

MANUAL 1
Particulars of organization, functions and duties
{Section 4 (1) (b) (i)}

PUBLIC RELATIONS DEPARTMENT

The Public Relations Department was setup in 1967 to deal with the publicity of NDMC in whole by awaring the public about the different activities of NDMC being carried out by different departments. The work of publicity used to be done through electronic as well as print media by sending press notes of the various functions of NDMC, besides the department also interacts with the public by way of giving information and also attending to their queries.

It also deals with the different types of advertisements viz. tender notices, public notices, employment notices and other general nature being released centralized through this department.

At present it consists of 4 Units viz., Technical Unit, Photo Unit, Library Unit, Centralized RTI Cell and in addition to it supervision of Hindi Branch.

FUNCTIONS & DUTIES

1. P.R. Branch

- a) Documentation/preparation of gist of clippings and its circulation to Chairperson, Vice-Chairperson, Secretary and Council Room and department concerned.
- b) Preparation and issue of Press Releases, Press Invitations for newspapers, Delhi Doordarshan Kendra and other T.V. agencies/Electronic media.
- c) Preparation of copy of advertisements for newspapers, pamphlets, features, messages, bio-data and all the printing works of Civic Literature for various departments are got done by this unit.
- d) Preparation of copy of advertisement for release to souvenirs for which Secretary is empowered upto Rs. 50,000.
- e) Collection and procurement of information and statistics of various departments.
- f) Organisation of Press Conferences.
- g) Arranging of all exhibitions of still photographs.
- h) Documentation of Press Releases/Press Clippings.
- i) Preparation of Monthly Report/Annual Report/Activities of NDMC to be sent to the Govt. of NCT of Delhi.
- j) Procurement of mementos to be presented to various dignitaries/delegations visiting NDMC.
- k) Production of Diaries, Calendars, Greeting Cards and Pocket Telephone Directories, Citizen Charter, NDMC area Map.
- l) Distribution of Invitation Cards to VIP's, Local Representatives, officers of various local bodies etc.
- m) Access to information pertaining to NDMC as a whole.
- n) Multimedia Presentation, Exhibition of slides and U-Matic films through LCD Projector.
- o) Production of video films on various subjects.
- p) Membership and hospitality of India International Centre and India Habitat Centre.

2. CENTRALIZED RTI CELL

With a view to bring transparency in government functioning and accountability, all the autonomous bodies/government departments are supposed to implement the Right to Information Act – 2005 accordingly in their administration. It is extended to whole of India. To receive application under this Act, a centralized Cell has been setup as per directives of Central Information Commission (CIC) at ground floor Palika Kendra (Near dispensary,) Sansad Marg, New Delhi-110001. The cell functions through officer of rank of Asstt. Director designated as CPIO. The applications are received directly by applicant through CRB Branch NDMC and online RTI portal in NDMC website and forwarded to PIOs of concerned department to furnish required information to the applicant directly as per RTI Act-2005, 17 Manuals giving information of each department have also been prepared by respective departments and uploaded/Placed on the NDMC's website (<https://online.ndmc.gov.in/rti/> & www.ndmc.gov.in).

The applicants can be submitted on plain paper in writing. The fees prescribed by GOI:-

Application Fee	Rs. 10/-
Additional Page	Rs. 2/- per page
Large size paper	Actual charges
Sample or Model	Actual cost
Inspection of records	First hour no fee Rs. 5/- per hour.
CD	50/-
Subject to certification	No fees for below poverty line

DRTI Act -2005

DRTI-2001 applications alongwith prescribed fees Rs. 25/- received in Centralized RTI Cell and forwarding through Director (P.R.) Competent Authority of DRTI Act -2001 to the concerned HOD. Appeal and Hearing of PGC conducting in Delhi Government.

Supervision of RTI Cell:- Marking all RTI/ Transfer of RTI applications/Appeals/Other misc letters. Received RTI application from the public as well as by post from CRB and RTI Fees received through G-8 & IPO, RTI Application receiving and dispatched registers maintained at the branch, making cash challans and IPO, RTI Fees deposit in the Municipal treasury, prepare covering note of RTI & Transfer of RTI applications, all RTI and Transfer of RTI applications scanned in computer, all RTI replies received in RTI Cell and enter in receiving register, Prepare RTI monthly/quarterly/annual Report and misc work. Attend the office of CIC in case if the applicant move to CIC office.

3. NDMC LIBRARIES

- a) All the related works for the proper functioning of all the 10 libraries including Central Library.
- b) Procurement of books as and when demanded by the higher authorities and Readers.
- c) Arrangement for supply of newspapers in the office of the Chairperson, Vice-Chairperson, Secretary, F.A., Chief Auditor, Engineer-in-Chief, CVO, Council Room etc. and necessary formalities of their payment.
- d) The purchase of books is made as per selection and recommendation of a sub-committee constituted by the Chairperson, NDMC headed by the Secretary, members are Dir. (Education), Dir. (PR), Dir. (Fin.) Dir. (IT), AO(PR) and Hindi Officer.

PUBLIC LIBRARIES

Locations

1. Central Library, NDCC Phase-II, Palika Kendra New Delhi.
2. Palika Pustakalaya, Ulhas Laxmi Bai Nagar Opp. Navyug School.
3. Palika Pustakalaya, Community Center, Babar Road, New Delhi
4. Palika Pustakalaya, North-West Moti Bagh, Near Navyug School, New Delhi.
5. Palika Pustakalaya, Sports Library, Kaka Nagar, New Delhi.
6. Palika Pustakalaya, Auto Workshop, Mandir Marg, New Delhi.
7. Palika Pustakalaya, Housing Complex, Sector-11, Rohini, Delhi.
8. Palika Pustakalaya, Central Park, Lodhi Road (under construction)
9. Medical Library, Charak Palika Hospital, Moti Bagh, New Delhi.
10. WTI Netaji Nagar, New Delhi.

1.	Central Library, NDCC Phase-II, Palika Kendra, New Delhi	Open to public between 10.30 a.m. to 7.00 p.m. (Mon-Fri) Membership open to NDMC Employees and NDMC Resident 1. For Adults Rs. 100/- as security and Rs. 25/- annual subscription and Children Section Security deposit is Rs. 25/- 2. Membership is free for NDMC Employees.
2.	Other Public Libraries at Mandir Marg, North West Moti Bagh, Babar road, Laxmi Bai Nagar, Kaka Nagar, Rohini and Central Park, Lodhi Road (under Construction)	Membership open to residents of concerned area on payment of Rs. 5/- as security only Timing 11.00 a.m. to 6.00 p.m. (Monday to Saturday except II Saturday)
3.	Application for Membership	
4.	Issue of membership cards	Within 15 Minutes after completion of all formalities

HINDI SECTION

The Hindi Department of NDMC was established for promotion of Hindi as official language and following policies and norms framed by Official Language Department of Home Ministry. The department performs various translation works from English to Hindi and all the Hindi typing work pertaining to various departments of NDMC viz. Translation work of Council Agendas, Parliamentary and Assembly Questions, Annual Budget, Inquiry Reports, circulars, audit reports, estimate committee report and other papers on demand of departments.

In addition to its routine work a quarterly e-magazine 'Palika Samachar' Hindi is being published through this department are also upload on NDMC website in the form of e-book, and NDMC's various activities are being publicized. Secretary is the Chief Editor of Palika Samachar (Hindi). Besides publication of articles for public awareness and literature of writers. It is subscribed through out India.

In addition it also organized Hindi Workshops, Dept. also organized various competition i.e Writing Competition, Kavya Path, Bhashan, Debate, Dictation Hindi Deptt.

MISSION

To sensitize public of different groups of the community through publication of press releases & advertisements in the newspapers and putting up hoardings, banners etc. giving social & awareness messages.

VISION

To bring more transparency between organization and the citizens of the area and also accountability off different level of staff while rendering their services.

**ORGANIZATIONAL CHART
PUBLIC RELATIONS DEPARTMENT**

SECRETARY



DIRECTOR (P.R.)



Dy. DIRECTOR (P.R.)



PUBLIC RELATION BRANCH	CENTRALIZED RTI CELL	LIBRARY UNIT	HINDI BRANCH
A.I.O	Asstt. Dir/CPIO	A.L & I.O	Hindi Officer
I.A.	Clerical Asstt.	Asstt. Librarian	Sr. Translator
P.R Asstt.		Library Asstt.	
Sr. Asstt.		Library Attendant	PS/PA
DEOs/Clerical Asstt.		Helper/Peon	DEO
Peon			Daftry
			Helper/Peon

POSITION CHART IN PUBLIC RELATIONS BRANCH

Sr.No.	Name of post	Sanctioned	Men-in- position	Vacant
1	Director(P.R.)	1	1	0
2	Jt. Director(P.R.)	0	0	1
	Dy. Dir. (P.R.)	0	1	0
3	Assistant Dir.(PR)/ CPIO	1	1	0
4	AAO	0	1	0
4	SR. A.O	0	1	0
5	P.A. to Director (PR)	1	1	0
6	Assistant Information Officer	1	1	0
7	Information Asstt.	1	1	0
8	P.R.Asstt.	2	2	0
10	Sr. Asstt.	2	2	0
11	Jr.Asstt.	3	0	3
12	Cl.Asstt.			
13	Cl.Asstt. (on contract)	--	2	--
14	Data Entry Operator Grade-A	1	0	1
16	Jeep/Car Driver	2	1	1
17	Helper/Peon	6	4	2

LIBRARY UNIT

Sr.No.	Name of post	Sanctioned	Men-in-position	Vacant
1	Asstt. Library & Information Officer	1	1	0
2	Asstt. Librarian	14	7	7
3	Library Asstt.	2	2	NIL
4	Library Attendant	13	4	9
5	Sr. Asstt	1		1
6.	Consultant		1	Posted in place of Sr. Asstt.
7.	Data Entry Operator	2	2	0

HINDI BRANCH

Sr.No.	Name of post	Sanctioned	Men-in-position	Vacant
1	Hindi Officer	01	01	
2	Hindi Translator	03	02	01
3	Urdu Translator	01		01
4	Jr. Tech. Asstt./ Jr. Translator	04		04
5	PS	0	01	0
6	Sr. Asstt.	02	0	02
7	Jr. Asstt.	02	0	03
8	Stenographer	01	01	
9	DEO (Hindi) (on contract)	04	01	03
10	Daftary	01	0	01
11	Helper/Peon	02	02	0

