

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.

Our Services:

We deliver 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 the grassroots level through Social Media/Website/e-mail marketing/Bulk SMS etc.

Our aims:

1. Use Information, Education and Communication (IEC) technologies for dissemination of information about Plans, Policies and various Welfare Schemes and programmes of the Government through all means of Media
2. Use electronic media for awareness generation and social media for promoting communication between the people and the Government.
3. Implementation of welfare schemes relating journalists.
4. Promotion of feedback to the Government.
5. Use of its multi-media systems for effective publicity of development and welfare programmes.
6. Improving internal efficiency/Responsiveness/Service Delivery of Department.

Our commitment:

1. Maintain Transparency and Integrity.
2. Accessibility of officers and staff during office hours for seeking any information of the department.
3. Efficiency, promptness & practical.
4. Improvement in e-governance.

Availability of Information:

Details of Information	Name & Designation of the Officer	Address/ Location of Office	Telephone / Fax / e-mail
Digitisation of Cable T.V Network	State Nodal Officer. Smti. Aruna Rajoria, IAS, Commissioner & Secretary to the Govt. of Assam, IPR, P&S Department.	Assam Secretariat Information & Public Relations Department. Dispur, Guwahati-06.
RTI	1. FAA (First Appellate Authority): Smti Dinchengfa Baruah, ADIPR 2. SPIO : Smti Neena Baruah, DDIPR 3. ASPIO : Vacant	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06. -do-	Contact No. 8471932833 janasanyogassam1@gmail.com Contact No. 9864506978 janasanyogassam1@gmail.com
Public Grievance Cell	Shri Pranjit Kr. Hazarika, DDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No. 6001353938 janasanyogassam1@gmail.com
Press Liaison	Shri Deepak Kr. Basumatary, JDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No. 96788 07855 janasanyogassam1@gmail.com
Advertisement	Shri Rajib Kr. Saikia, JDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No. 9435081569 janasanyogassam1@gmail.com
Press Identity Card / Press Accreditation	Smti Manju Rani Deka, Liaison Officer	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 9864078999 janasanyogassam1@gmail.com
DDO /Accounts	Shri Pranjit Kr. Hazarika, DDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06	Contact No. 6001353938 janasanyogassam1@gmail.com
Women Cell	Smti Monimala Gogoi, Liaison Officer	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 9864205081 janasanyogassam1@gmail.com

Training	Smti Neena Baruah, DDIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 9864506978 janasanyogassam1@gmail.com
Publication	Shri Ansuma Mahilary, CIO	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 7086272909 janasanyogassam1@gmail.com
Website / e-procurement	Smti Dinchengfa Baruah, ADIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 8471932833 janasanyogassam1@gmail.com

Availability of prescribed forms:

Title of the form	Fee to be paid	Whom to contact
Press Accreditation form.	Free of cost	Smti Dinchengfa Baruah, ADIPR Assam, Dispur-06. Contact No. 8471932833 janasanyogassam1@gmail.com

Complaint Redressal System:

Name & Designation of Officer	Address for correspondence	Telephone/Fax/e-mail
Smti Dinchengfa Baruah, ADIPR	Directorate of Information & Public Relations, Assam, Dispur, Last Gate, Guwahati- 06.	Contact No. 8471932833 janasanyogassam1@gmail.com

For information outside office hours, please contact:

Name & designation of Officer	Address	Telephone/Fax/e-mail
Shri Manabendra Dev Ray, APS, DIPR	Information & Public Relations Deptt., Assam, Dispur, Last Gate, Guwahati-06.	Contact No. 9401033333 janasanyogassam1@gmail.com

Important sections under the DIPR:

Press Liaison Section:

1. The Press Liaison Section is playing a key role on information and communication activities. It acts as a nodal agency of the Government for disseminating information to print and electronic media on government policies and programmes.
2. Initiatives and achievements through Press releases, photo releases, Press conference, press tours, Preparation of VIPs speeches, messages etc.
3. Provide accreditation facility to media persons to enable them easy access for information from the Government sources.

Publication:

To highlight the plans, programmes, achievement of the Govt. and culture and traditions of different communities, importance of different places of the State, festivals etc. for informative reading the department regularly publishes Coffee Table Books, books on different important matters, magazines, Assam Year Book, Teleguide, Book on Achievement, Leaflet, Factsheet and Folder (Type II). The new addition in this field is the E-Newsletter Asom Barta. Asom Barta (Voice of Assam) is a monthly newsletter to facilitate a direct engagement of the people of Assam with the government.

Advertisement:

This department is the Nodal Department for issuing advertisement both classified and display of Govt. Departments / Public Undertakings / Boards / Corporations / Commissions / State Universities / AG etc. apart from DIPR's own production on different occasions on behalf of the State Govt.

Film Division:

Produce documentary and docu-feature, Quickies, Jingles, news magazine highlighting various developmental activities / schemes / projects / achievements, anti insurgency propaganda, peace & amity etc of the state Govt.

Photography & Video Section:

Photography and Video section plays an important role since its inception and captured various development scenarios of Govt. departments from time to time. The Department has to photograph as well video almost all important official functions, programmes for documentation and for internal and external publicity on behalf of the Govt. These are distributed for publication in mass media and important events are preserved in modest archive in the section.

Cable TV Networks (Regulation) Act 1995:

This Department is looking after the implementation of the Cable Television Network (Regulation) Act, 1995 in the state. State Level Monitoring Committee and District /Sub-divisional Level Monitoring Committees have been constituted to monitor within the State so that no cable operator can broadcast / telecast any undesirable or unsuitable contents.

Training/Workshop:

The Directorate imparts regular training to all its officers and staff. These trainings are given on various subjects as decided by the training department of the Assam Administrative Staff College so that the officers and staff remain up-to-date with the latest rules and regulations for betterment of their skills.

Journalists' Family Benefit Fund and Pension Scheme:

The department has introduced welfare scheme for the media persons called "Journalists' Family Benefit Fund" and "Pension Scheme for Journalists" to provide financial

assistance to the family of the deceased journalists upon their untimely death while pursuing journalists duties and to provide retirement benefits to the journalists working more than 10 years in Assam on their retirement respectively.

Journalists' Medical Welfare Scheme:

The department is implementing a welfare scheme for the media person's viz. Journalists' Medical Welfare Scheme to provide one time financial assistance to Accredited and Recognised Journalists of Assam for financial treatment of complicated ailments. Moreover, in this scheme the Govt. has decided to grant financial assistance to the dependent family members of the Journalist.

Technical wing:

1. The technical wing performs the coverage of various programmes of all State Level VVIP and VIP functions / meetings by installation of Public Address System (P.A. System).
2. Installation of FLS (Fixed Loudspeaker System) in all districts and sub-divisional headquarters for immediate announcement of important government messages pertaining to law & order, Govt. schemes.
3. Mobile Vans for spreading information about important government messages / announcement.

Press Research Section:

1. The Press Research Section provides clippings of various news items published in different newspapers to the Ministers and high dignitaries of the Government of Assam.
2. These clippings mainly carry the feedback of the public with regards to different Government policies and welfare schemes.
3. The Press Research Section is working as the archive and old newspapers are stored in the Section for future reference.

We seek your co-operation on the following:

1. All concerned Deptt. should deliver Advertisement matter, Press Release, Press note, Press clarification, announcement , messages etc. during 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.