

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAILWAY BOARD**

NO. 2017/Trans/01/Policy/PR

Dated: 04.06.2019

The General Manager, All Indian Railways/PUs, NF(Con), CORE
The DG/RDSO/Lucknow, DG/NAIR/Vadodara
CAOs, DMW/Patiala, WPO/Patna, COFMOW/NDLS, RWP/Bela, CAO/IROAF
MD/CRIS


Sub: Correction Slip No. 1 to Manual for Public Relations Department (First Edition -2007)

In order to meet the new scenario of information generation, processing and dissemination, Board (FC & CRB) in consultation with Public Relations Directorate have approved the following modification/addition in the Manual for Public Relations Department (First Edition- 2007):

1. Modification in Para 4.2 of Chapter-I.
2. Addition of a new Chapter-V, Social Media and Content Analysis.

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

Kindly acknowledge the receipt and ensure compliance.


04.06.19

(Umesh Balonda)
Executive Director/S&T
Transformation Cell

NO. 2017/Trans/01/Policy/PR

Dated: 04.06.2019

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 attached.

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 Trivandrum.
14. Managing Director, CRIS, Chanakyapuri, New Delhi

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 Directors of Railway Board


04.06.19
(Umesh Balonda)
Executive Director/S&T
Transformation

Correction Slip No. 1 to Indian Railway Manual for Public Relations Department
(First Edition -2007)

1. Addendum and Modification in Contents (Page 5):

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2. Existing Para 4.2 of Chapter-I may be replaced as:

4.2 For this purpose, a panel of INS accredited advertising agencies (not less than two and not more than eight) may be formed for a period of two years. Detailed terms/conditions and criteria for empanelment should be as per the Model Document for Empanelment of Advertising Agencies issued by Board from time to time.

3. A New Chapter-V, Social Media And Content Analysis is added as:

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CHAPTER – V

SOCIAL MEDIA AND CONTENT ANALYSIS

1.0 Definitions: For the purpose of this manual:

- 1.1 **Social Media** is defined as “websites and applications that enable users to create and share content or to participate in social networking” like Twitter, Facebook, Instagram, YouTube, etc.
- 1.2 **Digital Media** includes e-newspapers, cinema slides, video spots, SMS campaign, radio jingles, FM spots, mobile apps or anything specified by CPROs from time to time.
- 1.3 **Social Media Management** is defined as “creation, dissemination and analyzing the content on various social media platforms including live web-casting across social media platforms and ensuring optimum utilization of such platforms for organizational image building, faster information dissemination, and countering negative trends against the organization”.
- 1.4 **Media Analysis** is analyzing all three forms of media i.e. Print Medium (newspapers and magazines), Online Medium (news websites) and Broadcast Medium (TV Channels) for news articles/ programmes regarding Indian Railways, its people and its schemes that appear in important news sources.

2.0 Utilization of agency for social/digital media analysis:

- 2.1 The services of professional Media agency may be utilized for creation of content, info graphics/design/artwork for release in social media/ digital media platforms and Media analysis.

The CPRO, Zonal Railways (or any officer authorized by the CPRO) will be the overall incharge of the social media and content analysis work.

- 2.2 For this purpose, Zonal Railways may engage one agency on a **monthly lump-sum payment basis** that has experience in management of social media and media analysis. The agency may be hired for a period of two years and for this detailed terms/conditions, criteria for selection etc. should be as per the Model document for selection of agency for social media services issued by the Board from time to time.

Suresh Kumar

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04.06.19

- 2.3 The agency so engaged should have the experience of having worked for a Government/Semi-Government/PSU/Autonomous body under any Ministry of Central or State Government in the field of 'Social Media Management' and 'Media Analysis' (in accordance with the definitions given in Para 1.0 of this chapter).
- 2.4 Calculation of estimated Cost for the work of social media management and media analysis to be done by the Committee nominated by the GM, which shall include one officer each from PR and Finance departments.
- 2.5 Verification/Authorization of monthly Bills submitted by the agency shall be done by the Committee nominated by the GM, which shall include one officer from PR department.
- 3.0 Services to be provided by the agencies:**

The agency hired under the provisions of this chapter will provide services of 'Social Media Management' and 'Media Analysis' (in accordance with the definition given in Para 1.0 of this chapter), which may include:

- a. Promotion on Social Media
- b. Media Analysis

The agency will also be required to create an online Dashboard and a mobile application with real time notification system for all news articles & video clips on any platform and will provide archival support to PR department in the form of a digital store.

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