

## **RIGHT TO INFORMATION ACT - 2005**

- I. Organization Name : Department of Information  
and Public Relations Department.
- II. Contact details : **Commissioner,**  
(A) Address I&PR Department,  
2nd floor, NTR Administrative  
Block, Pandit Nehru Bus Stand  
Vijayawada-520013  
(B) Telephone No. : 0866-2973532

### **Sections 4(1) (b) (i) – Particulars of Organisation Functions and duties**

#### **OBJECTIVES:-**

The Department of Information and Public Relations functions to achieve its objectives and goals through dissemination and transmission of information, publicity and public relations. The Department operates its multi-media systems for effective publicity and performs a signal service in acting as a bridge between the people and the Government and creates awareness among all sections of the people on government policies, plans and program intended for welfare and development.

#### **Dissemination of Information :-**

The main objective of the department is basically two fold viz., informing the public about the policies and programmes of the Government on one hand and on the other keeping the Government informed of the peoples' reaction to its policies and programmes. Communication is the most vital process of socio-economic development.

This Department adopts different modes for dissemination of information and publicity activities.

#### **FUNCTIONS:**

The Department discharges the following key functions:

1. To publicize the activities of the Government through the mass media communication systems,, the Department maintains liaison with Press, AIR, Doordarshan, Films Division, directorate of Audio Visual Publicity, Press Information Bureau, News Agencies, Private T.V. Channels, department's Electronic News Coverage as well as conducting of Press

Tours, Preparation and issuing of Advertisements, Organizing of Exhibitions, song and Drama Programs, Photographic Services and Exhibitions, Films besides bringing out Publications like posters, brochures, Booklets,. Maintenance of Media Information Monitoring System, Research and Reference, conducting training, installation of Public Address system and A.V. Equipment, electronic news recording, and analysis, Maintenance of Website , Video coverage's of Hon'ble CM/ Others VIPs , Providing Live coverage through DSNG/OB Van for satellite channels ,live streaming through Youtube by using 4G Live U Kits during VIP/VVIP Programmes, TV advertisements through spots, Radio jingles, Advt through CCTVs /LED screens at APSRTC /Railway stations and public Institutions, LED Screens arrangement on Hire for VIP programmes , Production of video films, Production of audio songs in coordination with APSFTVTDC , Cable TV Regulation ACT and Cable TV Digitization, etc.,

- 2 Winning social acceptance for new schemes and programs of the Government through publicity.
- 3 Keeping the people informed about the policies, schemes and programs of the Government.
- 4 Creating awareness on eradication of social evils like Untouchability, dowry, Jogini, Bonded Labour, Child Labour, Banamati, etc.

**4(1)(B)(ii) – the powers and duties of its Officers and employees:**

**1. Commissioner:**

Head of the Department and takes policy decisions of the department in Co-Ordination with Government.

**2. Additional Director:**

Overall supervision of all wings and assists CIPR in administrative Control

**3. Chief Information Engineer**

Overall supervision and monitoring of engineering wing activities. He will report to CIPR and assist in all technical aspects of PA System, Live telecast, electronic media advertisements etc.,

**4. Joint Director:**

Control and supervision of the work in Press, Field Publicity, Advertisements, Publication, films and Inspection of RDD offices etc.

**5. Deputy Director:**

Look after the subjects of Films, Administration, Advertisements , Planning etc.,

## **6. Regional Information Engineer (HORS).**

- Supervise High Power Public Address system for VVIP/VIP's programmes in State Head Quarters .
- Monitoring of Video coverages / Live Telecast of VVIP/VIP programmes in co ordination with Districts / Regional offices.
- Preparation of documentaries in Co ordination with APSFTvTDC
- Monitoring of live outputs to all private channels during Assembly Sessions and for VVIP/VIP programmes in the State Hqrs.
- Monitoring of issue of Release orders to private TV channels /Radio channels for publicity of Government schemes etc.,
- Maintenance of Computers. Web Sites, Procurement of Computers etc.,

## **7. Dy.Executive Information Engineer (Hqrs)**

- Arranging Public Address system to VVIP/VIP's in State Head Quarters.
- Maintenance of Computers and peripherals.
- Arrangement of video coverage for VIP Programmes.
- Monitoring of video editing and distribution at TV Lab.

## **8. Assistant Director:**

Look after Press, Advertisement, Films, Publication etc., in the Commissionerate.

## **9. Information Officer:**

Collection of information of various schemes of developmental activities of Government, Public Sector Undertakings/Heads of the Departments and issue of feature articles.

## **10. Public Relations Officer:**

At the Commissionerate level, the PROs will look after office establishment, press, publications, advertisements and the work assigned from time to time.

## **4(1)(b)(iii) – the procedure followed in the decision making process, including channels of supervision and accountability.**

The procedure prescribed in the District Office Manual is being followed. The currents are received in Tappal Section. On receipt of the same the Tappal clerk gives Tappal Number and keep all Tappal papers in a separate Tappal Book and send it to the officers concerned. On perusal of Tappal by the concerned officers, send back to the concerned sections. The concerned Senior Assistant/Junior Assistant make an entry in the personal register and put up the same in the shape of a file with relevant extracts of Acts and Rules and submit the file to the concerned Superintendent. The Superintendent scrutinize the file and writes his remarks, and forward the file to the concerned PRO/Dy.Exe.I.E./AD/DD. The Officer scrutinizes the file and forward the same for necessary action to the Commissioner through the concerned Joint Director/C.I.E./Additional Director as the case may be. Wherever necessary, the files will be circulated to the CIPR for orders. Some times, the Joint Director/C.I.E./Additional Director initiates the file and obtains orders of CIPR in case of urgency. All the files relating to financial matters are sent to the Accounts

Section (The Staff and officers are drafted from the Directorate of Treasuries and Accounts) for remarks before issuing of the financial orders by the Commissioner.

**4(1)(b)(iv) – the norms set by it for the discharge of its functions:**

The norms set by District Office manual are being followed for the discharge of functions.

- |  |   |   |
|--|---|---|
| 1. Release of Press notes to press, intimations about press conferences. | : | Same day  |
| 2. Release of classified Advertisements                                  | : | 3 working days  |
| 3. Release of Display Advertisements on important occasions.             | : | One day before the Date of publication in News Papers |
| 4. Issue of Video Clippings  | : | Same day  |

**4(1)(b)(v) – the rules, regulations, instructions, manuals and records, held by it or under its control or used by its employees for discharging its functions.**

While discharging the functions, the Department follows the rules and orders of Government issued from time to time on the subject, which are enuciated under the following books:

1. Fundamental Rules
2. A.P. Financial Code
3. A.P. Treasury Code
4. A.P. Budget Manual
5. A.P. Accounts Code.
6. A.P. State & Subordinate Service Rules.
7. A.P. Information Service Rules (G.O.Ms.No.261, G.A.(I&PR) Dept., dt; 6.5.92.
8. A.P. Information Subordinate Service Rules. (G.O.Ms.No.339, G.A. (I&PR) Dept., dt. 22.6.92.
9. A.P. Ministerial Service Rules.
10. A.P. General subordinate Service Rules.
11. A.P. Last Grade Service Rules.
12. A.P. Civil services (CCA) Rules.
13. Accreditation Rules (G.O. Ms.No.176, G.A.(I&PR) Dept., dt. 7.4.1999.
14. Advertisements (G.O.Ms.No.37, G.A. (I&PR) Dept., dt 22.1.1994 & G.O.Ms.No. 431, G.A. (I&PR) Dept., dt 23.7.84)
15. Entertainment Tax exemption G.O.
16. G.O.Ms.No.148, Fin & Planning (FW.Admn. I TFR) Dept., Dt. 21.10.2000.
17. Welfare Fund Rules (G.O.Ms.No.1, G.A. (I&P.R) Dept., dt: 1.1.86.

**4(1)(b)(vi) – A statement of the categories of documents there held by it or under its control.**

1. Govt. Orders, 2. Memorandum ,3. Circular Memos, 4. Appointment Orders Etc.

**4(1)(b)(vii) – The particulars of any arrangement that exists for consultation**

**with, or representation by the members of the public in relation to the formulation of its policy or implementation there of.**

The following committees constituted by the Government will be consulted for the formulating of policy and implementation.

1. State Media Accreditation Committee.
2. State Committee for Administration of Welfare Fund
3. High Power Committee on attacks and assaults on the journalists.
4. Best Journalists Awards Committee.
5. Best Photography Awards Committee.

**4(1)(b)(viii)-a Statement of the boards, councils, committees and other bodies consisting of two or more persons constituted as its part or for the purpose of its advice, and as to whether meetings of those boards, councils, committees and other bodies are open to the public, or the minutes of such meetings are accessible for public.**

The following committees appointed by the CIPR shall make recommendations:

1. Publication Section: Committee empanelment of printers.
2. Exhibition Section: Committee for finalization of tenders of Tableau.
3. Engineering section: Purchase of electronic / IT equipment etc.
4. Administrative Sections: Purchase of stationery, equipment, etc.

**4(1)(b)(ix)-a directory of its officers and employees**

**Head of the Department**

SI No.	Name & Designation	Contact No.
1	Sri T. Vijay Kumar Reddy IIS., Commissioner	0866-2974160

**I&PR Dept Officers – Information Wing**

SI No.	Name & Designation Sri / Smt	Contact No.
1	P.Kiran Kumar, Joint Director	9121215223
2	Kasturi Bai Tella, Joint Director	9121215225
3	K. Sada Rao, Deputy Director	9121215229
4	P.Timappa, Deputy. Director	9121215369
5	I. Suryachandra Rao ,Deputy Director	9121215226
6	M.A. Ramachandra Murthy, Asst. Director	9121215231
7	P. Venkat Raju Goud, Asst. Director	9121215228
8	G.V. Prasad, Asst. Director	9121215234
9	A.S. Veerabhadra Rao, Divl.PRO	9121215237

10	P. Thirupalaiah, Divl.PRO	9121215238
11	S. Srinivas Rao, Divl.PRO	9121215363

**I&PR Dept Officers –Engineering Wing**

SI No.	Name & Designation Sri / Smt	Contact No.
1	O. Madhusudhan, Chief Inf. Engineer	9121215239
2	C.V. Krishna Reddy, Regl. Inf. Engineer	9121215353
3	D. Nageswar Rao, Dy.EIE	9121215241
4	P. Sivalakshmi, AEIE	9121215243

**I&PR Dept Officers – Accounts Wing**

SI No.	Name & Designation Sri / Smt	Contact No.
1	G. Ramanaiah, Accounts Officer	9121215244
2	M. Nagaraju, Junior Accounts Officer	9121215245
3	J. Syamalagowri, Junior Accounts Officer	9121215246

**4(1)(b)(x) The Monthly Salaries received by each of its officers and employees, including the system of compensation as provided in its regulations**

**Head of the Department**

Sl.No.	Name	Gross Salary
1	Sri T. Vijay Kumar Reddy IIS., Commissioner	343808

**I&PR Dept Officers – Information Wing**

Sl.No.	Name & Designation Sri/Smt	Gross Salary
1	P.Kiran Kumar, Joint Director	157408
2	Kasturi Bai Tella, Joint Director	138625
3	K. Sada Rao, Deputy Director	142469
4	P. Timappa, Dy. Director	120449
5	I. Suryachandra Rao ,Deputy Director	138795
6	M.A. Ramachandra Murthy, Asst. Director	138730
7	P. Venkat Raju Goud, Asst. Director	90733
8	G.V. Prasad, Asst. Director	121057

9	A.S. Veerabhadra Rao, Divl.PRO	112230
10	P. Thirupalaiah, Divl.PRO	86148
11	S. Srinivas Rao, Divl.PRO	100735
12	G. Madhu, Art Demonstrator	132974
13	G. Srirama Chandra Murthy	121057
14	A. Rajendra Prasad, Photographer	62320
15	M. Rupa Vani, Superintendent	106606
16	B. Govinda Naik, Superintendent	84307
17	B. Sekhar Babu, Superintendent	86574
18	Y. Sudha Ratna Kumari, Superintendent	57403

**I&PR Dept Officers –Engineering Wing**

SI.No.	Name (sarvasri) Sri/Smt	Gross Salary
1	O. Madhusudhan, Chief Inf. Engineer	182772
2	C.V. Krishna Reddy, Regl. Inf. Engineer	181517
3	D. Nageswar Rao, Dy.EIE	133069
4	P. Sivalakshmi, AEIE	121057
5	B. Babaiah, AIE	86494

**I&PR Dept Officers – Accounts Wing**

SI.No.	Name (sarvasri) Sri/Smt	Gross Salary
1	G. Ramanaiah, Accounts Officer	120449
2	M. Nagaraju, Junior Accounts Officer	75614
3	J. Syamalagowri, Junior Accounts Officer	73651

Head of Accounts	Budget Estimates 2021-22 (Rupees in Lakhs)		
	Revenue	Capital	Total
Head quarters Office	32,16.39	--	32,16.39
Purchase of Books	0.01	--	0.01
Assistance to Nataka Samajam	10.10	--	10.00
Press Academy of Andhra Pradesh	1,40.66	--	1,40.66
Digitalization of Old News Papers	3.00	--	3.00
Advertisement of Government Department in Electronic Media	10,50.22	--	10,50.22
Promotion of Film Industry	5,71.06	--	5,71.06
Advertisement of Government	28,25.69	--	28,25.69

Department in Outdoor Media			
Advertisement of Government Department	2.53	--	2.53
Advertisement of Government Department in Print Media	145,90.90	--	145,90.90
District Offices	49,41.32	--	49,41.32
Working Journalist Housing Scheme	0.10	--	0.10
Purchase of Equipment	--	1,00.00	1,00.00
<b>GRAND TOTAL</b>	<b>273,51.88</b>	<b>1,00.00</b>	<b>274,51.88</b>

**4(1)(b)(xi)- the budget allocated to each of its agency, indicating the particulars of all plans, proposed expenditures and reports on disbursements made.**

The Government allocates budget to the Department under Plan and Non-Plan schemes. The commissioner (HOD) allocates budget to the filed officers and different sections of the Commissionerate as per requirement.

**4(1)(b)(xii) – the manner of execution of subsidy programs, including the amounts allocated and the details of beneficiaries of such programs**

**No Such Programmes**

**4(1)(b)(xiii) Particular of recipients of concessions, permits of authorizations granted by it.**

The Accredited Journalists are provided the following concessions:-

1. To travel in Rail (50% Concession)
2. 1/3rd concession in A.P.S.R.T.C. Buses.
3. Concession of import duty on photo equipments
4. The journalists, who are in dire need and distress are provided financial assistance from Welfare Fund.
5. Accommodation to journalists in A.P. Bhavan, New Delhi.
6. Grant – in Aid to Press Club.
7. Medi-claim policy to journalists.
8. Health scheme on the lines of Rajiv Arogyasree.

**4(1)(b)(xiv) - Details in respect of the information , available to or held by it, reduced in an electronic form.**

**4(1)(b)(xv)-the particulars of facilities available to citizens for obtaining information, including the working hours of a library or reading room, if maintained for public use.**

Visitors with any problems are welcome between 3 p.m. and 5 pm on all working days to meet any of the designated officials.



The A.P. State Information Centre, Located at Suryarao Pet, Vijayawada functions from 10.00am to 6 PM on all working days.

**4(1)(b)(xvi)- the names, designations and other particulars of the Public Information Officers.**

1. P. Kiran Kumar, Joint Director	1 <sup>st</sup> Appellate Authority
2. K. Sada Rao, Deputy Director	Public Information Officer
3. M.A. Ramachandra Murthy, Asst. Director	Asst. Public information Officer
4. M. Rupavani, Suptd	Asst. Public Information Officer
5. B. Govinda Naik, Suptd	Asst. Public Information Officer
6. B. Sekhar Babu, Suptd.	Asst. Public Information Officer
7. Y. Sudha Ratna Kumari, Suptd	Asst. Public Information Officer

**RTI Act – 2005 Section.**

1. Sri P. Kiran Kumar, Joint Director	Cell No. 9121215223
2. Sri. K. Sada Rao, Deputy Director	Cell No. 9121215229
3. Sri. M.A. Ramachandra Murthy, Asst. Director	Cell No. 9121215231

**4(1)(b)(xvii)-such other information as- may be prescribed and thereafter update these publications every year.**

1. MIMS
2. Feedback Reports
3. Success Stories.

**COMMISSIONER**

