

INTRODUCTION

I, the Chairman of the Departmentally Related Standing Committee on Work Departments, Assam Legislative Assembly, having been authorized by the Committee to present the Report on its behalf, do hereby present the NINETEENTH REPORT of the Committee on Demands for Grants (Grant No.35) relating to the Information & Public Relations Department for the year 2022-2023.

1. In pursuance of Rule 260H(1) of the Rules of Procedure and Conduct of Business in Assam Legislative Assembly, Hon'ble Speaker has been pleased to constitute the Departmentally Related Standing Committee on Work Departments on 3rd July, 2021 for a period of one year and the Notification was published on 6th July, 2021 which is appended at **Annexure-I**.

2. The Committee scrutinized the various documents and relevant papers including the status paper received from the Information & Public Relations Department and also took the personal evidence of the Departmental representatives and other concerning officials of the Department on the said Demands for Grants in its meeting held on 24th March, 2022.

3. The Committee considered the draft Report and adopted it on 25th March, 2022.

4. The Committee places on record its appreciation to the representatives of the Information & Public Relations Department for extending their co-operation to the Committee and the Officials of Assam Legislative Assembly Secretariat attached to the Departmentally Related Standing Committee on Work Departments for their full co-operation and unstinted assistance.

5. The Committee also places on record its thanks to the representatives of Finance Department and also the Transformation & Development Department for assisting the Committee in its deliberation.

(BHUBON PEGU)
CHAIRMAN,
DRSC(W) DEPTTS.,
ASSAM LEGISLATIVE ASSEMBLY.

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COMPOSITION OF THE COMMITTEE**CHAIRMAN**

1. Shri Bhubon Pegu, MLA

MEMBERS

- | | | |
|-----|------------------------------------|--------|
| 1. | Shri Prasanta Phukan, MLA | |
| 2. | Shri Atul Bora, MLA | Member |
| 3. | Shri Ranjit Dutta, MLA | Member |
| 4. | Shri Binod Hazarika, MLA | Member |
| 5. | Shri Chakradhar Gogoi, MLA | Member |
| 6. | Shri Suren Phukan, MLA | Member |
| 7. | Shri Bhaskar Sharma, MLA | Member |
| 8. | Smti Suman Haripriya, MLA | Member |
| 9. | Smti Nandita Gorlosa, MLA | Member |
| 10. | Shri Ajoy Kumar Ray, MLA | Member |
| 11. | Shri Abdur Rashid Mandal, MLA | Member |
| 12. | Shri Aftab Uddin Mollah, MLA | Member |
| 13. | Shri Jadab Swargiary, MLA | Member |
| 14. | Shri Bhaskar Jyoti Baruah, MLA | Member |
| 15. | Shri Asif Mohammad Nazar, MLA | Member |
| 16. | Shri Khalil Uddin Mazumder, MLA | Member |
| 17. | Shri Abdus Sobahan Ali Sarkar, MLA | Member |
| 18. | Shri Dipayan Chakraborty, MLA | Member |
| 19. | Shri Bhabendra Nath Bharali, MLA | Member |
| 20. | Shri Nizam Uddin Choudhury, MLA | Member |
| 21. | Shri Nazrul Haque, MLA | Member |
| 22. | Shri Samsul Huda, MLA | Member |
| 23. | Shri Karim Uddin Barbhuya, MLA | Member |
| 24. | Shri Bhupen Boro, MLA | Member |

SECRETARIAT:

1. Shri Hemen Das, Principal Secretary,
2. Shri Indrajit Mozumder, Joint Secretary,
3. Smti Pankaj Baishya, Under Secretary,
4. Shri Parag Kr. Medhi, Under Secretary,
5. Shri Ranjit Kumar Sarmah, Under Secretary,
6. Shri Samit Choudhury, Asstt. Research Officer,
7. Smti Nilakhi Dutta Goswami, Committee Officer,
8. Shri Mahendra Bania, Superintendent.



CHAPTER - I **REPORT**

1. MANDATE OF THE DEPARTMENT:

Information and Public Relations Department plays a significant role in disseminating information on Government policies, programmes and schemes to the citizens through various media, hence establishes smooth and uninterrupted communication between Government and people.

The main objective of the department is basically two fold i.e. Informing the public about the plans, policies and programmes of the Government on one hand and on the other hand, keeping the Government informed of the people's reaction (feedback from the public) to its policies and programmes.

The Department is instrumental in disseminating smooth and uninterrupted flow of information to the citizens including media and to promote regular feedback mechanism for the Government through the Information, Education and Communication (IEC) technologies.

1.1 VISION:

- Ensure smooth and uninterrupted flow of information regarding Government policies, programmes and schemes to the citizens including media.
- Disseminate information about the plans, policies, programmes and achievements of the Government through print, electronic and social media.
- Establish communication links between Government and people using all types of media.
- Foster healthy Media- Government relationship and apprise the Government of the public perception and opinion.
- Implementation of welfare schemes.

1.2 FUNCTIONS, ROLE AND RESPONSIBILITIES OF THE DEPARTMENT:

The Information and Public Relations Department is the Administrative head of the office of the Directorate of Information and Public Relations, which implements the schemes/ policies etc. The Directorate of Information and Public Relations and its Sub-Ordinate offices execute all plans / programmes and order etc. of the Department.

Functions, Role and Responsibilities:

1. To prepare and place the Annual Budget Plan under different Head of Accounts in the Budget Session of Assembly as per Govt. Policies/Rules.
2. To sanction the schemes of under different Head of Accounts and issue of FOC as per Govt. Policies/Rules.
3. All establishment matters including appointment and transfer, leave, and departmental proceeding in respect of all Gazetted Officers as per the Assam Information and Public Relations Service Rules (Gazetted) 1986 and Assam Information and Public Relations Service Order 1999 (Technical).
4. To make policy of Govt. Advertisement and Advertisement rates from time to time as per the Assam Advertisement Policy 2008 (As amended in 2010).
5. Formation of committees for formulation of Policies/Rules.
6. Approval of Newspaper and / Periodicals for inclusion in the Govt. approved list.
7. Accreditation of journalists as per Assam Press Correspondents (Accreditation and Recognition) Rules, 1989.
8. To implement Journalist Medical Welfare Scheme.
9. To implement Journalists' Family Benefit Fund.
10. To confer Republic Day Journalism Award.
11. To implement the Assam Pension Scheme for Journalist.
12. To implement Cable Television Networks (Regulation) Act 1995.
13. To award Media Fellowship.
14. To provide One Time Grant to Media Personality.
15. To implement Press Tour on Goodwill Mission for the Rural Journalists of the State.
16. To provide assistance under Journalists Family Benefit Fund.

1.3 ACTS AND RULES ADMINISTERED BY THE DEPARTMENT:

There is no Act in respect of the Department.

The Rules of the Department are as below:

1. Assam Information and Public Relations Service Rules (Gazetted) 1986.
2. Assam Press Correspondents (Accreditation and Recognition) Rules, 1989.
3. Assam Advertisement Policy 2008 (As Amended in May, 2010).
4. Assam Information and Public Relations Service Order 1999 (Technical).

1.5 ONGOING INITIATIVES OF THE DEPARTMENT:

1. Journalists' Medical Welfare Scheme

- Under this scheme, amount of Rs.1,44,46,051.00 has been granted to a total 371 journalists and their family members.
- Under this scheme, an amount of Rs.452.00 lakh has been fixed to form a Corpus Fund in the SBI, Dispur Branch.

2. Assam Pension Scheme for Journalists

- Implemented since the financial year 2017-18.
- Till 2021-22,100 journalists have received this pension @ Rs.8000/- per month
- Out of these 100 pensioners, 4 are receiving Family pension.

3. Journalists' Family Benefit Fund:

- The scheme has introduced in the financial year 2016-17 for providing financial assistance to the family of the deceased journalists met with untimely death while being on duty.
- Under this scheme, Rs. 132.16 lakh has been fixed to form a Corpus Fund in the SBI, Dispur Branch.
- No applicant till date.

4. Media Fellowship:

- The scheme has introduced in the financial year 2018-19 for the working journalists to improve their professional skills and upgrade their knowledge. 20 journalists every year @ Rs.50,000/- each.
- During last three financial years 54 journalists have received Media Fellowship of Rs. 50,000/- each.
- 20 Media persons have been selected for Fellowship during 2021-22.

5. One Time Grant to Media Personality:

- The scheme has implemented since 2020-2021, this scheme is intended to support journalists in their pursuit of outstanding achievements. 20 journalists every year Rs.50,000/- each.
- During last financial year 20 journalists have been received the one-time grant of Rs. 50,000/- each,
- 20 Media persons have been selected for the scheme during 2021-22.

6. Press Tour on Goodwill Mission:

- In between the financial years 2016-17 and 2019-20 four Press Tours on Goodwill Mission were conducted in the States of Gujarat, Madhya Pradesh, Rajasthan, Himachal Pradesh and Chandigarh.
- 70 rural media persons were taken on exposure visits during these 4 Tours. During last two financial year the Tour was not conducted due to COVID pandemic situation.

7. Republic Day Journalism Award:

- This award is conferred annually to an eminent journalist for the outstanding contribution in the field of journalism.
- The awardees are Late Radhika Mohan Bhagawati, Shri Kanak Sen Deka, Shri Dharendra Nath Chakrabarty, Shri Jadu Kakoti and Shri Ateen Das.
- During current financial year Shri Anil Baruah, Former Editor of Dainik Asom was selected for Sconferring the award.

8. One Time ex-gratia to deceased journalists:

- Under this scheme, one time ex-gratia for an amount of Rs. 5 lakh each were granted to the next of kin of the 31 deceased journalists who have lost their lives or went missing while on duty in various incidents in the State.

9. State level National Press Day:

- The Directorate has been organizing the State level programme of National Press Day in various Districts across the State on 16th November every year. Every year felicitation was given to senior journalists of the State on recognition of their contribution in the field of journalism.

10. Interaction programme of Hon'ble CM with the Senior Journalists on 1st January and gift to all DIPR Card holder Media Persons of the State:

- The Directorate has been organizing the "Interaction Programme of Hon'ble Chief Minister" every year on 1st January with the Senior journalists on the occasion of New Year at Guwahati. On this occasion HCMs New Year Gifts are also presented to the DIPR Card holder Media Persons of the State.

11. Digital destination- Application of LED Technologies:

- In synchronization with the digitally active 'Generation X', and to meet the ever-growing demand for digital transformations, the Directorate has also taken up several initiatives to cater to the need of the current times.
- During the financial year 2020-21, two LED Billboards in Guwahati and one at Dibrugarh were installed.
- During the financial year 2020-21, altogether 12 nos. of LED Signage Kiosks with mobile charging stations were installed at Janata Bhawan, Dispur.
- It has been proposed to install 16 LED Billboards during this financial year, but sanction is yet to be accorded.

12. Public Outreach Publicity measures

With a view to garner maximum visibility and mass reach about the Government's plants-policies, welfare schemes, initiatives and achievements, the Directorate has been incorporating following popular means of publicity measures:

- **Airport Branding at LGB Airport**
- **Railway Branding of Guwahati Railway Station**

13. **Fixed Loudspeaker System (FLS)**

Based on the Recommendation of the DRSC, the Directorate has taken the following steps for implementation of the recommendation.

1. FLS to be installed in 219 Development Blocks of the State (in 2 phases) except the BTAD & the Hill Districts of Karbi Anglong & Dima Hasao.
2. 6 units of loudspeakers per Development Blocks are proposed to be installed.
3. Total locations proposed to be set up are $(219 \times 6) = 1314$ units.
4. First phase location is in 165 Development Blocks.
5. Necessary purchase of all technical items has already been completed.
6. On receipt of the sanction, the Directorate will start the process for Installation & Transportation.

14. **Production of Quicky, Audio Spot and Jingles**

To highlight the aims, objective, policies and achievements of the government quickies, audio spot and jingles have been produced by the Directorate for telecast of the same through the local TV channels and through social media apps for mass awareness.

15. **Hoarding & Branding**

Use of Hoarding is a regular activity of the Directorate to highlight the plans and policies of the Government. During this current financial year Rented Hoardings were used for 6 months throughout the state to highlight the plans, policies, activities and achievements of the Government.

City Branding was done for various State level and National level events and visits of Hon'ble President of India, Hon'ble Union Home Minister and Hon'ble Union Finance Minister during the current financial year.

16. **Exhibition- Guwahati Book Fair**

Since 2018, every year this Directorate have been participating the Guwahati Book Fair for highlighting the achievements of the Government.

17. **Editor/Accreditation and Recognition Cards to Journalists (As on 1st January, 2022):**

The Directorate has been issuing Accreditation and Recognition Card to media persons of both print and electronic media. As per guidelines of PAC Rule 1989, the cards are given to them. Press Accreditation Committee at State level and District level is formed to implement the PAC Rule.

Total Editor/ Accreditation and Recognition Cards issued – 1596

- | | |
|---|--------|
| 1. Editor Card | : 59 |
| 2. Accreditation card(State Headquarters) | : 156 |
| 3. Recognition Card(State Headquarters) | : 225 |
| 4. Recognition Card (Districts) | : 1156 |

18. Advertisement

DIPR is the Nodal Agency for issue of official Advertisement to Print and Electronic Media.

Government Approved Newspaper Details

➤ Daily Newspaper-41

| | | | | | |
|---------|---|----------|----|-------|---|
| English | 9 | Assamese | 13 | Hindi | 7 |
| Bengali | 6 | Karbi | 2 | Bodo | 3 |
| Nepali | 1 | | | | |

➤ Bi- Weekly/Weekly/Fortnightly-66

➤ Bi-Weekly

| | | | | | |
|----------|---|---------|---|---------------|---|
| Assamese | 3 | Bengali | 2 | Multi Lingual | 1 |
|----------|---|---------|---|---------------|---|

➤ Weekly

| | | | | | |
|---------|----|----------|----|---------------|---|
| English | 5 | Assamese | 29 | Multi Lingual | 3 |
| Hindi | -2 | Bengali | 17 | Manipuri | 2 |

➤ Fortnightly-2

➤ Magazine -31

| | | | | | |
|----------|----|---------|---|----------|----|
| Assamese | 26 | Hindi | 1 | Manipuri | -1 |
| Bengali | 2 | English | 1 | | |

19. Social Media

The Directorate and all the field offices have their own Social Media Handles like Facebook, Twitter, Instagram. The DIPR, Assam has also recently launched YouTube.

The followers and subscriber data of the DIPR headquarters are as below-

| | | |
|------|-------------------------|------------------|
| I. | facebook.com/diprassam | 19,680 followers |
| II. | twitter.com/diprassam | 14.8K followers |
| III. | instagram.com/diprassam | 885 followers |
| IV. | DIPR Assam | 190 subscribers |

20. Website:

The DIPR website www.dipr.assam.gov.in is in use for disseminating information.

1.6 After presentation of the Budget estimates to the house on 16th March 2022, the Departmentally Related Standing Committee on Work Department has scrutinized the demand for grants for the financial year 2022-23.

Budget Estimates under grant No.35 for the financial year 2022-2023 is as follows:

| | Revenue | Capital | Total | Remarks |
|---------|----------------|----------------|--------------|-------------------------------------|
| | | | (2022-23) | Revised Budget Estimates(2021-2022) |
| Voted | 11349.07 | 0.00 | 11349.07 | 13078.93 |
| Charged | | | | |

Out of the total Budget provision of Rs.11349.07 from the Budget provision for year 2022-2023, an amount of Rs.1729.86 has been decreased than that of the previous year 2021-2022.

The action Taken report on the recommendations made in the Nineteenth Report submitted by the Department is appended at Annexure-II

CHAPTER-II

OBSERVATIONS AND RECOMMENDATIONS

ON GRANT NO.35

The Committee discussed the Budgetary provision on Grant No.35 relating to Information & Public Relations Department made in the budget documents for the Financial Year 2022-23.

1. After the threadbare discussion on the budget provision made for Information & Public Relations Department the Committee observes that smooth, efficient, timely and uninterrupted flow of information regarding Government plans, policies, programmes, schemes and activities to all section of the people is very essential.

So, the Committee recommends for installation of LED Billboards in all District Headquarters of the State in a phased manner.

2. The Committee recommends to construct a new building of the Department at Tarapur behind Lions Club, Silchar over a plot of land measuring 1 katha.

With these observations, the Committee recommends the total budget amount of Rs. 11349.07 lakhs as sought for under Grant No. 35, Information & Public Relations Department for the Financial Year, 2022-23 be approved by the August House.

The Action taken report on the recommendation made in the report may be submitted to the Committee within 90 (ninety) days from the date of its presentation to the House.

ASSAM LEGISLATIVE ASSEMBLY SECRETARIAT
N O T I F I C A T I O N

The 6th July, 2021

No.LA-DRSC(W).1/2021/11, In pursuance of Rule 260H (1) of the Rules of procedure and Conduct of Business in Assam Legislative Assembly, the Hon'ble Speaker Assam Legislative Assembly has been pleased to nominate the following Members to constitute the Departmentally Related Standing Committee on Work Departments, Assam Legislative Assembly.

| | |
|--|----------|
| 1. Shri Bhupon Pegu, MLA | Chairman |
| 2. Shri Prasanta Phukan, MLA | Member |
| 3. Shri Atul Bora, MLA | Member |
| 4. Shri Ranjit Dutta, MLA | Member |
| 5. Shri Binod Hazarika, MLA | Member |
| 6. Shri Chakradhar Gogoi, MLA | Member |
| 7. Shri Suren Phukan, MLA | Member |
| 8. Shri Bhaskar Sarma, MLA | Member |
| 9. Smti. Suman Haripriya, MLA | Member |
| 10. Smti. Nandita Gorlosa, MLA | Member |
| 11. Shri Ajoy Kumar Ray, MLA | Member |
| 12. Shri Abdur Rashid Mandal, MLA | Member |
| 13. Shri Aftab Uddin Mollah, MLA | Member |
| 14. Shri Jadab Swargiary, MLA | Member |
| 15. Shri Bhaskar Jyoti Baruah, MLA | Member |
| 16. Shri Asif Mohammad Nazar, MLA | Member |
| 17. Shri Khalil Uddin Mazumder, MLA | Member |
| 18. Shri Abdus Sobahan Ali Sarkar, MLA | Member |
| 19. Shri Dipayan Chakraborty, MLA | Member |
| 20. Shri Bhabendra Nath Bharali, MLA | Member |
| 21. Shri Nizam Uddin Choudhury, MLA | Member |
| 22. Shri Nazrul Haque, MLA | Member |
| 23. Shri Samsul Huda, MLA | Member |
| 24. Shri Karim Uddin Barbhuya, MLA | Member |
| 25. Shri Bhupen Boro, MLA | Member |

And in pursuance of the Rule 260 I (3) of the Rules of Procedure and Conduct of Business, in Assam Legislative Assembly, the Hon'ble Speaker has been pleased to appoint **Shri Bhupon Pegu, MLA and Member** of the Committee as the Chairman of the Departmentally Related Standing Committee on Work Departments, Assam Legislative Assembly.

The term of the Committee shall be for a period of one year with effect from the date of its constitution.

Sd/-S.K. Sarma,
Secretary,
Assam Legislative Assembly.

**Action Taken Report on the Recommendations of the DRSC,
Grant No. 35
Eighteenth Report (2021-22)
In respect of
Information, Public Relations, P&S Department**

| Sl. No. | Observations and Recommendations | Action Taken |
|---------|---|--|
| 1 | <ul style="list-style-type: none"> • The Committee observes that smooth, efficient, timely and uninterrupted flow of information regarding Government plans, policies, programmes, schemes and activities to all section of the people is very essential. The Committee further observed that Fixed Loud Speaker System is one of the essential tool to strengthen the communication link between Government and public. • So, the Committee recommends for regular maintenance of the existing FLS System and expansion of the FLS System in a phased manner in all the Gaon Panchayats of all the Districts of the State for highlighting Government plans, policies, programmes, schemes and activities. | <ul style="list-style-type: none"> • FLS to be installed in all 219 Development Blocks of the State (in 2 phase) except the BTAD and the Hill Districts of Karbi Anglong and Dima Hasao. • 6 Units of loudspeakers per Development Blocks are proposed to be installed. • Total locations proposed to be set up are $(219 \times 6) = 1314$ units. • First phase location is in 165 Development Blocks. • Necessary purchase of all technical items has already been completed. • The Directorate of I&PR will start the process for Installation & Transportation very soon. |

