EAST COAST RAILWAY

Office of the
Principal Chief Personnel Officer
Rail Sadan, Chandrasekharpur
Bhubaneswar-751017

No: -ECoR/Pers/01/Selection/Pub. Inspector/332 **Date-25th April' 2023**

To
The AGM/ECoR/BBS
The All PHOD & CHOD/ECoR/BBS & CAO (Con)/ECoR/BBS,
The DRM/ECoR/KUR, WAT & SBP & CWM/CRW/MCS,
The Chairman/RRB/BBS, The Registrar/RCT/BBS & CPRO/ECoR/BBS,
Sr.DPO/ECoR- KUR, WAT & SBP,
The WPO/CRW/MCS, SPO(Con)/ECoR/VSKP, SPO(RE)/BBS
Secy. to CAO(Con)/ECoR/BBS

Sub: Notification for filling up of the post of Publicity Inspector in Pay Matrix Level-05 in Public Relation Organization of East Coast Railway against Departmental Promotion Quota by General Selection.

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Applications are invited from serving permanent railway employees of East Coast Railway for filling up the post of Publicity Inspector in Pay Matrix Level-05 (7th CPC) on regular basis in Public Relation Organization of East Coast Railway against Departmental Promotion Quota by General Selection as per the following conditions:

1	No of Vacancy	**03 = [i.e. UR-02 & ST-01]**
2	Pay Matrix	Level-05 (07th CPC)
3	Eligibility Conditions	a. Serving Railway Employees (Except RPF/RPSF Personnel) must have completed five years regular service in Group-'C' i.e. from Level-1 to Level-4 in substantive grade of any Department as on the date of notification (RBE No.151/2022). b. He/She must be a Graduate from any recognized University on or before the date of notification(RBE No.151/2022). c. He/She should not be above 35 years of age as on the date of notification(RBE No.151/2022). d. Candidate must have good command on English, Hindi and Odiya languages and must be able to prepare independently news items, features, publicity handouts etc. in English for release to Newspapers, news agencies and other communication media. e. Candidates should have basic knowledge of computer and be physically fit to undertake extensive travel, not only for East Coast Railways but also to other places on Indian Railways as well. f. Preference will be given to employees holding Diploma in Public Relation/Journalism/Advertising/Mass Communication from a recognized University/Institute. g. Selected candidates will have to undergo training for 45 days in Zonal Training Institute and will be attached to Newspaper/AIR/ Doordarshan for a period of two weeks before being put to working post (RBE No.151/2022).

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4 Other Conditions.

a. The Publicity Inspectors have their own channel of promotion. Hence, those who are selected and posted as Publicity Inspector on the basis of this selection should seek their promotion in the channel only.
b. After their posting as Publicity Inspector, they will no longer have lien in their old unit or claim for transfer back to their erstwhile Cadre/Department/Unit.
c. Volunteering staff, who accept these conditions only need to apply.
d. The employees selected should be prepared to serve anywhere in East Coast Railway.
e. Any other provisions of IREM or circular issued by Railway Board regarding terms and conditions of selection posts and other conditions applicable, although inadvertently omitted in this notification should be treated as valid and operative.
f. All applications should be submitted through proper channel. Any advance copy submitted directly without forwarding of controlling officer will not be entertained.
g. Serving employees will have to submit attested copy of their certificate of Graduation and certificate of Diploma in Public Relation/Journalism/Advertising/Mass Communication, if any along with his/her application while applying for the above post.
h. The candidates are advised to read the notification carefully before submitting application for the post advertised. The candidature of the applicants are purely provisional and will be rejected at any stage if any discrepancy is found later on regarding their eligibility to the post.
i. After selection to the post of Publicity Inspector, if any candidate submit unwillingness for the post, the same will be processed as per extant rules governing promotion of Gr-C staff and D&AR rules as applicable to that effect.
j. The aforesaid notification may undergo changes on administrative ground, if it is considered necessary.
k. Syllabus is enclosed at **Annexure-II**.

5 Mode of Selection

a. The eligible applicants who satisfy the above prescribed conditions of eligibility will be called for selection which will comprise of written examination and viva-voce test. **There is no supplementary examination for the absentees under any circumstances as this is a general selection post.**

Written Examination

- The questions of the written examination will be 100% objective multiple choice type both in Hindi & in English.
- The answers are to be marked on OMR answer sheets.
- There will be 110 questions (including 10 questions from Rajbhasa & Official Language Policy which are not mandatory) of objective multiple choice types with four answer options i.e. A, B, C & D and the candidate has to choose the correct answers of a maximum of 100 questions.
- If any candidate answers more than 100 questions, first 100 attempted questions are to be taken for evaluation and rest will be ignored.
- Cutting, overwriting, erasing or alternation of any type in answer will not be accepted and zero marks will be given for answer having correction/overwriting or more than one answer given.
- **There shall be negative marking for wrong/incorrect answer. One third of the mark allotted to each question will be deducted for every wrong/incorrect answer to that question.**
- The duration of the written exam will be **02:00 Hrs (120 minutes.)**

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b. Only those candidates who qualify & secure required minimum qualifying marks in the written test will be called for viva-voce test.

c. The final panel will be drawn for notified vacancies in the order of merit based on aggregate marks on Professional ability (i.e. Written Test & Viva-Voce Test) and 'Record of Service' from amongst those who secure a minimum of 60% marks in professional ability and 60% marks in the aggregate for UR candidate. And a reserved community candidate should obtain 50% marks in Professional Ability and 50% marks in aggregate for being empanelled against reserved vacancy.

d. There will be no classification of candidates as "Outstanding".

e. If any candidate is found ineligible for the above selection at any stage of the selection process, his/her candidature will be rejected immediately without giving any notice.

6 How to Apply & Forwarding of Application by Units

a. Willing candidates may submit his/her application in the format at **Annexure-I.** Applicants are advised to fill up the application form after thoroughly reading the eligibility conditions and submit the filled in application form with enclosures through his/her controlling officer. Incomplete application form will be summarily rejected. The staff who are working in different units having lien in other units of East Coast Railway should forward his/her application through competent authority of lien unit.

b. **The last date** for submission of application by applicant to their respective controlling officers is **24.05.2023 (Wednesday).**

c. **The controlling officers** should send the applications to the respective Personnel Officer /Establishment Officer of Division/HQ latest by **30.05.2023 (Tuesday).**

d. The respective Personnel Officer /Establishment Officer should verify the correctness of the particulars furnished by the employee in his/her application along with their Service Particulars, certify the same in the applications with signature & stamp and forward the same to PCPO's office/BBS on or before **07.06.2023 (Wednesday)** in one bunch with a covering letter and consolidated statement **(Annexure-III)** indicating eligible/ In-eligibility clearly.

e. In case of non-receipt of any application for the post, a 'NIL' report may be sent to this office by the concerned Sr.DPOs/WPOs/APOs.

7 This notification should be given wide publicity among the staff and copy of the notification may be pasted in the office notice board also. This notification is also available in East Coast Railway website at **www.eastcoastrail.indianrailways.gov.in.**

NB: Representation if any against this notification should be submitted to PCPO/BBS on or before 10.05.2023. Applications received late i.e. beyond 07.06.2023 will not be entertained.

Encl: 1. Application Form (Annexure-I),
2. Syllabus (Annexure-II).
3. Consolidated statement (Annexure-III).

25/04/23

(R.C.Mahalik)
Asst. Personnel Officer-I
For Principal Chief Personnel Officer

Copy to
1. The SSM(IT)/ECoR/BBS.
2. The General Secretary/ECoRSC, ECoRSU, AIOBCREA & AISCSTREA/ECoR/BBS
3. Notice Board of PCPO's Office ECoR/BBS

25/04/23

For Principal Chief Personnel Officer

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Annexure-I

PROFORMA OF APPLICATION

Application for calling volunteers from serving employees of East Coast Railway for filling up of Publicity Inspector in Level-05 in East Coast Railway against Departmental Promotion Quota vide PCPO/BBS's letter No:-ECoR/Pers/01/Selection/Pub. Inspector/332Date-25th April' 2023.

1	Name (CAPITAL LETTERS ONLY)						
2	Father's Name						
3	Date of Birth						
4	Date of Initial Appointment/ Category of Post/Pay Scale (Pay Matrix Level)			Date	Category of Post	Pay Scale(PM Level)	
	Date of Regular Entry to			Level-01	Level-02	Level-03	Level-04
5	Community (UR/SC/ST/OBC)						
6	Present Designation	Substantive					
		Officiating					
7	Present Department /Division						
8	Date of Regular Entry to Present Scale (PM Level)	Substantive					
		Officiating/ MACP					
9	Educational Qualifications						
10	Lien Department / Unit						
11	Contact Number						
	Email ID (CAPITAL LETTER ONLY)						
12	HRMS ID:						
13	Employee No:						

I do hereby declare that I have gone through the above referred notification and I am volunteering for the post of Publicity Inspector in East Coast Railway after agreeing to abide all the conditions in the said notification. I am aware that my application will not be considered if it is deficient in any form or incorrect or not forwarded by the controlling officer / department / division/ unit to PCPO office by the closing date. In case, anything is found to be incorrect, I shall be held responsible and my candidature may be cancelled without any notice.

Date:
Place:

Signature of the Applicant

Certified that the above employee submitted the application before the cutoff date in this office.

Date:

Signature of the Controlling Officer with seal

Certified that the above service particulars are found correct as per the service record maintained in this office.

Signature of cadre Personnel Officer with Seal

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132

Annexure-II

SYLLABUS FOR THE SELECTION EXAM OF PUBLICITY INSPECTOR IN LEVEL-05

1. Public Relations:-Definition, Principles and its role.
2. Working of Public Relations Department at Railway Board, Zone and Division level.
3. Basic information of Press Information Bureau, Press Registrar, Press Council, News Agency, etc.
4. Issuing Press release, Rejoinders, write-ups, features articles and handouts.
5. Booklet, pamphlet, brochures, posters, folders.
6. Publication of magazines, news letter and house journals.
7. General Knowledge about Indian Railways.
8. Short history of Indian Railways in general and East Coast Railway in particular, since its inception.
9. Growth and development, salient features and achievements of Indian Railways.
10. Constitution and role of Advisory committees.
11. Importance of Electronic Media.
12. New Age Media-various types of Social Media/News Websites/Web portals/ Bulk SMS.
13. Understanding importance of FM Radio/Community Radio.
14. Functioning of the various departments of the Railway.
15. Role of the Railways as public utility service and as a Commercial undertaking.
16. Knowledge of working of Advertising Agencies.
17. Importance of social education towards great efficiency of Railway working and various methods by which this may be undertaken.
18. Keen understanding of the role of Railways as the lifeline of the nation and projection of its image through the press and various other publicity media.
19. Official Language Act.
20. Documentary Films/Short Films/Exhibitions
21. Role of Railways in Crisis & Disaster Management.
22. Photo Journalism
23. Government Advertising.
24. Event Management
25. New Trends in Public Relations.

19.3.2020

वरिष्ठ कार्मिक अधिकारी-II
Senior Personnel Officer-II
पूर्वतट रेलवे/East Coast Railway
भुवनेश्वर/Bhubaneswar

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Annexure-III

PROFORMA

List of staff who have applied for consideration in the selection for the post of Publicity Inspector in Level-5 against Notification No.ECoR/Pers/01/Selection/Pub. Inspector/332 dated.25.04.2023.

Sl. No.	Name, Designation and Station/Office	Community	Present Pay & PM Level	Date of Birth	Date of appointment (regular)	Date of attaining Temporary Status where applicable	Office in which lien is being maintained with authority	Remarks (Eligible/ Ineligible)
1	2	3	4	5	6	7	8	9

Signature of the Personnel Officer/Establishment control Officer

(With Office Seal)

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