

DIRECTORATE GENERAL, CRPF, CGO COMPLEX LODHI ROAD,
NEW DELHI-110003

(Ministry of Home Affairs)

No. I.VII-1/2016-PR(Inst)-DA-I

Dated, the April, 2016.

Standing Order 02/2016

Subject : **FUNCTIONING OF PR CELL AT DIRECTORATE GENERAL & SECTORS**

PR is vital for any organization to showcase its achievements. It is an interface between the media and the organization. It presents a positive image of the organization to the general public and creates a desirable perception in their minds.

2. The Force is expanding at an exponential pace and deployed throughout the length and breadth of the Nation. At this size, immediate dissemination of information becomes very difficult, especially with only a Public Relations Branch functioning at the Force Hqr. Besides, due to absence of PR Cells at the Sector level, it is seen that often during operational achievements, the details of the incident/ photographs/other details of officers/men martyred are not available timely, which results in delayed and poor media coverage locally and nationally.

3. In order to streamline the PR set up in the Force the duties of PROs at Directorate General and Sector Hqr are as under :-

(i) **PUBLIC RELATIONS OFFICER (PRO), DIRECTORATE GENERAL :-**

- a) PRO, Directorate General will be responsible for the publicity of achievements of the Force in the national media. In addition he will also ensure adequate media coverage of events, ceremonial functions etc. He will invite Media persons to the Press conference of the DG and other senior officers. He will liaise with Editors/ Bureau Chiefs/ Correspondents of newspapers and electronic news channels.
- b) He will highlight the acts of valour/civic action programmes/welfare activities, sports achievements, humanitarian works etc of our officers and men.
- c) He will prepare Curtain Raisers as well as Press Releases of important events/ ceremonial functions/ achievements. He will co-ordinate with the Operation Branch of Dte to get information regarding operational achievements/martyrdom of CRPF personnel during operations. A designated Officer of Second-in Command /Dy. Comdt. level from Ops Branch will provide Press release and photographs of the incident/martyrs to the PRO at the earliest.

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- d) A regular Press briefing by IG (Ops)/ADG (Ops)/ Designated Officer will be organized by the PRO at the headquarters once in a week/fortnight/ month or whenever there is a major achievement/incident, as per the direction of the competent authority.
- e) He will organize media tours to various theaters of CRPF to show media persons the good work done by the Force, at least once in a year. For this Operation branch of Directorate General will make all arrangements in coordination with the concerned Sector/Unit.
- f) In case of negative publicity in the media PRO will issue rejoinder immediately after verifying the facts from the concerned branch and after duly getting it vetted by the competent authority.
- g) He will ensure timely publication of periodicals such as CRPF Samachar etc. He will also be responsible for the publication for Coffee Table Books, Compendiums, Brochures as well as Diaries and Calendars well in time. Copies of the same will be provided to the library of Directorate General for record and a copy of each will also be maintained by him.
- h) He will ensure the photography and videography of important events and maintain video & photo library of the Force. He will also release the photographs along with press releases of important functions/ events/ achievements to the Media.
- i) He will ensure timely publication of advertisements, received from various formations of CRPF, through DAVP.
- j) He will also help IT branch Directorate General to upload material related to the publicity of the Force on CRPF website.
- k) Any other duty assigned to him by the senior officers.

(ii) **SECTOR PUBLIC RELATIONS OFFICERS (PRO)**

- a) A Dy. Comdt./ Second in Command /Commandant level Officer according to the choice of the Sector IG, will be designated as PRO at each Sector HQr.
- b) The Sector PROs will collect real-time information/photographs/details of important operations/ incidents/ achievements, under the jurisdiction of their Sectors and share the same with PRO, Directorate General at the earliest on email/ WhatsApp, who will share it with the National Media after due vetting without loss of time. In case of act of valor or martyrdom of our officers & men, their photographs with all details, including addresses, phone nos. etc. will be sent by them to PRO, Directorate General at the earliest. Similar coverage will be organized by the Sector PRO locally, under intimation to their respective Zones.

- c) They will organize Media briefings at Sector HQr weekly/fortnightly /monthly or whenever there is a major achievement/ incident, which will be addressed by the Sector IGP/DIGP/Designated senior officer as desired by the concerned authority.
- d) They will also regularly conduct media tours to different locations of CRPF within their respective Sectors to showcase the achievements of the Force.
- e) They will send Press Releases of important achievements/ events and other activities under their jurisdiction to the local media immediately.
- f) They will liaise with local media and will also invite media persons for the coverage of important functions, events, achievements etc. of the force at Sector level.
- g) They will issue rejoinders to negate any bad or negative publicity in media immediately after consulting the Sector IG and concerned branches/ offices.
- h) They will arrange to upload the achievements, important reports regarding civic action programmes/ ceremonial functions, events etc. on CRPF website at the Sector level.
- i) The Sector PROs will collect reports of achievements/ important functions/ events/ DG's visits / welfare activities/civic action programmes/articles/ poems achievements of words etc. captioned /photographs / from all formations of their Sector and forward them to PRO Directorate for inclusion in the CRPF Samachar under intimation to their respective Zones. The reports should be brief and in narrative form. The material for the CRPF Samachar will be sent by the Sector PRO to the PRO, Directorate General by the end of every month after collecting it from lower formations of their Sectors and after proper vetting and editing.
- j) Any other duty assigned to him by the senior officers.

(iii) **Common guidelines:-**

- a) While sharing information with the media, adequate precautions will be taken by all PROs to ensure that only authentic and appropriate information is shared without interfering in the process of investigation or violating issues of privacy. In case of matters of strategic and national security no information will be shared with the media. Comments on Govt. and force policies will be avoided at all costs. The modus operandi of operations will not be made public.
- b) Sub-Judice cases/matter and court directions & guidelines will not be shared with the media. The PROs will not make judgmental statements or express personal opinions while briefing/interacting with the media. Briefing should be confined to the essential facts.

iv) **Qualification of PROs:-**

The PROs must be good communicators and well versed in English and Hindi. They should also possess good writing skills to draft Press notes briefly containing all relevant information. Creativity and imagination will be of added value. To groom them, a crash course /short duration training in PR management could be conducted in reputed professional Institute at HQr/Zonal level.

4. Standing order No.I.VII-1/2001-PR-(Inst) dated May 2001 and all other instructions issued earlier on the subject are hereby superseded.

Sd/-4/5/2016
(K. DURGA PRASAD) IPS
Director General