

Information under Section 4 of RTI Act Pertaining to Regional Office, DFP, J & K

1. Brief Introduction of Directorate of Field Publicity (DFP)

The Directorate of Field Publicity is one of the Media Units of the Ministry of Information and Broadcasting. It is engaged in the task of publicizing programmes and policies of the Government through interpersonal communication.

DFP envisages informing government's plans, schemes, and policies thereby empowering the people with awareness on Central Government programmes through interpersonal communication. Bring about attitudinal changes in the minds of the people. Mobilize public opinion in favour of implementation of welfare and developmental programmes. Get measureable and analyzable feedback for the Union Government for course correction.

For this purpose, DFP, at present, has a network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices.

VISION:

Directorate of Field Publicity envisages direct contact with people so that information about plans, programmes, schemes, policies and achievements of Government of India is delivered to them at their doorsteps and also at their convenience; to take immediate direct feedback from the people back to the Government; to improve effective two-way information flow between the Government of India and the people; improve people's participation by making informed choices in development activities planned by the Union Government for their benefit. In effect, DFP envisions to become a world class messenger in interpersonal communication mode between the Government of India and the people thereby creating a better informed society

MISSION:

DFP strives to intensify its contact with people, initially in remote, rural, tribal, backward and media shadow areas, through setting up of information delivery mechanism in every district of the country and alternatively through other modes by enlisting people's participation as field communicators on behalf of DFP in the process creating more work opportunities; to use modern technology for further strengthening benefits of interpersonal communication; to empower more and more people with information to help improve the quality of their lives. DFP is the only Directorate of the Government of India engaged in interpersonal communication with the common man.

OBJECTIVES:

To project plans, programmes, schemes, policies and achievements of Government of India by bringing its men and material face to face with the people and to inform them about the plans and schemes formulated for their benefit.

- To educate people about the fundamental national values like democracy, socialism, secularism and communal harmony and to reinforce their faith in them through constant personal contacts.
- To establish rapport with the people at the grass root level for their active participation in the developmental activities as also to mobilize public opinion in favour of implementation of welfare and developmental programmes.
- To gather people's reactions to the programmes and policies of the Government and their implementation and to report them back for appropriate action and course corrective measures, wherever required.

FUNCTIONS:

Through its present 207 Field Units spread across the country, DFP carries out routine and special awareness campaigns on various programmes and policies of Ministries and Departments of Union Government. Being a field organization, DFP seeks to disseminate information, generate awareness and bring about attitudinal change in the people towards Union Government's plans and programmes. DFP collects feedback from the people about various initiatives and policies of the Government. DFP thus acts as a bridge between the people and the Government in the true sense. The public awareness activities of DFP are organized in collaboration and coordination with Central and State Government, People's Representatives, PRIs, Opinion Leaders, Local NGOs and institutions working to facilitate various developmental and social welfare programmes of the Government.

Brief Introduction of DFP, J & K, Region

Directorate of Field Publicity, Jammu & Kashmir Region, Jammu has the distinction of having largest number of Field Publicity Units as compared to any other media unit of Ministry of I & B in the North most Indian border State of J&K. These 14 field units were originally established to serve all the 14 districts of Jammu & Kashmir State at the time of their inception. With the advent of time the number of districts in Jammu & Kashmir has gone up to 22. Nevertheless the DFP field units have been striving to carry out their mandate of publicizing all the centrally sponsored public welfare schemes at the grassroots level throughout the state. These units conduct their routine and special publicity programmes especially in rural and far-flung areas by using various means of inter-personal communication like group discussion, quiz contests, seminars, symposia, photo-exhibitions, film-shows etc. The objective of these field programmes is to achieve social mobilization and to ensure greater public participation in all developmental activities as well as to create public awareness in remote and media-shadow areas on a variety of themes such as Education, Health, Rural Employment, Women Empowerment, Child Welfare, National Integration, Communal Harmony and Welfare of Minority and deprived sections of the society.

Another striking feature of DFP's regular field activities has been the collection of the feedback/public reactions and success stories about the implementation of centrally sponsored schemes in rural areas of the state. These feedbacks and success stories are sent to the DFP Hqrs., for onward transmission to the concerned Ministries/Departments of the Government of India for evaluation and remedial measures wherever required.

2. Powers & Duties of Officers & Employees:

The Director is the controlling Officer of the Field Publicity Units of the Region. He exercises administrative and financial control over all the field units under him. Field Publicity Unit is headed by Field Publicity Officer. As leader of FPOs, the Director guides them. He also undertakes tours every month and visits all units under his jurisdiction on a rotation basis. Director is assisted by two Field Publicity Officers one each at Jammu and Srinagar respectively and other supporting staff viz. Accountant (1), UDC's (2), Cashier (1), LDCs (4), Driver (Inspection Vehicle) Daftary, Peon & Chowkidar one each, in the Regional Office. FPO Kathua Field Unit stationed at Regional Office, Jammu supervise all administrative & accounts matters. He also acts as Drawing & Disbursing Officer. Accounts matters of the Region are handled with the help of Accountant and it is his duty to ensure that the payment of salaries, TA claims etc. are made to the staff of the region in time. The UDC's and LDCs assist in maintaining the office records and scrutinizing cases pertaining to units.

At unit level Field Publicity Officer/Technical Assistant (Sound)/Field Publicity Assistant plans and holds publicity programmes according to directives from the Directorate/Regional Office in coordination with local official and non official agencies. He is assisted by LDC, Driver, and MTS. Field Publicity Officer exercises administrative control over staff in his unit as the representative of Directorate and Regional Office.

3. Procedure followed in the decision making process, including channels of supervision and accountability:

Field units organize film shows, oral communication programmes, photo exhibitions, Song and Drama Programmes, Special Interactive Programmes like Seminars/Symposia, Expert Lectures, Essay - Drawing & other Competitions, Rallies, Group Discussions, Healthy Baby Shows etc. and distribute publicity material. The major regular themes on which units concentrate are National Integration and Communal Harmony, Health and Family Welfare, Removal of Social Evils, Rural Development, Water Conservation, AIDS, New Economic Policies, Revamped Public Distribution System etc.

While chalking out their programmes, units not only keep in mind the prescribed norms for each activity but also ensure a balanced coverage of the areas within their jurisdiction. They also determine the theme and thrust areas for a particular period of their coverage while ensuring at the same time that, with the multiplicity of themes, there is no diffusion of important basic themes of programmes. While the norms of activities of the

5. Rules, regulations, instructions, manuals and records, held by it or under its control or used by its employees for discharging its functions.

I.

- i) Name of Document : Handbook of Directorate of Field Publicity.
- ii) Type of Document : Guide Book.
- iii) Brief write-up of document : The Handbook deals with the Organizational set-up, duties & responsibilities of the officials of the Department.
- iv) From where one can get a copy of rules, regulations, instructions, Manual and records : Website = www.dfp.nic.in
- v) Fee charged by the Department for a copy of rules, regulations, Instructions, manual and records : N/A

II.

- i) Name of Document : FR & SR
- ii) Type of Document : Rules.
- iii) Brief write up of document : Govt. of India's Instructions from time to time.
- iv) From where one can get a copy of rules, regulations, instructions, Manual and records : Open Market.
- v) Fee charged by the Department for a copy of rules, regulations, Instructions, manual and records :

III.

- i) Name of Document : CCS(CCA) Rules
- ii) Type of Document : Rules
- iii) Brief write up of document : Govt. of India's Instructions from time to time.
- iv) From where one can get a copy of rules, regulations, instructions, Manual and records : Open Market.
- v) Fee charged by the Department for a copy of rules, regulations, Instructions, manual and records :

IV.

- i) Name of Document : Establishment and Administration
- ii) Type of Document : Rules

- iii) Brief write up of document : Govt. of India's Instructions from time to time
- iv) From where one can get a copy of rules, regulations, instructions, Manual and records : Open Market.
- v) Fee charged by the Department for a copy of rules, regulations, Instructions, manual and records : --

V.

- i) Name of Document : CCS (Conduct) Rules
- ii) Type of Document : Rules
- iii) Brief write up of document : Govt. of India's Instructions from time to time
- iv) From where one can get a copy of rules, regulations, instructions, Manual and records : Open Market.
- v) Fee charged by the Department for a copy of rules, regulations, Instructions, manual and records : --

VI.

- i) Name of Document : CCS (Pension) Rules
- ii) Type of Document : Rules
- iii) Brief write up of document : Govt. of India's Instructions from time to time
- iv) From where one can get a copy of rules, regulations, instructions, Manual and records : Open Market.
- v) Fee charged by the Department for a copy of rules, regulations, Instructions, manual and records : --

6. Particulars of any arrangement that exists for consultation with, or representation by, the members of the public in relation to the formulation of its policy or implementation thereof.

Nil

7. Statement of the boards, councils, committees and other bodies consisting of two or more persons constituted as its part or for the purpose of its advice, and as to whether meetings of those boards,

councils, committees and other bodies are open to the public, or the minutes of such meetings are accessible for public.

N. A.

8. Directory of its officers and employees:

Attached

9. Monthly remuneration received by each of its officers and employees, including the system of compensation as provided in its regulations:

Attached

10. Budget allocated to each of its agency, indicating the particulars of all plans, proposed expenditures and reports on disbursements made.

Non Plan Head in Thousands

Sr.	Salary	OTA	DTE	OE	Medical	RRT	MW	POL	0C	PP &S	Publications	Advt. & Publicity	Total
1	13800	37	1367	510	140	780	10	921	402	35	20	40	18062

11. Manner of execution of subsidy programmes, including the amounts allocated and the details of beneficiaries of such programmes.

Nil

12. Particulars of recipients of concessions permits or authorizations granted by It:-

NA

13. Details in respect of the information, available to or held by it, reduced in an electronic form:

Administrative Reports, CMPR, Tour programmes of Field units.

14. CPIO/Appellate Authority

I) CPIO:

Shri Naiem Gulshan Raina, FPO/D&DO, Regional Office, Jammu & Kashmir Region, Jammu, 2nd Floor, Media Centre, Radio Colony, Panjtirthi, Jammu – 180001, Ministry of I & B, Govt. of India. Phone 0191 2520083, Fax 0191 2520093. Cell No: 919419290731, 919419276395. Email id: ro.jammu.dfp@nic.in. Website: -
<http://www.dfp.nic.in/jammu>.

II) Appellate Authority:

Shri Ashish Goyal, Director (Head of Office), Regional Office, Jammu & Kashmir Region, Jammu, 2nd Floor, Media Centre, Radio Colony, Panjtirithi, Jammu – 180001, Ministry of I & B, Govt. of India. Phone 0191 2520083, Fax 0191 2520093. Email id: ro.jammu.dfp@nic.in. Website: - <http://www.dfp.nic.in/jammu>.

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Directory of Officers/Employees of DFP, J & K Region as on 01-06-2014

S. No	Name of the Officer/Official	Designation	Date of Birth	Date of Appointment	Date of Superannuation	Pay Scale	Grade Pay	Total Monthly Remuneration
1	Shri Ashish Goyal	Director (Head of Office)						
2	Shri Mushtaq Ah. Tantray	Field Publicity Officer	08-08-1961	09-12-1986	31-08-2021	15600-39100	5400	66826.00
3	Shri N. Gulshan Raina	Field Publicity Officer	25-04-1973	28-05-2007	30-04-2033	9300-34800	4600	46678.00
4	Smt. Sudesh Sharma	Accountant	16-02-1955	12-04-1977	28-02-2015	9300-34800	4200	43334.00
5	Shri Maharaj Krishan Matoo	UDC	05-03-1963	17-01-1989	31-03-2024	5200-20200	2800	33632.00
6	Shri Bashir Ahmed Sholla	LDC	02-04-1958	24-08-1982	30-04-2018	5200-20200	2800	36807.00
7	Smt. Shoba Gupta	LDC	18-03-1964	01-10-1982	31-03-2024	5200-20200	2800	34464.00
8	Shri Haseena Begum	LDC	13-11-1967	22-12-1987	30-11-2027	5200-20200	2800	33447.00
9	Shri Rakesh Singh	LDC	17-03-1970	23-05-1990	31-03-2030	5200-20200	2000	33038.00

10	Shri Abdul Rashid Bhat	LDC	17-08-1959	13-07-1983	31-08-2019	5200-20200	2400	28292.00
11	Shri Ravinder Vaishnavi	LDC	14-05-1970	05-08-1996	31-08-2030	5200-20200	2400	28352.00
12	Shri Jugal Kishore	LDC	22-12-1969	09-05-1994	31-12-2029	5200-20200	1900	24502.00
13	Shri Mohan Lal	LDC	12-10-1959	26-08-1981	31-10-2019	5200-20200	2800	31489.00
14	Shri Gh. Hassain Khan	LDC	09-09-1957	04-05-1984	30-09-2017	5200-20200	2400	31978.00
15	Shri Gurnam Singh	Technical Assistant	01-08-1969	16-01-1991	31-07-2029	9300-34800	4600	46477.00
16	Shri Mohd Iqbal Khan	FPA	13-04-1964	03-07-1995	30-04-2024	5200-20200	2800	29752.00
17	Shri Gopal Singh	FPA	05-11-1966	15-04-1997	30-11-2026	5200-20200	2800	29458.00
18	Shri Rajesh Sharma	FPA	10-06-1979	04-03-2011	30-06-2039	5200-20200	2800	28132.00
19	Shri Sikander	FPA	04-12-1982	21-03-2011	31-12-2042	5200-20200	2800	28732.00
20	Shri Vikram Uppal	FPA	13-07-1984	19-09-2011	31-07-2044	5200-20200	2800	28426.00
21	Shri Vijay Mattoo	FPA	04-05-1975	15-07-2013	31-05-2035	5200-20200	2800	27192.00
22	Shri Vishal Khajuria	FPA	18-12-1982	20-11-2013	31-12-2042	5200-20200	2800	29376.00

23	Shri Manjeet Kour	MTS	18-02-1955	23-12-1987	28-02-2015	5200-20200	2000	26513.00
24	Shri Madan Gopal	MTS	16-03-1963	30-03-1995	31-03-2023	5200-20200	1900	24577.00
25	Shri Abdul Rashid Wani	MTS	04-05-1962	06-01-1998	31-05-2022	5200-20200	2000	27113.00
26	Shri Sham Kumar	MTS	15-08-1972	09-05-1994	31-08-2032	5200-20200	1900	23536.00
27	Shri Mohd Ibrahim	MTS	06-12-1976	27-07-1996	31-12-2036	5200-20200	1900	26803.00
28	Shri Ashish Gupta	Driver	18-04-1974	12-05-1994	30-04-2034	5200-20200	1900	24027.00
29	Shri Kulbinder Singh	Driver	01-10-1972	23-02-1993	30-09-2032	5200-20200	1900	24467.00
30	Shri Manzoor Hussain	Driver	28-08-1970	26-07-1999	31-08-2030	5200-20200	2400	27751.00
31	Shri Khizar Mohd	Driver	05-04-1973	20-07-1999	30-04-2033	5200-20200	2400	26593.00

Staff Position in respect of DFP, Regional Office, J & K as on 01-06-2014

Regional Head	AD/FPO	AO	Steno	Accountant	UDC's	LDC's	Driver	MTS	Daftary	Chowkidar	Sr. TA	Total
1	-	-	-	1	2	4	1	1	1	-	-	11

Unit wise staff & vehicle position in respect of DFP J&K Region as on 01-06-2014

Field Unit	AD/FPO	TA/FPA	LDC	Driver	Peon/Frash	Chowkidar	Vehicle Position.
Anantnag	- -	- 1	1	-	- -	-	No
Baramulla	- -	- -	1	1	- -	-	Yes
Chadoora	- -	- 1	-	-	- -	-	Under condemnation process
Doda	- -	- 1	-	-	- -	-	Under condemnation process
Kangan	- -	- -	1	-	- -	-	Under disposal process
Kathua	- 1	- 1	-	-	- -	-	Under condemnation process
Kupwara	- -	- -	-	-	- -	-	Unit defunct

Kargil	- -	- -	-	-	- -	-	-do-
Leh	- -	- 1	-	-	- -	1	Yes
Poonch	- -	- -	-	1	- -	-	Yes
Rajouri	- -	- 1	-	-	- -	-	Yes
Srinagar	1 -	- 1	1	1	- -	1	Under condemnation process
Shopian	- -	- -	-	-	- -	-	Yes
Udhampur	-	1 -	1	-	- -	1	Under condemnation process
Total	2	08	5	3	0	3	5