

EAST COAST RAILWAY

Office of the
Principal Chief Personnel Officer
Bhubaneswar.
Dated: 02.11.2021

No.ECoR/Pers/Gaz/PRO/Sel/21-22

The AGM/ECoR/BBS.
The SDGM, CPRO-ECoR/BBS.
The Sr. DPO- KUR, WAT & SBP. WPO/CRW/MCS.
All Concerned.

Sub: Formation of Group-B Panel of Public Relations Officer (PRO) in Level-8 in G.A. Department/ECoR for the assessment period 2021-22.

It has been decided by the competent authority to hold written test for formation of Group-B Panel of 01 (UR) post of Public Relations Officer (PRO), Level-8 in Public Relations Department of East Coast Railway for the assessment period 2021-22. The exact date, time and venue of the written test will be intimated in due course.

A provisional list of 02 eligible candidates in order of seniority, of Public Relations Department/ECoR, who have completed minimum three years of non-fortuitous service in Level-7 or in Level-6 as on 01.01.2021 (Cut off date) and are coming in the zone of consideration for the assessment period 2021-22, is attached at Annexure-A. Since no more eligible staff in Public Relations Department of ECoR are available, the zone of consideration consists of 02 candidates only.

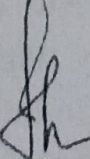
The candidature of the candidates is accepted provisionally. In case any candidate is subsequently found ineligible for the above selection at any stage, his candidature will be rejected without any further notice. The Group-B post of PRO comes under Non-safety category.

The eligible candidates whose names are borne in the provisional lists at Annexure-A should submit their options (willingness/unwillingness) latest by **01.12.2021** in the attached format (Annexure-B) to the concerned Controlling Officers/Personnel Officers and the same should be sent to the Dy.CPO(Gaz)/ECoR/BBS latest by **06.12.2021** positively in consolidated statements along with the individual options forwarded by the concerned Controlling Officers/Personnel Officers. The concerned Controlling officers/Personnel officers should not consider the options received after the last date of 01.12.2021 under any circumstances.

It is the employee's responsibility to advise his willingness/unwillingness to take the selection, and failure to respond or to provide the intimation within the period allowed will be treated as unwillingness on his part to take the selection. If willingness/unwillingness is not received within the above mentioned stipulated date, it will be deemed that the candidate has availed of the opportunity of appearing in the selection & it will be treated as his unwillingness to take the selection.

In case any candidate is on leave or on deputation to other Railways/Units/office or on sick list, the Controlling officer concerned and the offices where he last worked should send necessary advice to the authority under whom he is working or the Medical Authority as the case may be and an acknowledgement obtained.

As there is no reserved vacancy available and no SC/ST candidates are in the zone of consideration, Pre-selection Training is not mandatory as per RBE No. 142/2019.

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Objective and Scheme of Examination: The examination aims at a comprehensive assessment of knowledge of the candidates related to their professional ability, Official language policy, Establishment and Financial Rules. *The formation of the panel will be on the basis of 'Seniority-cum-Suitability'.* Selection of candidates for empanelment is based on a (i) Written Examination, (ii) viva-voce (with prior Medical Fitness test) and assessment of records by the Selection Committee vide Para- 10.1 to Para 10.2 of Master Circular No. 68.

(i) Written Examination: In order to bring objectivity to the Selection process, it has been decided by Railway Board vide RBE No. 53/2019 that the written examination shall comprise of one Paper which shall have 100% Objective type Multiple Choice Questions only. The paper will be of 100 marks with distribution as given below:-

- a) Technical Subject including Official language policy : 70 marks
- b) Establishment and Financial Rules : 30 marks
- c) Qualifying marks : 60
- d) There will be 100% Objective type Multiple Choice questions and numbering of indicative answers to these questions and replies to such answers by the candidates are to be marked on OMR answer sheets and the OMR answer sheet will be evaluated manually.
- e) There will be 110 questions of objective multiple choice type with four answer options numbered as A, B, C, D (only Capital letters) and answers to such questions by the candidates should invariably be given in Capital Letters. The candidate has to answer a maximum of 100 questions. In case, any candidate answers more than 100 questions, first 100 attempted questions only are to be taken for evaluation. All objective type questions should carry equal marks.
- f) The questions on official language policy will be of 10 marks i.e, 10% of maximum 100 marks, but these questions will not be compulsory.
- g) There shall be negative marking for incorrect answers. One-third of the marks allotted for each question will be deducted for every wrong answer as per RBE No. 53/2019.
- h) Candidates should get it noted that to ensure the authenticity of the answers to Multiple Choice Questions, no corrections of any type (viz. cutting, overwriting, scoring off a ticked answer & ticking another answer, erasing, modifying the answer in any way) will be permitted. Zero marks will be awarded in such cases of corrections in terms of RBE No. 53/2019.
- i) The duration of the written examination will be of **02 hrs (120 Minutes)**.
- j) **Syllabus:** Since, no syllabus has been prescribed by Railway Board for the written examination for promotion to Group-B post of PRO, the syllabus as framed by ECoR with the approval of AGM/ECoR is attached.

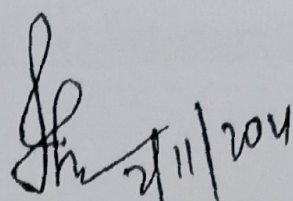
(ii) Viva-voce & Record of Service:

	Maximum marks	Qualifying marks
1. Viva-voce	25	30 (Including at least 15 marks in the record of Service)
2. Record of service	25	

The Controlling Officers/Sr.DPO/WPO/SPO of concerned Unit/ Division should ensure that the ACRs/APARs of the candidates for the last five years completed in all respect, SRs & Personal files are kept ready with them and should send the same to Dy. CPO(Gaz)/BBS, when called for. In terms of Railway Board's letter No. E(GP)80/2/8 dtd. 31.10.91 only those candidates who qualify in the medical examination of prescribed standard are eligible to appear in the viva-voce test.

NB: Any representation on this notification should be submitted directly to the office of the PCPO/BBS latest by 19.11.2021 which will be decided before the last date of receipt of application/option. Thereafter no representation will be considered.

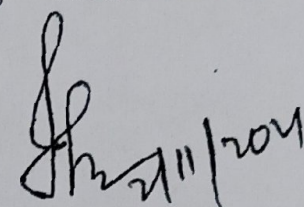
Encl: (i) List of candidates (Annexure-A).
(ii) Application Format (Annexure-B).
(iii) Syllabus.



(H.K. Mahanand)

Dy. Chief Personnel Officer (Gaz)
For Principal Chief Personnel Officer

Copy to: (1) Sr. System Manager (IT)/BBS for uploading in ECoR's website.
(2) The General Secretary-ECORSC/BBS, ECoRSU/BBS, AIOBCREA/BBS, AISCSTREA/BBS.
(3) Notice Board.



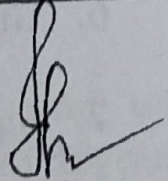
For Principal Chief Personnel Officer

Annexure-A

Provisional list of candidates of Public Relations Department for PRO Selection 2021-22

Sl No	Name	Design.	Comm	Station	Date of Birth	Date of Appt.	Seniority in Level-06	Seniority in Level-07
1	B. Tapan Kumar	Ch. PI	UR	HQ/BBS	16.02.74	05.01.98	05.01.98	27.05.2003
2	B. Jay Ram	Ch. PI	UR	HQ/BBS	02.06.76	14.10.09	14.10.09	11.02.2021

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East Coast Railway

Proforma of Application for Selection to Group-B post of PRO for 2021-22OPTION: Whether Willing/Unwilling

1. Name & Community of the candidate:
2. Designation & Station :
3. Date of Birth :
4. P.F. No :
5. Posted under :
6. Unit/Division :
7. Signature of the candidate :
8. Mobile No. :
9. Email ID :
10. Date :
11. Countersignature of the controlling officer:

(With Designation and seal)

(Note: Willingness/Unwillingness to be submitted on or before 01.12.2021)

Syllabus for Selection to the post of PRO Gr-B

Part-I (Professional/Technical Subject including official language policy:70 marks).

A. Public Relations, Theory and Principles

Definition, Principles and its role. How to build up effective Public Relations. Techniques in building public confidence, public relations and management with special reference to Indian Railways. Basic knowledge of Press Information Bureau, Press Registrar, Press Council, News Agency and rules regarding news publication through print media. Techniques of public relations present status and future scope. Role of effective communication in public relations, press and other media particularly Audiovisual for Mass Communication.

Public Relations and Advertising, its concept, mode, objective and use through various media. Advertising Agency, copy writing preparation of layouts for various media and use of visuals, etc.

B. Public Relations – Practical Aspects

Providing information to various media preparation of news for different media, issuing press releases, Writeup, feature articles and handouts, speeches, Appeals Radio talks production of publicity literatures, booklets, pamphlets, brochures, posters, *folliers* etc., and issue of Press Rejoinders', contradiction and clarification etc. Editing and publication of magazines, news letters and house journals.

C. Photography and Visual Publicity.

Exhibitions, film shows, production of documentary films, Features, Ad films, Cinema slides, etc.

D. Indian Railways History and Management

Short History of Indian Railways since its inception with particular reference to East Coast Railways, & CRW/MCS. Its growth and development salient features and achievement of Indian Railways. Changes in perception of attitude of Railways towards its consumer from its inception till today with significant role of P.R in present context of management. Constitution and role of Advisory committees, Railway Budget, Publicity Budget, various financial powers of Public Relations Organization.

- E DISASTER MANAGEMENT – various types of Disasters and how to handle the Media in such situations.
- i Laws, Rules and Regulations governing media matters in India, including Social Media/information Technology Act; how to handle issues of wrong reporting in media/legal recourse.
 - ii Importance of Electronic Media
 - iii New Age Media-various types of Social Media/News websites/Web portals/Bulk SMS
 - iv New trends in Government Advertising-tools used by various Central/State Government Ministries
 - v Internet as Research Tool
 - vi Event Management activities and organizing mega Public events
 - vii House Journals/Magazines/Coffee Table and Brand Icon Books
 - viii Understanding importance of FM Radio/Community Radio
 - ix Photo Journalism in Public Relations.

F. General knowledge of Rajbhasa Adhiniyam and its application in Indian Railways.

Part –I I (Establishment and Financial Rules : 30 marks)

- 1 Canons of Financial Propriety (Para 116-Fin Code Vol-I))
- 2 Basics of Budgeting, Demands for Grants (para 305-307 Fin.code Viol.I)
- 3 Voted and Charged Expenditure (Para 302 – 303 Fin.Code Vol-I)
- 4 Mooting of Financial Proposals and connected Schedules of Power including GM's power.
- 5 Appropriation and re-appropriation (Para 338- 343 Fin. Code Vol.1)
(Para 375-381) financial code Volume I
- 6. Budgetary Review and Expenditure Control (Chapter – V, Fin. Code Vol.1)
- 7 Types of tenders and formation of tender committee and tender accepting authority (Para 1212-1214- E) (Para 1255-E)(1256-E)
- 8 Imprest Accountal, Contingent Expenditure
- 9 E-tender(Engg code and finance code -I)
- 10 Stock sheet (Chpater 32 Stores Code)
- 11 Accounts note
- 12 Establishment matters :
 - i Leave Rules, Leave encashment , (chapter 5 of IREC Volumn -I),, (RBE NO 15/2011 dtd. 02.02.11 and RBE No 95/2011 dtd. 22.06.11.
 - ii MACP(RBE No 101/2009 dtd. 10.06.2009)
 - iii Pension Rules , PF rules (Railway Services Pension Rules 1993, Chapter 9 of IREC Vol-I)
 - iv Arrear Claims (Chapter 10 of IREM Vol-I)
 - v Increment Rules Chapeter 13 IREC Vol-2
 - vi Different kind of advances chapter 11 of IREM Vol-I
 - vii Medical reimbursement(Bd's letter no 2009/H/6-4/Policy dtd. 09.04.2015
 - viii Railway Compensation Claims (Chapter XII of Medical Manual)
 - ix Staff Benefit Fund (Chapter 8 of IREC Vol-I)
 - x Railway Services (Conduct) Rules, 1966,
 - xi Railway Servants D&A Rules, 1968
 - xii Railway Servants (Pass) Rules, 1986
 - xiii Railway Recruitment Rules (DRQ) and
 - xiv Grievances handling machinery in Railways regarding :

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