax)		0141
18.	Chennai Tamil Nadu	Mr. N.V. Nagarajan, Joint Director	28278463(FAX) 28275072	09600078282 09399977666	044
19.	Lucknow U.P. (CE)	Ms. Kismat Sagar, Joint Director	2329354 2329355(FAX)		0522
20.	Dehradun Uttarakhand U.P. (N.W.)	V.K. Gaur, Director.	2626340 2521074(FAX)	9415074214 2107051	0135
21.	Siliguri W.Bengal(N)	Shri Dinesh Kumar, Joint Director I/c	2436101(FAX) 2521460		0353
22.	Kolkata W.Bengal (S)	Ms. Shubha Gupta Director	23219444 23349341(FAX)	09460873432	033

XX. Please provide information about the details of the budget for different activities under different schemes in the given format:-

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XXI. The Manner of Execution of Subsidy Programmes

Budget is allocated by Ministry of I&B to this Directorate in a particular financial year. During financial year 2010-11 on amount of Rs. 122.15 lakh and Rs. 40.71 Crore was allocated by the Ministry under Plan and Non-Plan Heads respectively. For the year 2011-12, an amount of Rs. 4 Crore and Rs. 41.35 Crore has been allocated under Plan and Non-Plan Heads respectively.

No subsidy programme is executed by this Directorate.

XXII. Particulars of Recipients of concessions, permits or authorization granted by it please provide the information as per the following format.

Not applicable

XXIII. Please provide the details of the Norms/Standards set by the Department for execution of various activities/programmes.

Sl. No.	Item of work	Prescribed Norms
1.	Tour Days	12 Tour days in a month for a every field unit.
2.	Field Activities	
3.	Tour programmes	Proposed tour programme of Regional Heads and Field units to be submitted to Hqrs. well in advice. Actual Tour programmes of Regional Heads and Field Units to be submitted immediately to DFP, Hqrs every month on conclusion of actual tours.
4.	Monthly Performance Report	By last working day of every month.

XXIV. Please provide the details of the information related to the various schemes which are available in the electronic format.

Details are provided on DFP's website <http://dfp.nic.in>

XXV. Means, methods or facilitation available to the public which are adopted by the department for dissemination of information.

CPIOs/Appellate Authorities are functioning at DFP, New Delhi, Regional Offices and Field Units.

XXVI. Frequently Asked Questions and their Answers.

Nil

XXVII. Related to seeking Information with relation to training imparted to public by Public Authority.

Nil.
