

## **CITIZEN CHARTER ON INFORMATION AND PUBLIC RELATIONS DEPARTMENT, ASSAM**

The Department of Information and Public Relations is entrusted with the job of informing and publicizing the plan, programmes and policies, activities and achievement of the Government by using different means of active publicity media for welfare of the public throughout the state. The main objective of the department is basically two fold i.e. informing the public about the plan, 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.

This Charter is a declaration of our mission, values and standards and our commitment to achieve excellence information and implementation of policies and procedure of this department for the benefit of the public at large.

### **Departmental Structure:**

#### **Secretariat Level**

1. Principal Secretary, IPRD
2. Secretary, IPRD
3. Addl. Secretary, IPRD
4. Deputy Secretary, IPRD
5. Superintendent
6. Senior Assistant  
Junior Assistant

### **Vision:**

We administer services executed by the Directorate through Press releases, Advertisement in both print, electronic and outdoor media, Street plays, Publications, Cultural programmes, LED Billboard display, Hoardings, Press Accreditation to Journalists, Medical aid to ailing Journalists, Announcement of Govt. messages through FLS, dissemination of information at grass root level , Website/e-mail/Facebook /Bulk SMS etc. The Department accords all administrative approval.

1. Ensure smooth and uninterrupted flow of information regarding Government policies, programmes and schemes to the citizens including media.
2. Promote regular feedback to the Government about people's perception.
3. Establish communication links between Government and people using social media and other IT platforms.

### **Mission:**

1. Disseminate information about the policies, programmes and achievements of Govt. through print, electronic, social media using the latest communication and information technology tools including social media.
2. Foster healthy Media-Govt. relationship and apprise the Govt. of the public perception and opinion to enable suitable policy approach and schematic design.
3. Acts as Nodal Agency for disseminating Government policies and programmes and receives feedback from the public through various media.
4. Issues Government advertisements to Print, Electronic and Web Media.

5. Organizes Press Conferences, issues Press Releases and Photographs and takes part in various press research activities.
6. Issues accreditation cards to the journalists as per Assam Press Correspondents (Accreditation and Recognition) Rules 1989.
7. It plays a pivotal role in the civil administration in maintaining peace and integrity in the State to thwart away communal and ethnic clashes.
8. Organizes activities like Exhibition, Street Plays, Symposium and other events for generating mass awareness.
9. Publishes books, posters, pamphlets, brochures etc. on diverse subjects of the State particularly on development and educative issue including regular publication of a weekly newspaper in local language and two monthly magazines in local and English language.
10. Implements various welfare schemes.

**Clients:**

1. Journalists.
2. People related to Electronic & Print Media.
3. All Gazetted Officers of the Department.
4. General Public to give feedback on Government policies.

**Details of Business transacted by the Department:**

1. The Department deals in disseminating Government policies and programmes and receives feedback from the public through various media.
2. The Department approves the advertisement rate and issues Government advertisements through the Directorate to Print, Electronic and Web Media.
3. The Department accords administrative approval for Press Conferences and all publication related works and also accord financial sanction.
4. The Department conducts Press Accreditation Committee Meeting for issuing accreditation cards to the journalists as per Assam Press Correspondents (Accreditation and Recognition) Rules 1989.
5. Approves Newspapers, Magazine, (Daily, Weekly).
6. Accords administrative approval and financial sanctions for organizing activities like Exhibition, Street Plays, Symposium and other events for generating mass awareness.
7. Accords administrative approval and financial sanctions for publishing books, posters, pamphlets, brochures etc. on diverse subjects of the State particularly on development and educative issue including regular publication of a weekly newspaper in local language and two monthly magazines in local and English language.
8. Holds Meeting for approval of various welfare schemes by the Cabinet.

**Statement of services provided by the Directorate of I & P R:**

The Directorate delivers services through Press releases, Advertisement in both print, electronic and outdoor media, Street plays, Publications, Cultural programmes, LED Billboard display, Hoardings, Press Accreditation to Journalists, Medical aid to ailing Journalists, Announcement of Govt. messages through FLS, dissemination of information at grass root level , Website/e-mail/Facebook /Bulk SMS etc.

**Acts and Rules Administrated by the Department:**

1. Information & Public Relations Service Rules, 1986.
2. Press Accreditation Rules,
3. Advertisement Policy, 2009.
4. Cable TV Network (Regulation) Act.

**Information of the following subjects can be obtained from the officers listed below:**

<b>State Nodal Officer.</b> Smti. L.S.Changsan, IAS, Principal Secretary to the Govt of Assam, IPRD.  She is the senior most Secretary of the Department. She is the designated authority for all approvals and sanctions of matters in I & P R Deptt.	Assam Secretariat Information & Public Relations Deptt. Dispur, Guwahati-06.
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Details of Information	Name & Designation of the Officer	Address/Location of Office	Telephone/Fax/e-mail
Digitisation of Cable T.V Network	<b>State Nodal Officer.</b> Smti. L.S.Changsan, IAS, Principal Secretary to the Govt of Assam, IPRD.	Assam Secretariat Information & Public Relations Deptt. Dispur, Guwahati-06.	Contact No. 0361-2261597
RTI	<b>1.Appellate Authority:</b> Smti. L.S. Changsan, IAS, Principal Secretary, IPRD. <b>2. SPIO</b> Sri Hemanta Pegu, ACS Deputy Secretary, IPRD	Assam Secretariat Information & Public Relations Deptt. Dispur, Guwahati-06.	
Public Grievance Cell	1.Appellate Authority: Smti. L.S.Changsan, IAS, Principal Secretary, IPRD.	Assam Secretariat Information & Public Relations Deptt. Dispur, Guwahati-06.	

	2. Shri Hemanta Pegu, ACS, Deputy Secretary		
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**A. Sri Hemanta, ACS, Deputy Secretary, I & P R Department  
Mobile No.- 8876172808**

- 1) Lakshminath Bezbaruah Govt. Institute of Mass Communication & Printing Technology & Research.
- 2) Dr. Bhupen Hazarika Photo & Film Archive & Research Centre
- 3) Dr. Bhupen Hazarika Memorial Lecture
- 4) Logo to the Journalist
- 5) Land to the Journalist
- 6) Award to Journalist
- 7) Republic Day Journalism Award
- 8) Rupahi Asom Junaki Batere
- 9) Vision Assam Mission Assam
- 10) Conducted Press Tour
- 11) Organization of IIT/other exhibition
- 12) Publication of Booklets, folder, calendar, Tele-tips etc.
- 13) Training for officers & Staff
- 14) Celebration of Children's Day
- 15) Observation of National Press Day
- 16) Creation of New Sub-Division Offices
- 17) Up-Gradation of Sub-Divisional Officers to District Offices of I & P R Department
- 18) Raas Leela
- 19) Assembly Matters
- 20) Establishment Matters of officers under I & P R Department.
- 21) Retention of posts/pension of the Gazetted officers
- 22) Establishment Matters of incumbents of the I & P R Department
- 23) Court Cases
- 24) Miscellaneous Matters
- 25) Sri Hemanta Pegu, ACS will be continuing to Nodal Officer for ceiling etc.

- 26) Any other Matter allotted by the Principal Secretary from time to time
- 27) R.T.I. (SPIO)
- 28) IITF
- 29) Rajjor Batori and publication of booklets
- 30) Mukhyamantrir Shabdajyoti Achoni
- 31) Community Radio Station
- 32) Journalist Medical Welfare Scheme
- 33) Pension to the Journalist
- 34) Journalist's Family Benefit Fund
- 35) Setting up of Information Hub
- 36) Fixed Loudspeaker System
- 37) Erection of LED Display Board
- 38) Erection of Hoarding
- 39) Production of Documentary/Quickies
- 40) Samannay Mela
- 41) Photography Materials
- 42) Cable T.V.
- 43) AIC, New Delhi/Kolkata
- 44) R.F.D.
- 45) Registration of News paper/Magazine and other matters.
- 46) Advertisement Rates
- 47) Matters relating to A.G.
- 48) Court Cases
- 49) Govt. of India Correspondence
- 50) Cultural Matters
- 51) Press Accreditation Committee
- 52) Press Council of India
- 53) Annual Administrative Report
- 54) Medical Re-imburement
- 55) Media Fellowship.

**Grievance Redressal Mechanism :**

In order to evolve a transparent, efficient and accountable system of disposal of public grievances, the department of administrative reforms and public grievance (DARPG), Govt. of India has instituted centralized public grievance redress and monitoring system (CPGRAMS).

Name & Designation of Officer	Address for correspondence	Telephone/Fax/e-mail
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<b>1.Public Grievance Officer:</b> Shri Hemanta Pegu, ACS, Joint Secretary	Assam Secretariat Information & Public Relations Deptt. Dispur, Guwahati-06.	Contact No.8876172808
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**Details of information of Officers in the Directorate under I & P R Department:**

Details of Information	Name & Designation of the Officer	Address/Location of Office	Telephone/Fax/e-mail
Cable T.V Network (Regulation) Act.	<b>Member Secretary.</b> Shri Ranjit Gogoi, Director, I & P R, Assam	Directorate of Information & Public Relations, Assam, Dispur, Guwahati-06.	Contact No. 9401138585 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>
RTI	1. <b>FAA</b> (First Appellate Authority): Shri D.N.Loying, JDIPR 2. <b>SPIO</b> : Shri Promod Kr.Dutta, Chief Information Officer (DDIPR). 3. <b>ASPIO</b> : Smt. Neena Baruah, L.O, DIPR.	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.  -do-  -do-	Contact No. 9435340402 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>  Contact No.9435002199 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>  Contact No.9864506978 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>
Public Grievance Cell	Shri D.N.Loying, JDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No. 9435340402 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>
Press Liaison	Shri Shekhar Engti ADIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No.9435701242 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>
Advertisement	Shri Pradeep Brahma, JDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No.9435026798 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>
Press Identity Card/Press Accreditation	Shri Promod Kr.Dutta, Chief Information Officer (DIPR).	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No.9435002199 <a href="mailto:janasanyogassaml@gmail.com">janasanyogassaml@gmail.com</a>
DDO /Accounts / Raijor Batori	Shri Kanakeswar Borgohain, JDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.

Women Cell / Training	Smt. Indrani Goswami, DDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No.9957576510 <a href="mailto:indrani_goswami1968@yahoo.co.in">indrani_goswami1968@yahoo.co.in</a>
Publication	Shri Abinash Barman, Research Officer (DDIPR)	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No.9859131945 <a href="mailto:janasanyogassam1@gmail.com">janasanyogassam1@gmail.com</a>
Website/ e-procurement	Shri Pranjit Hazarika, DDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No.9435383060 <a href="mailto:janasanyogassam1@gmail.com">janasanyogassam1@gmail.com</a>

**Availability of prescribed forms :**

Title of the form	Fee to be paid	Whom to contact
Press Accreditation form.	Free of cost	Shri Promod Kr. Dutta, CI O, DIPR, Assam, Dispur-06. Contact No.9435002199 <a href="mailto:janasanyogassam1@gmail.com">janasanyogassam1@gmail.com</a>

**Complaint Redressal System :**

Name & Designation of Officer	Address for correspondence	Telephone/Fax/e-mail
Shri D.N.Loying, JDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 9435340402 <a href="mailto:janasanyogassam1@gmail.com">janasanyogassam1@gmail.com</a>

**For information outside office hours, please contact :**

Name & designation of Officer	Address	Telephone/Fax/e-mail
Shri Ranjit Gogoi, Director.	Information & Public Relations Deptt., Assam, Dispur Last Gate, Guwahati-06.	Contact No. 9401138585 <a href="mailto:janasanyogassam1@gmail.com">janasanyogassam1@gmail.com</a>

**Expectation from Client/Citizen:**

1. All concerned Deptt. should deliver Advertisement matter, Press Release, Press note, Press clarification, announcement, messages etc. well ahead in the 2<sup>nd</sup> half of office hours.
2. All information under RTI should be sought only in the interest of public service and should be specific avoiding huge omnibus information.
3. Intimation for press meet, coverage of meetings, conference etc should be informed well ahead of the time.

4. Electronic media should follow the programme code and advertisement code of Cable T.V Network (Regulation) Act properly while broadcast/telecast their programmes.

Smti L.S. Changsan, IAS,  
Principal Secretary to the Govt. of Assam,  
Information & Public Relations Department  
Dispur, Guwahati-6.