

PUBLIC RELATIONS MATTERS

S. No	Particulars of item	Authority	Extent of Powers Delegated to				
			Headquarters Office			Divisional/Workshop Office	
			CPRO	SrPRO	PRO	DRM/CWM	PRO
1	2	3	4	5	6	7	8
1.	Purchase of News paper and Periodicals	Letter no. 98/G/O/Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full Powers upto Rs. 10000/-per month	Full powers upto Rs. 5000/-per month	Full Powers upto Rs. 2500/- per month	Full Powers upto Rs. 7500/- per month	Full Powers upto Rs. 2500/- per month
Note - The above powers would be subject to and overall limit of Rs. 15000/- P.M. for entire PR Dept of NCR excluding DRMs/CWMs.							
2.	Preparation of suitable art design mattress/blocks/case art pulls, etc. for release to News papers and periodicals and for use in i] Poster, leaflets folders, handouts, etc. ii] Hoarding iii] Neon signs iv] Cinema slides v] Time table advertisements date cards	Letter no. 98/G/O/Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers subject to finance concurrence if expenditure per case exceeds Rs. 20,000/- for leaflets/folders, handouts and Rs. 5,000/- for posters, handbills, timetable cover page, etc. Hoarding, Neon signs, Cinema slides, etc. with annual ceiling limit of Rs.2 lacs.	Full powers upto Rs. 5000/- per case without finance concurrence. Annual ceiling limit Rs.25,000/-	Full Powers upto Rs. 3000/- per case without finance concurrence. Annual ceiling limit Rs.25,000/-	Full powers upto Rs. 3500/- without finance concurrence. Annual ceiling limit Rs.50,000/-	NIL
3.	a)To incur expenditure on printing of publicity material from private press, when railway press is unable to undertake the work due to lack of suitable facilities or shortage of time.	Letter no. 98/G/O/Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers for all items of publicity literature subject to finance concurrence if expenditure in a case exceeds Rs. 5,000/- for invitation cards, Rs. 10,000/- for folders, brochures, etc. & Rs. 30,000/- for posters and hand bills. No certificate is required from printing press upto Rs.1 lac subject to annual ceiling limit of Rs. 5 lac.	Full powers upto Rs. 3000/- per item for all item of publicity literature without finance concurrence.	Full powers upto Rs. 2000/- per item for all items of publicity literature without finance concurrence.	Full powers for all items of publicity literature, subject to finance concurrence if expenditure in a case exceeds Rs. 5,000/-. This expenditure will be incurred only for ceremonial functions (of the division and extra Divl. Officers, Workshop, etc. located within the division) and for publicity campaigns ordered by HQ.	Full powers upto Rs.2000/- per item for all items of publicity literature with finance concurrence. Annual ceiling limit Rs.25000/-

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- Notes:-**
- The proposals will not be split up so as to avoid Finance concurrence.
 - A certificate from CPSS will be required expressing inability to undertake the work at the Rly Printing Press stating reason in each case if expenditure is more than Rs.1 lac.

1	b) To incur expenditure on printing of publicity material from private press, when railway press is unable to undertake the work due to lack of suitable facilities or shortage of time for safety propaganda only.	Letter no. 98/ G/O/ Pt. IV dt. 13.12.95, 11-PR/ NCR/06	CSO only Rs.30,000/- in each case subject to annual ceiling limit of Rs. 2 lac.	NIL	NIL	Upto Rs. 10,000/- per case with finance concurrence subject to the overall ceiling limit of Rs. 50,000/- per year for the division and availability of funds. ADRM's & Sr DSOs upto Rs. 5,000/- per case with finance concurrence subject to the overall ceiling limit of Rs. 50,000/- per year for the division and availability of funds.	
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NOTE:

- The above power will be exercised subject to finance concurrence in each case.
- The overall limit for the division is Rs.50,000/- per annum and this is not individual limit for the various officers being delegated the powers.
- A register may be maintained in the division to watch over the ceiling limit.

M/S/11
2014

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4.	a) Placing of advertisements in news papers and periodicals in accordance with DAVP rates i) For release of classified advertisement without finance concurrence. ii) For release of display advertisement with finance concurrence.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full Power	Upto Rs. 20,000/- per item.	Upto Rs. 20,000/- per item.	NIL	NIL
	b) Release of advertisements at non-DAVP (to adhoc publications)	PR Manual issued by Railway Board year-2007	With the approval of AGM in each case exceeding Rs. 3000/- with annual ceiling limit of Rs.60000/-	NIL	NIL	NIL	NIL
	c) Release of display/classified advertisements at non-DAVP rates (regular publication).	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers with the approval of AGM in each case exceeding Rs.3000/- in case of exigencies of service and administrative interest post facto approval of AGM can be taken.	NIL	NIL	NIL	NIL

NOTE :

- i) No additional funds should be made available on the ground of using non-DAVP approved publications.
- ii) Railways/Production Units should exercise this discretionary option very selectively and a list of such occurrence should be maintained.
- iii) The credentials of non-DAVP approved publications must be verified and established before releasing advertisements under these powers. Extra care should be taken to ensure that publication hitherto approved by DAVP but subsequently, debarred/disqualified/suspended by them for publication of Govt. advertisements is not given advertisements under these powers.
- iv) Similarly, new publications having started their publications not more than six months back should not generally be released advertisements under these power.
- v) Guidelines indicated in PR Manual issued by Railway Board in the year-2007 for display advertisement in newspapers should be strictly followed.
- vi) CPRO may release advertisements at Non-DAVP rates with approval of AGM without finance concurrence in case where advertisements are being released at the behest of Railway Board and expenditure is booked to Demand 2.

25/11/14

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1	2	3	4	5	6	7	8
5.	Direct purchase of photo goods, including small accessories like albums, corners, frames etc.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers subject to finance concurrence if expenditure exceeds Rs. 5,000/- per case.	Full powers upto Rs. 800/- per case.	Full powers upto Rs. 500/- per case.	NIL	NIL
6.	Repair of still photographic equipment's	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers subject to finance concurrence if expenditure exceeds Rs. 3000/- in each case.	Rs. 1000/- per case	NIL	NIL	NIL
7.	Repair & replacement of parts of the office vehicles. [without finance concurrence]	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Rs. 6000/- per month	Rs. 2000/- per month	Rs. 1000/- per month	NIL	NIL
8.	Hiring of private road vehicle for transport of media personnel when railway vehicle is not available on the occasion of press conference ceremonial functions and other urgencies.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers subject to finance concurrence if the amount exceeds Rs. 1500/- per occasion per vehicle subject to annual ceiling limit of Rs. 1 lac.	Full powers subject to finance concurrence if the amount exceeds Rs. 800/- per occasion subject to annual ceiling limit of Rs. 15,000/-.	Full powers subject to finance concurrence if the amount exceeds Rs. 600/- per occasion subject to annual ceiling limit of Rs. 12,000/-.	NIL	NIL
9.	Screening of publicity slides, films and spots in cinema halls at DAVP rates.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full power. Finance concurrence will be needed if value exceeds Rs. 10000/- for each item	NIL	NIL	Full power upto Rs. 25,000/- subject to finance concurrence All item should be pre-approved for public release by CPRO.	NIL

21/11/2014

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			Headquarters Office			Divisional/Workshop Office	
			CPRO	SrPRO	PRO	DRM/CWM	PRO
1	2	3	4	5	6	7	8
10.	Expenditure on deposit of statutory fees/levies and other payments registered to be made under the law in respect of house journals/publications,	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers subject to finance concurrence if expenditure in a case exceeds Rs. 200/-	NIL	NIL	NIL	NIL
11.	Expenditure on dispatch of bulk publicity material by rail or road on special occasions, including packing (cartage, handling, labor, etc.)	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers Finance concurrence is needed if expenditure in a case exceeds Rs. 2000/-	NIL	NIL	Full powers subject to Finance concurrence if expenditure in a case exceeds Rs. 2000/-	NIL
12.	Direct purchase of audio & video cassettes and accessories of video equipment's	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers subject to finance concurrence if expenditure in a case exceeds Rs. 1000/-	NIL	NIL	NIL	NIL
13.	Repair and maintenance of video (U-matic/VHS) equipment's	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers upto Rs. 10,000/- in each case with Finance concurrence. Above this amount AGM's sanction is required with prior finance concurrence.	NIL	NIL	NIL	NIL
14.	Developing printing & enlargements (Blow Ups) from the market of coloured films, other than the expenditure met from photo imprest of CPRO.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Full powers upto Rs. 25,000/- subject to finance concurrence if the expenditure in a case exceeds Rs. 5,000/- AGM- Full Powers with Finance Concurrence.	NIL	NIL	Full powers upto Rs. 10,000/- in each case with finance concurrence.	NIL
15.	Production of Radio spots and other Audio items	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11-PR/ NCR/06	Upto Rs. 100,000/- Finance concurrence is needed if the expenditure in a case exceeds Rs. 50,000/- AGM- full Powers with Finance Concurrence.	NIL	NIL	NIL	NIL

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1	2	3	4	5	6	7	8
16.	(a) Broadcast of Radio spots on All India Radio including Private Channel Time, FM, etc at davn rates. (b) Payment of fee for telecast/ broadcast and screening of Railway publicity material on Doordarshan and Private Channel at davn rates.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	(a) Upto Rs. 50,000/- in each case without finance concurrence and annual ceiling of two lakhs. AGM -Full powers with finance concurrence. (b)Upto Rs. One lakh in each case without finance concurrence and annual ceiling of Five lakhs. AGM- Full Powers with Finance Concurrence.	NIL NIL	NIL NIL	NIL NIL	NIL NIL
<p>Note : Such publicity material can be disseminated as films/documentaries/quickies/publicity slide/film and radio spots in Doordarshan. AIR, Cinema halls and other audio and or visual channels/media</p>							
17.	Still photography coverage for official purpose through a private agency.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers subject to finance concurrence if expenditure on an occasion exceeds Rs. 10,000/-.	NIL	NIL	Full powers upto Rs.5000/- on a single occasion without finance concurrence	Full powers upto Rs. 1500/- in single occasion without finance concurrence
18.	VHS Video coverage for official purpose by private studio. (In absence of Rly. Photographer)	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers upto Rs. 10,000/- per occasion without finance concurrence subject to annual ceiling limit of Rs. 100,000/-. AGM- Full Powers with Finance Concurrence.	NIL	NIL	Full powers upto Rs. 5000/- on a single occasion subject to finance concurrence. Video coverage requirements of extra divisional offices located within the division will also be dealt under this item. This power will be exercised only if CPRO is unable to organise video coverage from his own resources.	NIL

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NOTE for 17 and 18: i) This expenditure will be incurred only if CPRO is unable to cope with the demands of video coverage, still photographic coverage from his own resources or his video equipment has failed or under repair.
 ii) These powers will be exercised by CPRO by calling for minimum of three quotations or make approved panel concurred by finance.

19	Hiring of private agency for Betacam video coverage for official functions and shooting of short films/sequences. a) 60 min. Beta cam digital video coverage with cassette for official purpose by Private agency. (In absence of Rly. Photographer)	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11- PR/NCR/06	Full powers upto Rs. 30,000/- with finance concurrence. AGM- Full Powers with Finance Concurrence.	NIL	NIL	NIL	NIL
	b) 30 min Betacam video coverage with cassette for official purpose by private agency.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11- PR/NCR/06	Full powers upto Rs. 15,000/- with finance concurrence. AGM- Full Powers with Finance Concurrence.	NIL	NIL	NIL	NIL
20	Transference and editing of video recordings.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11- PR/NCR/06	Full powers subject to finance concurrence if expenditure in a case exceed Rs. 5,000/- with annual ceiling of Rs. 20,000/- AGM- Full Powers with Finance Concurrence.	NIL	NIL	NIL	NIL
21	Authorising of articles and books by eminent writers & journalists on railway development themes for publication in news papers and periodicals.	Letter no. 98/ G/O/ Pt. 1 dt. 5.10.90, 11- PR/NCR/06	Full powers subject to finance concurrence.	NIL	NIL	NIL	NIL

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22.	Translation into or from regional languages at DAVP or PIB approved rates.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers subject to finance concurrence.	NIL	NIL	NIL	NIL
23.	a) To invite and accept quotations with finance concurrence for items 2, 3, 5, 7, 9, 12, 13, 14, 15, of SOP/NCR matters. b) To invite and accept limited tender over Rs. 25000/- with finance concurrence.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	According to para 12(a) of works matters.	NIL	NIL	NIL	NIL
				NIL	NIL	NIL	NIL
24.	Expenditure on purchasing press kit (file folder, writing pad, pen, etc.) for mediaperson.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers. Finance concurrence is needed if the expenditure exceeds Rs. 5,000/- per occasion. AGM- Full Powers with Finance Concurrence.	NIL	NIL	NIL	NIL
25.	Purchase of Mementos.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers upto Rs. 20,000/- in each case without finance concurrence.	NIL	NIL	NIL	NIL
<p>Note : 1. Prior Finance concurrence not necessary upto Rs. 20,000/- 2. The annual expenditure should not exceed Rs. 1 lakh.</p>							
26.	Hospitality for press and others including Printing of Invitation cards.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers upto Rs. 10,000/- without finance concurrence.	NIL	NIL	NIL	NIL
<p>Note : 1. These powers are subject to the prescribed monetary limits fixed by Board Lt. No. 2003/PR/4/11 dt. 18.8.03 & 2007/PR/415 dt. 13.07.2007 2. 2. As per Bd's letter indicating in cal. 1 the power are subject to ceiling limit of Rs. 1,00,000/- per annum for the whole deptt.</p>							

27/11/14
2014

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			Headquarters Office			Divisional/Workshop Office	
			CPRO	S&P RO	PRO	DRM/CW M	PRO
1	2	3	4	5	6	7	8
27.	Participation exhibitions.	in PR Manual issued by Railway board year-2007.	Full powers upto Rs. 3,00,000/- with finance concurrence with annual ceiling limit of Rs. 09 lacs of zonal railway.	NIL	NIL	NIL	NIL
28.	Making of positive and progressive proofs of the designs.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers subject to finance concurrence if the expenditure amount of an item exceeds Rs. 15,000/- per item.	NIL	NIL	NIL	NIL
29.	Printing of Brochures, Pamphlets poster, folders, hand-outs, visiting cards etc.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	CPRO upto Rs. 10,000/- in each case without finance concurrence.	NIL	NIL	NIL	NIL
Note : Finance concurrence necessary for amount exceeding Rs. 10,000/-							
30.	Production of Films including Documentary and Quickies.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Full powers with finance concurrence and Rs.10,000/- in each case without finance concurrence with ceiling limit of Rs. 04 lacs.	NIL	NIL	NIL	NIL
Note : Prior finance concurrence is necessary if the expenditure exceed Rs. 10,000/-							
31.	Purchase and Printing of blank invitation cards, envelopes, plastic folders etc.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	CPRO upto Rs. 10,000/- in each case, without finance concurrence up to Rs. 2000/-	NIL	NIL	NIL	NIL
32.	Purchase of special quality paper.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	CPRO- Rs.1000/- with annual ceiling limit Rs.12,000/-	NIL	NIL	NIL	NIL
Note : Prior Finance concurrence is necessary if the cost exceeds Rs. 10,000/-							

25/11
92

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1	2	3	4	5	6	7	8
33	Film shooting permission for documentaries/NEWS feature etc. a) Waiver of Bank Guarantee & comprehensive insurance clauses. b) Waiver of License fee.	PR manual issued by Railway Board year-2007	CPRO- Full powers with finance concurrence & AGM's authorisation	NIL	NIL	NIL	NIL
34	a) On entertaining prospective clients for sales promotion and commercial publicity/ public relations.	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	CPRO (from hospitality fund) Rs. 250/- per meal per head or Rs. 500/- per head per day subject to annual ceiling limit of Rs. 1 lakh.]	NIL	NIL	NIL	NIL
<p>Note : 1. Finance concurrence is not necessary. Rly, Bd letter no. 2003/PR/4/11 dt. 18.08.03</p>							
	b) Press tours & reception	Letter no. 98/G/O/ Pt. 1 dt. 5.10.90, 11-PR/NCR/06	Rs. 500/- per head per day for meal.	NIL	NIL	NIL	NIL
<p>Note: 1. Finance concurrence is not necessary. 2. The amount should be met within the overall PR Budget. 3. The expenditure can be incurred by the CPROs with the administrative approval of AGM. 4. In exceptional circumstances, expenditure not exceeding Rs.750/- per head per day for meals may be incurred. This would however require prior finance concurrence. 5. If the expenditure on one occasion does not exceed Rs. 25,000/- it can be incurred by the CPRO with the administrative approval of AGM without finance concurrence. 6. The expenditure beyond Rs. 25,000/- on any occasion would in addition require prior finance concurrence. 7. The instructions contained in Board's letter No. 89/PR/4/9 dated 24.4.1989 should be followed.</p>							

Revised Public Relations matter SOP issued on 25.11.2014.

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1	2	3	4	5	6	7	8
35	Publicity through SMS as per DAVP rates and agencies.		CPRO- Upto Rs 10000/- without finance concurrence and full powers with finance concurrence with annual ceiling of Rs 2 Lakh. Approval of AGM shall be required for expenditure beyond above ceiling limit.	NIL	NIL	NIL	NIL

General Note :-

1. The expenditure which do not fall under CPRO's power will be covered under AGM's full power head.
2. Till the establishment of NCR Printing Press, the certificate of CP&SS, SSB shall be taken into consideration.

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8/20