Sub: Structural Reforms – Sustainable Public Relation set up at Divisions

Ref: Meeting of CRB with CPROs of the Zonal Railways on 16.11.2017

During meeting of CRB with CPROs of the zonal railways on 16.11.2017, the need for strengthening PR Organization at divisional level was strongly advocated by all the zones. DG/PR Railway Board has also requested the Transformation Cell to frame suitable policy to ensure a proper PR set up at divisions.

Accordingly, following policy framework is issued with the approval of Board (CRB) for a sustainable PR set up at divisions of IR.

1.0 Cadre of PR is very small and generally exists in structured form at the zonal railway headquarters; there is presently stagnation in career progression for years together. General Managers in consultation with CPOs may evolve a suitable career enhancement policy for PR staff whereby work charged elements may be provided to ensure minimum promotional avenues to such staff.

2.0 Proposed structure at divisions

At divisional level, DRMs are assisted by Sr. DCMs to look after PR works on day to day basis in addition to their commercial functions. They are assisted by Publicity Inspectors if available.

2.1 On 12 major divisions (CSTM, NGP, HWH, SDAH, MGS, LKO, DLI, ALD, MAS, SC, SBC, MCT) where recently 3/4 ADRMs have been posted, GMs will ensure posting of a Sr. PRO/PRO(Sr. Scale/Jr.Scale) by any of the means given in Para 2.3 below.

2.2 As regards the structure of PR and media management on the Divisions, the DRMs shall continue to be the chief architect of media management on the divisions but with increase in number of ADRMs, it is now possible to entrust PR responsibilities to one of the ADRMs. ADRMs will be assisted by Sr. PROs/PROs.

2.3 General Managers shall arrange a post of SrPRO/PRO for the division by either of the following means:

(i) by arranging a work charged elements
(ii) by utilizing an existing vacant revenue post
(iii) or by re-designating an existing post

Sr. PROs/PROs shall report to ADRMs. They shall be assisted by Publicity Inspectors in suitable grade.Sr. DCMs shall continue to assist ADRMs in day to day handling of the PR and media till Sr PROs/PROs are posted.

2.4 For creating a PR set up in the division, General Managers may consider following broad guidelines and issue uniform guidelines for their railways:

(i) Two vacant Group C Post may be re-designated on each division as PI / Sr PI / CPI (depending on grade & excluding safety category posts)
(ii) Suitable person may be posted to these posts for a period of 3 years but shall retain their lien with their parent cadre.

(iii) He/She will be eligible for all selections/promotions within their cadre within this 3 years duration and continue to work in PR

(iv) DRM may nominate a suitable staff (clerical/supervisory but excluding safety category post) to function as Publicity Inspector or Senior Publicity Inspector.

(v) At the end of 03 years period, the staff may be allowed to exercise option to remain either in the PR organization or return back to his/her parent cadre. His further career progression shall be guided accordingly.

3.0 PR Related Professional Works

3.1 Photography, videography, invitation card printing, printing of flex boards, brochures, leaflets, visiting cards, making of short documentaries for training/safety related issues may be carried out by the divisions through the empanelled agencies of the zonal railways.

3.2 In case there are no empanelled agencies in the zone at any point of time, these works may be done by calling quotations from the INS (Indian Newspaper Society) Accredited Advertising Agencies.

3.3 In rest of the Divisions, DRMs and ADRMs shall be assisted by Sr. DCMs along with Publicity Inspectors in day to day handling of the media. However, in case the General Managers of the zones feels that there is a need for posting an exclusive officer to take care of PR related works, they can do so by nominating an officer of suitable rank to look after PR works along with his/her regular assignment or may post a PRO by arranging a post as detailed in Para 2.3 above.

3.4 In addition to setting up the above structure for PR and media on the Zones/Divisions and in order to have effective PR personnel, proper training modules focused on building and honing PR skills of all the newly inducted PR officials may be designed and conducted at mass communication institutes of repute like IIMC of Ministry of Information and Broadcasting. CPROs can design a suitable module to give hands on training to the new staff/officers in the short term.

This issues with the concurrence of Associate Finance of the Transformation Cell of the Railway Board.

(A.K. Chandra)
Executive Director
Transformation Cell
Tel No. (M) 9717646228

No. 2017/Trans/01/Policy


1. PFAs, All Indian railways & Production Units
2. The ADAI (Railways), New Delhi
3. The Director of Audit, all Indian railways

(Sanjeeb Kumar)
Executive Director Accounts,
Transformation Cell

Copy – As per list enclosed
Copy to:
1. The ADAI (Railways), New Delhi
2. The Director of Audit, All Indian Railways
3. The Director, Indian Railway Institute of Civil Engineering, Pune.
4. The Director, Indian Railway Institute of Mechanical and Electrical Engineering, Jamalpur.
5. The Director, Indian Railway Institute of Signal Engineering and Telecommunications, Secunderabad.
6. The Director, Indian Railway Institute of Electrical Engineering, Nasik.
7. The Executive Director, Indian Railways Centre for Advanced Maintenance Technology, Gwalior.
8. The Director, Indian Railway Institute of Transport Management, Lucknow.
9. The Registrar, Railway Claims Tribunal, Delhi.
10. The General Secretary, IRCA, New Delhi.
12. The Secretary, Railway Rates Tribunal, Chennai.

Copy to:
1. The Genl. Secy., AIRF, Room No. 248, & NFIR Room No. 256-C, Rail Bhavan
2. The Secy. Genl., IRPOF, Room No. 268, FROA, Room No. 256-D & AIRPFA, Room No. 256-D Rail Bhavan

Copy to:
1. PS to MR, MOS(S), MOS(G)
2. CRB, FC, ME, MTR, MRS, MS, MT, SECY, DG (RHS), DG (RPF), DG (Stores), DG(Pers), DG(S&T)
3. All AMs, Principal Executive Director & Executive Directors of Railway Board

(A.K.Chandra)
Executive Director (Mech)
Transformation Cell