

DLMT/298A  
 Dt-21/07/07

**दिल्ली ट्रांसको लिमिटेड**  
 (एनएलसीएन दिल्ली सरकार का उपक्रम)  
 मन्त्रालय संसाधन-वीसि अनुभाग  
 6th floor, Shakti Sadan, Koka Road, New Delhi-110 002



**DELHI TRANSCO LIMITED**  
 (A Govt. of NCT of Delhi Undertaking)  
 HR-Policy Section  
 6th floor, Shakti Sadan, Koka Road, New Delhi-110 002

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No. F.DTL/108/402/05 -HR(Policy)/347 Date: 18-05-2009

**OFFICE ORDER**

Competent Authority, with a view to make the PR Department more effective, has decided to streamline their functioning as below:

(i) The allocation of work between two PROs i.e. Shri Rishi Raj and Smt. Madhu Malti Videh shall be as under: -

Activity	PRO - I (Sh. Rishi Raj)	PRO - II (Smt. Madhu Malti Videh)
<b>News Tracking</b>	<ul style="list-style-type: none"> <li>Tracking of news in the print media.</li> <li>communicate the news items to higher authorities.</li> <li>issue rejoinders/ rebuttals etc as per the directions of higher authorities</li> <li>associated activities</li> </ul>	<ul style="list-style-type: none"> <li>Tracking of news in Electronic Media and procurement of CDs/DVDs etc</li> </ul>
<b>Media Management</b>	<ul style="list-style-type: none"> <li>Daily Power Position</li> <li>Other Press Releases</li> <li>Press Invites</li> <li>Telephonic Interaction with media</li> <li>Meeting with Media People</li> <li>Visit to Media Houses</li> </ul>	<ul style="list-style-type: none"> <li>Telephonic Interaction with media</li> <li>Meeting with Media People</li> <li>Visit to Media Houses</li> </ul>
<b>Publications</b>	<ul style="list-style-type: none"> <li>Tenders/Appointment Ads/Public Notices etc.</li> </ul>	<ul style="list-style-type: none"> <li>Empanelment of Newspapers.</li> <li>Empanelment of Advertising Agencies.</li> <li>Display Ads including other departments like PG Cell.</li> <li>Advertisements to Souvenirs, magazines etc.</li> </ul>
<b>Publication of company literature</b>	<ul style="list-style-type: none"> <li>Diary</li> <li>Transco News</li> <li>Booklets</li> </ul>	<ul style="list-style-type: none"> <li>Annual Reports</li> <li>Associated activities of Transco News, Invitation Cards, Leaflets, Brochures, Posters, Backdrops, Booklets etc.</li> </ul>

cc: Mgr (IT) HW  
 Mgr (M) SW  
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 26/5/07

Contd.....

<b>Activity</b>	<b>PRO - I (Sh. Rishi Raj)</b>	<b>PRO - II (Smt. Madhu Malti Videh)</b>
<b>Event Management</b>	<ul style="list-style-type: none"><li>• Media Coverage.</li><li>• Arrangement for Media arrival.</li><li>• Issuing Press Releases.</li><li>• Procurement of Press Kits.</li></ul>	<ul style="list-style-type: none"><li>• Preparing list of invitees.</li><li>• Photography.</li><li>• Arrangement of Lunch.</li><li>• Procurement of Bouquets, Souvenirs/Gifts.</li><li>• Cultural Programmes.</li></ul>
<b>Corporate Brand Building</b>	<ul style="list-style-type: none"><li>• Specific initiatives for public awareness,</li><li>• Corporate management activities, corporate identity.</li></ul>	<ul style="list-style-type: none"><li>• Sponsorship of events.</li><li>• Participation in exhibition and events.</li></ul>
<b>Corporate Social Responsibilities</b>	<ul style="list-style-type: none"><li>• Donations/Grants-in-Aid to social and cultural organizations.</li><li>• New initiatives.</li></ul>	<ul style="list-style-type: none"><li>• Sponsorship of the events conducted by various organizations.</li><li>• New initiatives.</li></ul>
<b>Right to Information Act</b>	In the absence of Ms. Madhu Malti Videh, Sh. Rishi Raj will look after the work related to RTI.	<ul style="list-style-type: none"><li>• APIO under RTI Act 2005.</li><li>• Nodal Officer under DRTI Act 2001.</li></ul>

**NOTE:** In the absence of any of the PROs, the other PRO shall look after the work. The PROs may be assigned any other work in addition to the above as per exigencies.

(ii) The PR Department shall also take initiative in promotional activities emphasizing image and building of "brand DTL" and shall also highlight all corporate social responsibility projects undertaken by DTL in their interactions with the media.

  
(ABHIJIT CHAKRABORTY)  
ASSTT.MANAGER(HR-POLICY)

Copy to:

1. EO to CMD.
2. PS to Dir(HR)/Dir(Opr.)/Dir(Fin.).
3. All GMs/DGMs.
4. DGM(A)I/DGM(A)II.
5. Mgr.(IT) - with request to upload on DTL website.
6. Shri Rishi Raj, PRO-I / Smt. Madhu Malti Videh, PRO-II.
7. AM(F)EB - for information & necessary action.
8. Office order folder of HR-Policy Section.

DGM(IT)