

A-48011/1/2020-IIS /264

भारत सरकार

Government of India

सूचना और प्रसारण मंत्रालय

Ministry of Information & Broadcasting

'A'- Wing, Shastri Bhawan, New Delhi

Dated: 17.04.2023

**OFFICE MEMORANDUM**

**Subject: - Functional Integration of Regional / Field Offices of PIB and CBC - regarding.**

The undersigned is directed to refer to Ministry' OM of even number dated 06.06.2022 on the above cited subject wherein Ministry's decision that all the officers/officials in the regional offices of the PIB and the then ROBs/FOBs, now renamed as Regional Office (RO), CBC and Field Office (FO), CBC, will share responsibilities and perform duties of both the Media Units as assigned to them, irrespective of the Media Units (PIB/ROB/FOB) to which they belong, under overall supervision of the ADG (Region) and the DG (Zone) with a view to have better synergy, coordination and optimum utilization of human resources.

2. However, it has been observed that the above instructions of the Ministry vide OM dated 06.06.2022 have not been complied scrupulously at all the levels especially at levels below the ADG (Region). Accordingly, the instructions issued earlier are reiterated and the officers/officials in the regional offices of PIB and RO/FO, CBC will be performing functions of both PIB and CBC as enumerated below:

(1) CBC officers will also look after the work related to media publicity for coverage of tour of Central Ministers, translation of news, dissemination of news, arranging Press Meets / Vartalaps, circular verification, maintaining social media accounts and fact checking at regional level as and when assigned by the ADG (Region) or DG (Zone).

(2) ADG (Region) may utilize the services of CBC officers, if they are not on tour for organizing exhibitions, for preparation of daily feedback reports of PIB. Simultaneously, PIB's Social Media Cell may be utilised for preparation of graphics in regional languages and help in amplification of content on CBC's social media handles as well.

(3) The CBC officers may be engaged to carry out physical visits to the deceased Journalist's family who has requested for assistance under JWS helping PIB to submit physical inspection without delay.

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(4) PIB officers posted in regions may be utilized in addition to their own work for CBC's works such as publication related work, integrated communication and outreach programmes, campaigns through audio visuals/print/outdoor and personal media, organizing awareness melas, dissemination through exhibitions, organising rallies, seminars and competitions, printing and distributing communication material including fliers, posters, brochures, and new media activities including communication through social media websites and mobile apps etc. as and when assigned by the ADG (Region) or DG (Zone).

(5) In addition to the above, DG (Zone) or ADG (Region) may assign the work to PIB or CBC officers/officials irrespective of their posting as per the requirement in order to ensure functional integration of PIB and CBC at regional/field levels for optimally utilizing the human resources. The PROs under DPR (Def.) posted in various states would also be utilized by PIB in their respective States.

(6) PIB/CBC will share their manpower alongwith their technical support at all levels with each other, whenever required, so that optimum utilization of available resources may be achieved.

(7) Any other works as assigned by ADG (Region) or DG (Zone) from time to time as per the exigencies of the work.

3. Officers/Officials will record self-appraisal based on their functions in both PIB and CBC and Reporting Authority / Review Authority shall assess the APARs of these officers/officials working in Regional / Field offices based on their performance in both PIB and CBC.

4. Assessment of the performance of a Government servant at more than one level has been prescribed as a general rule with a view to ensure maximum objectivity. To form the judgement of the work and conduct of the Government servant reported upon, officers at Reporting or next level i.e. at Review/Acceptance level should be sufficiently familiar with the work of the Government servant reported upon. Therefore, it is required that the APAR work flow should be defined in such a way that the APARs of the officers/officials below the ADG level be completed at the concerned officer's Region/Zone level itself or maximum at the level of concerned HQ of the Media Unit. Accordingly, in case of non-availability of officers in the region at the different levels of APAR hierarchy, option of Reviewing and Accepting at the same level shall be undertaken.

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5. The ADG (Region) is posted on the strength of PIB. However, he/ she looks after the functions of both PIB as well as CBC. To enable fair and objective assessment of ADG (Regions) for functions performed regarding CBC, inputs from CBC HQ. shall be obtained before Reporting by concerned DG(Zone). An enabling provision in this regard would be made in the SPARROW portal. The Nodal officer for APAR in the Media Unit shall ensure such compliance.

6. PIB and CBC have observed that Assistant Directors and Deputy Directors (ADs & DDs) are performing similar type of functions. Therefore, the APARs of ADs and DDs would henceforth be reported upon by JAG officers posted in their respective Regional / Field offices / HQ.

7. Accordingly, in partial modification of Annexure-I of Ministry's Order No. 78/2017-IIS dated 06.07.2017 (issued vide File No. A-11015/1/2016-IIS), a channel of submission of APARs to be followed by Regional Offices / Field Offices of PIB and CBC and HQ of the all the Media Units is enclosed herewith as Annexure (2 pages).

8. TA/DA for journey made for PIB/CBC's activities should be paid by the Media Unit where the officer/official is substantively posted.

9. The above instructions take place with immediate effect for necessary compliance.

10. This issues with the approval of the Competent Authority.

  
( Harkesh Kumar )

Under Secretary to the Govt. of India  
Tel No. 011-2338 9460

**Encl: As above**

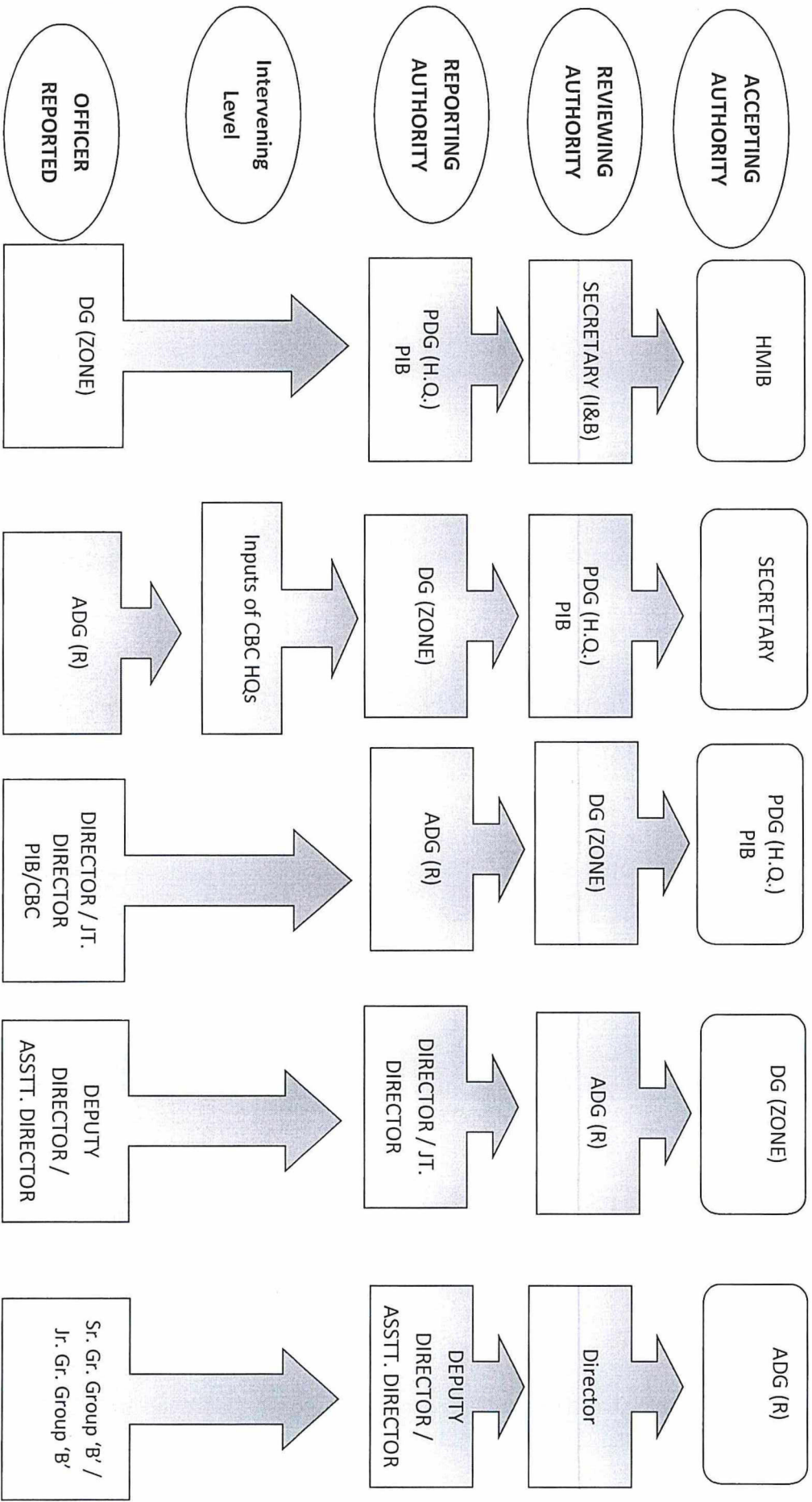
To

1. All Media Unit Heads – By Name
2. All DG (Zones)
3. All ADG (Regions)

Copy for information to:

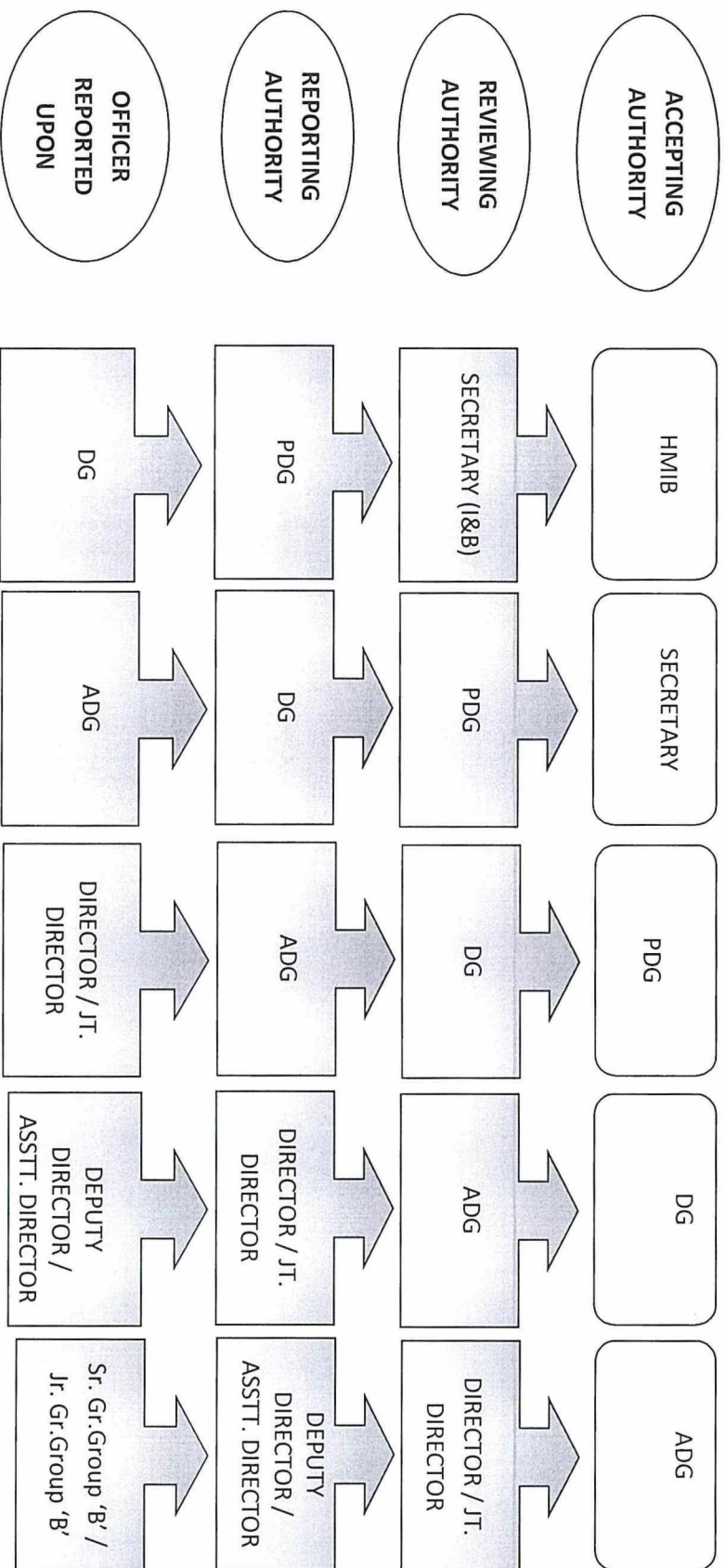
1. PS to HMIB / PS to HMSIB
2. Sr. PPS to Secretary (I&B) / PPS to AS / PPS to AS & FA / PPS to Sr. EA / PPS to CEO, Prasar Bharati / PPS to JS (P&A) / PPS to JS (B-I) / PPS to JS (B-II) / PPS to JS (F) / PS to CCA
3. P&AO (IRLA), Min. of I&B, Sookhana Bhawan, New Delhi
4. Guard file

**CHANNEL OF SUBMISSION OF APARs IN RESPECT OF OFFICERS POSTED IN REGIONAL / FIELD UNITS OF PIB / CBC.**



*Approved*  
17/11/2019

**CHANNEL OF SUBMISSION OF APARS IN RESPECT OF OFFICERS POSTED IN HEAD QUARTER OF MEDIA UNITS.**



*Approved*  
17/12/2023