

भारत सरकार **GOVERNMENT OF INDIA**
रेल मंत्रालय **MINISTRY OF RAILWAYS**
रेलवे बोर्ड **RAILWAY BOARD**

No. 2018/PR/13/68

New Delhi, Dated: 17.12.2018

The General Manager,
All Indian Railways & Production Units, NF(C), CORE,
The DG/RDSO/Lucknow, DG/NAIR
CAOs, DMW/Patiala, COFMOW/NDLS, RWP/Bela, IROAF

Sub: Corrigendum to PR matters in Model SOP, 2018.

PR Directorate has proposed certain modifications/changes to various provisions of Model SOP on Public Relations Matters.

Board (FC&CRB) has considered and approved changes as given in the following table.

REVISION IN MODEL SOP 2018 (Pertaining to PUBLIC RELATIONS MATTER)

No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
59.	Insertion of advertisements	Insertion of advertisements in print media, social media and digital media			
	(A) Tender notices and campaign advertisements in DAVP approved publications.	Release of tender notices, campaign advertisements and display advertisements in newspapers & publications approved by Bureau of Outreach & Communication (BOC) at the rates approved by BOC.	Full Powers	Full Powers.	1. Finance concurrence is not necessary. 2. To be published at the request of department/division
	(B) Souvenir/ special publications.	Release of advertisement to adhoc publications such as souvenir, Bulletin brochures and special publications	Upto Rs.3,000/- per case	Upto Rs.6,000/- in each case (not necessarily the maximum amount in every such case)	1. Finance concurrence is not necessary 2. Subject to annual ceiling of Rs. 2 Lakhs.

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No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
	(C) Non-DAVP newspapers	Release of advertisement to non-BOC newspapers and Magazines / Publications.	Full powers to CPRO	Full Powers to CPRO	(i) Finance concurrence is not necessary (ii) Prior approval of GM is necessary These power may be exercised in exceptional circumstances, as indicated in letter No. 2006/PR/5/62 dated 30.05.2007
	(D) (New insertion)	Preparation of suitable designs and artwork for advertisement, brochures, posters, hoardings, neon signs and any other publicity material.	DIP/DPR up to Rs.3000 in each case subject to an annual ceiling of Rs.36,000/-	CPRO/DIP up to Rs.5000 in each case subject to an annual ceiling of Rs.1.5 lakh.	Authority: Office order no. 10 of 1989
	(E) (New insertion)	Advertising through Outdoor Media	None	Full powers to CPROs for hiring outdoor spaces at BOC rates for putting up hoardings, LED-Walls, banners, flyers, flags, standees at various locations within their jurisdictional areas.	This power to be exercised with prior finance concurrence and approval of the General Manager.
	(F) (new insertion)	Advertisement in e-newspapers	None	Full power to DAVP approved publication/ newspaper/ magazine/ periodical etc in e-Newspaper & magazines at BOC approved rates.	

Sanjeeb Kumar



No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
	(G) (new insertion)	Advertisement on websites.	None	Full powers to CPRO to release advertisement to websites empanelled with DAVP at DAVP rates	
	(H) (new insertion)	Dissemination of information through SMS.	None	Full powers to CPRO to release bulk SMS through agencies empanelled with BOC at BOC rates.	
61	Hospitality charges in connection with Publicity and Public relations				
	61.(B) Hospitality: (i) A ceiling of Rs.250/- per meal per head OR Rs. 500/- per day subject to an annual ceiling of Rs. 3 lakhs would be observed.	61. (B) Hospitality: (i) Expenditure on meals	A ceiling of Rs.250/- per meal per head OR Rs. 500/- per day subject to an annual ceiling of Rs. 3 lakhs would be observed.	The limits circulated vide Transf. Cell letter dated 19.11.2018 will be applicable for normal cases. For international engagements, the limits given in MoF's OM No. 7(3)/E-Coord/20 13 dated 06.05.2015 may be followed	
	(new insertion)	61. (B)(iii) Serving of alcoholic drinks	No power	Cocktail may be served in international engagements only, as per MoF's OM No. 7(3)/E-Coord/20 13 dated 06.05.2015	

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No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
	61. (B)(ii) The amount of cash imprest being maintained by CPRO for the purpose raised to Rs. 8,000/-	Cash imprest for hospitality purpose.	The amount of cash imprest being maintained by CPRO for the purpose raised to Rs. 8,000/ Rs. 4000/- for Production Units	CPROs of all Zonal Railways are authorized to maintain a cash imprest of Rs.15,000/- for the purpose. CPROs of Production units are authorized to maintain a cash imprest of Rs.8,000/- for the purpose..	Recoupment shall be as per the detailed instructions given in finance code Vol.-I Para 1050.
	(new insertion)	61. (A)(i) Hiring of accommodation for out-station media persons invited for coverage of official functions	No Power	Full powers to CPROs. Finance concurrence required for expenditure above Rs. 20,000/-	Such hiring shall be done only with the approval of the General Manager.
	61. (C) Press Tours & Reception: (i) There would be a ceiling of Rs. 500/- per head per day for meals within the overall P.R. Budget. The expenditure can be incurred by the CPROs with the administrative approval of AGM/ GM and would not require finance concurrence	Press Tours & Reception: 61. (C)(i) Expenditure on meals		Up to Rs. 50,000/- on each occasion with administrative approval of the AGMs/GMs without finance concurrence and More than Rs. 50,000/- on any occasion with prior finance concurrence and approval of GM/AGM.	Per head expenditure stands revised as per the Board's letter No. 2018/Trans Cell/S&T/Refreshment dated 19.11.2018
	61. (C) (ii) In exceptional circumstances	Stands deleted	CPRO Full Powers up to Rs. 750/- per head per day for meals may be incurred with prior finance concurrence	Stands deleted	
	(new insertion)	61.(B)(iii) Hiring of accommodation for out-station media persons invited for press tours		Full powers. Finance concurrence required for expenditure above Rs. 20,000/-	Such hiring shall be done only with the approval of the General Manager.

Sanjeeb Kumar

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No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
	63.(B) Production of films by railways including documentary and quickies and dubbing of films received from Board, Films Division, etc	Production of films by railways including documentary and quickies/video spots for TV & Radio Channels and dubbing of films received from Board, Films Division, etc	Up to Rs. 5 lakhs per annum.	Up to Rs. 10 lakh per annum at DAVP rates.	Finance concurrence is necessary, if the expenditure exceed Rs. 25,000/- on each occasion.
	63. (D) Payment of fee for telecast/ broadcast & screening of railway publicity material	Payment of fee for telecast/ broadcast & screening of railway publicity material like cinema slides, video spots, radio spots/jingles, etc.	Full powers to CPRO..	Full powers to CPRO.	1. Finance concurrence is not necessary up to Rs.5,000/- in each case. 2. Finance concurrence is not necessary at DAVP approved rates. 3. Such publicity material can be disseminated as films/ documentaries/ quickies/ publicity slides/ film and radio spots in DD, AIR, cinema halls and other audio or visual channels/mediums
67	Preparation of Cinema Slides	Preparation of Cinema Slides/radio spots or jingles	CPRO Rs. 5,000/- per occasion. Finance concurrence is required if the expenditure exceeds Rs.2,000/-	Up to Rs.25,000/- per occasion at DAVP rates.	Finance concurrence not required up to Rs 25000/-
64	Expenditure towards jobs done through outside agencies relating to photography, videography including developing, printing of photographs, transmits, lamination and video editing.	Expenditure towards jobs done through outside agencies relating to photography, videography including developing, printing of photographs, transmits, lamination and video editing.	Full powers subject to an annual ceiling limit of Rs.1.5 lakhs.	Full powers subject to an annual ceiling limit of Rs.5 lakhs.	

Sanjeeb Kumar

Ashwini

No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
65.	Purchase of photographic consumable items	Purchase of photographic consumable items	Full powers	Full powers.	Finance concurrence is necessary, if the cost of consumable exceeds Rs. 10,000/- per occasion.
66.	Printing Work in outside presses	Printing Work in outside presses			
	(A) (ii) Other than the above including posters, folders, brochures, and other publicity literature.	Other than the above including posters, folders, brochures, and other publicity literature.	Up to Rs. 50,000/-per occasion without finance concurrence subject to an annual ceiling of Rs. 3 lakhs.	Up to Rs. 100,000/-per occasion without finance concurrence subject to an annual ceiling of Rs. 10 lakhs	
	(C) Printing of visiting cards to Branch Offices	Printing of visiting cards to Branch Offices	<u>PHOD/HOD</u> Full powers	<u>CPRO</u> Full powers	Finance concurrence not necessary.

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



(A.K. Chandra)

Executive Director/Mech./Transformation

No. 2018/PR/13/68

New Delhi, Dated: 17.12.2018

1. General Managers/All Indian Railways
2. PFAs, All Indian Railways & Production Units
3. The ADAI (Railways). New Delhi
4. The Director of Audit, All Indian Railways



(Sanjeeb Kumar)

Executive Director/Accounts
Transformation

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.
11. The Chief Commissioner of Railway Safety, Lucknow.
12. The Secretary, Railway Rates Tribunal, Chennai.
13. The Chairman, Railway Recruitment Board, Ahmedabad. Ajmer, Allahabad, Bangalore, Bhopal, Bhubaneswar, Chandigarh, Chennai, Gorakhpur, Guwahati, Jammu & Srinagar, Kolkata, Malda, Mumbai, Muzaffarpur, Patna, Ranchi, Secunderabad and Trivendrum.
14. Managing Director, CRIS, Chanakyapuri, New Delhi
15. Chief Managing Directors/Managing Directors, RITES, IRCTC, RVNL, CONCOR, RailTel, IRCON, IRFC & KRCL.

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(S&T), DG (RHS), DG (RPF), DG (Stores), DG(Pers)
3. All AMs, Principal Executive Director & Executive Director (T&MPP), Railway Board.
4. All Executive Directors Railway Board.

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