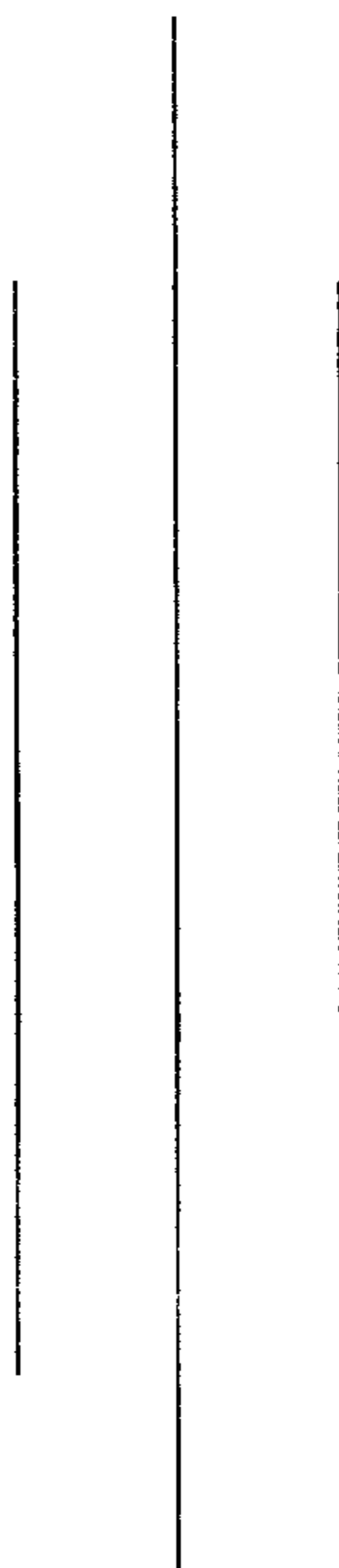


# **ANNUAL ADMINISTRATION REPORT**

**2010-11**



**DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS  
GOVERNMENT OF MANIPUR**

## **1. INTRODUCTION**

The Department of Information and Public Relations provides a two way communication system between the Government and the people - informing the people through media tools what the Government is doing for them and what it is planning to do and giving feedbacks to the Government & thus works as a via - media between the people and the Government. The main objectives of the Department of Information & Public Relations are to inform, educate and entertain people with a view to creating enlightened citizens and also to enlist their willing participation in the development and welfare programme of the Government.

## **2. ADMINISTRATIVE SET-UP**

The Department has its Directorate office in the complex of the Manipur State Transport Corporation (MSRTC). The construction of permanent building of the Directorate at Keishampat is going on.

There are 7 (seven) District Information Offices in the State. They are opened at all the District Headquarters excluding Imphal East and Imphal West. These offices do the liaisoning works of the State Government at the District level. The Manipur Information Centre at New Delhi, State Information Centre at Imphal and District Information Centres at District Headquarters are functioning for dissemination of information to the public.

The Director, Information & Public Relations is the Head of Department and is assisted by 1(one) Additional Director, 1(one) Joint Director, 2(two) Assistant Publicity Officers, 1 (one) Editor, 1(one) Manager of Publications and 1(one) Designer and other subordinate staff. The Manipur Information Centre, New Delhi is headed by an officer at the rank of Joint Director. The District Information Officers are the Heads of Office and Drawing and Disbursing Officers of the Districts. They are assisted by Reporters / Information Assistants and other subordinate staff.

## **3. MEDIA SECTIONS**

For proper dissemination of information and creating good public relations in the State, the Department has 7(seven) media sections. They are : (i) Press Information Services (ii) Photo Services (iii) Advertisement & Visual Publicity Services (iv) Film & Audio Visual Services (v) Feedback Services (vi) Publication Services (vii) Song & Drama Services.

### **3.1 PRESS INFORMATION SERVICES**

With a view to inform the people of the developmental programmes and welfare activities taken up by the Government, the Department issues press releases, press notes, press communique and feature articles on the activities, achievements, policy and programmes etc. Besides, the Department covers important functions and issues press releases/ press notes to the local press, news agencies, AIR, DDK etc. for wide publicity. The Department also arranges press conferences for VVIP/VIPs so as to enable them to spell out policies and programme of the Government to the mediapersons. During the period, the Department released 575 press notes and covered 121 VVIP/VIP tours and programmes. Besides, the Department released 23 feature articles/ backgrounder reports on developmental and welfare activities to media.

### **3.2 PHOTO SERVICES**

In order to enhance the acceptability of the press releases with a visual touch, the Department supplied photographs of important events and developmental activities to the press. The Departmental publications e.g. Manipur Today and Thakhaigee Chephong carried photographs as photo feature. During the period, the Section prepared 575 photographs and 50 CDs for supply to the press, photo exhibition & DIPR publications.

### **3.3 ADVERTISEMENT & VISUAL PUBLICITY SERVICES**

All the Government advertisements are released to the local newspapers through the Department. During the period, 62 Classified advertisements were released to approved local newspapers as well as national newspapers. 2 Display advertisements were released to the press on the achievements of the Govt.

### **3.4 FILM & AUDIO VISUAL PUBLICITY SERVICES**

Through the medium of television, the Department has been highlighting the various activities and achievements of the government to the people. During the period, video coverages were made for 139 functions/programmes and recorded cassettes were sent to Doordarshan, New Delhi, Guwahati and Imphal for telecast. The Department produced 25 TV Reports and 106 News Strips. Remarkable achievements of the Section was the production of 30-minute TV programmes on Question Hour of the Manipur Legislative Assembly every

day the Assembly was in session which were telecast the same evening through DDK, Imphal.

### **3.5 FEEDBACK SERVICES**

In order to give feedback on the activities and policies of the Government, views and comments which appeared in both local and national newspapers were submitted to the government. During the year, 1221 press clippings of local dailies and national dailies were submitted to the authorities concerned for information and taking up necessary actions, clarifications, etc. 20 Clarification/Rejoinders were issued to the press.

### **3.6 PUBLICATION SERVICES**

The Publication Services brought out its occasional issues of "Manipur Today". Other publications like Wall Calendar, Manipur Diary, Folders, Thakhaigee Chephong were also brought out regularly. Multicolour publications are also brought out by the District Information Offices in connection with National function like Republic Day, Independence Day, etc.

### **3.7 SONG & DRAMA SERVICES**

The Song & Drama Services of the Department performs live play/drama communicating to the people about various important themes like dignity of labour, peace & development, national integration, communal harmony, social evils etc. through entertainment. In the Khongjom Day celebration held at Khongjom on 23.4.2010, the Unit staged "Khongjom Lan" drama.

## **4. INFORMATION CENTRES**

For dissemination of information to the public, the Department is running the Manipur Information Centres at New Delhi, State Information Centre at Imphal and District Information Centres at District Headquarters.

**Manipur Information Centre** : The Manipur Information Centre, New Delhi continued its functions of maintaining a close liaison with different Ministries of the Central Govt., other information units of various State Governments and mediapersons working in the capital city.

**State Information Centre** : The State Information Centre, Imphal collects and maintains reference books relating to land and people, cultural heritage, encyclopedia etc. of the State of Manipur in particular and India in general. There are more than 3650 books on various subjects in the Centre. Reading facility of local & national newspapers, employment news, magazines and journals are also provided to the public.

**District Information Centres** : The District Information Offices are also running Information Centres which provides reading facilities of newspapers and reference books to the public.

## 5. PRESS WELFARE SERVICES

**Manipur Working Journalists Pension Scheme** : Under the Scheme, payment of monthly pension to Journalists was started from 1997. 5 (Five) Journalists and 5 (five) widows of journalists are being provided monthly pension @ Rs. 2000/- per month & Rs. 1000/- per month respectively.

**Maintenance Grant to Manipur Press Club** : The Department has been extending maintenance grant of Rs. 2.00 lakhs to the Manipur Press Club every year.

**Conducted Press Tour** : During the period, the Department arranged 5 (five) conducted press tour inside the State - Khongjom (Thoubal District) on Khongjom Day (23.4.2010), Tamenglong (Tamenglong District) during Orange Festival held from December 11-12, 2010, Kachai (Ukhrul District) during Lemon Festival held from January 15-16, 2011, Konthoujam, (Imphal West District) during Bye-Election held on 14.2.2011 and one outside the State in Himachal Pradesh.

**National Press Day** : The Department organised National Press Day in coordination with media organisations. A seminar on " Media and Present Society " was organised in connection with the observance.

**Manipur State Journalist Awards** : Information & Public Relations Day was also observed on November 1, 2010 in which Manipur State Journalist Awards were conferred. The Awards were awarded to journalists in 6 (six) different categories, each category carries a cash award of Rs. 25,000/-. The journalists who were given the Awards are :

Best Editor Award

- Shri Brozendra Ningomba  
Editor, Huieyen Lanpao

Rural Reporting Award	-	Shri Laishram Shamungou Singh Sr. Staff Reporter, Sangai Express
Public Health & Hygiene Reporting Award	-	Shri R.K. Bullu Singh Reporter, Poknapham
Women & Children Reporting Award (Joint Winner)	-	(i) Shri Dhamendro Wangkemcha, Joint Editor, Kangleipakki Meira (ii) Shri Naoroibam Philip, Sub Editor, ISTV News
Sports Reporting	-	Shri R.K. Sanatomba Singh Sub Editor, Huieyen Lanpao
Art & Culture Reporting	-	Shri Enaomacha Salam Sub Editor, Huieyen Lanpao

**Accommodation at Manipur Bhavans** : The State Accredited Journalists are provided accommodation at the Manipur Bhavans located outside the State at concessional rates equivalent to the officers staying at Manipur Bhavan on duty.

## 6. TRAINING ON NEWS REPORTING

With an aim to training local journalists for improvement of the standard of press and electronic media in Manipur, the Department has been conducting Basic Course in News Reporting. For the year 2010-2011, the training was conducted from July 17-31, 2010. 22 Journalists participated in the training.

## 7. BUDGET

For the year 2010-11, the Budget allocation in respect of the Department of Information & Public Relations is Rs. 429.82 lakhs ( Non-Plan: Rs. 298.82 lakhs and Plan: Rs. 131.00 lakhs ).

## 8. REVENUE

During the period (upto February 28, 2011), a sum of Rs. 5,83,560/- (Rupees five lakh eightythree thousand five hundred sixty) only was collected as revenue receipt from selling of Manipur Government Diary, Wall Calendar, hiring out of betacam camera, installation of PA Sets, holding of Cinema shows etc.