



पूर्व तट रेलवे/EAST COAST RAILWAY  
प्रधान कार्यालय, कार्मिक विभाग,  
रेल सदन, भुवनेश्वर-751017  
Head Quarters Office, Personnel Department,  
Rail Sadan, Bhubaneswar-751017



संख्या/No. ECoR/Pers/Gaz/Sel/PRO/2024-25

दिनांक/Dated: 02.07.2024

The AGM/ECoR/BBS.

The SDGM, CPRO-ECoR/BBS.

The Sr. DPO-KUR, WAT & SBP.

विषय/Sub: Formation of Group-B Panel of Public Relations Officer (PRO) in Level-8 in General Administration Department/ECoR for the assessment period 2024-25.

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 2024-25. The exact date, time and venue of the written test will be intimated in due course.

1. Eligibility Criteria:

As per Recruitment Rules for Group-‘B’ post of Public Relation Officer published by Railway Board vide Notification No. 2002/E(G)RR/16/5 dated 24.01.2024, the following group ‘C’ staff are eligible to appear for the selection:

- I. Group ‘C’ staff working in Level-6 (Rs. 35400-112400) in the pay matrix with six years regular service in the grade: (a) Senior Publicity or Advertising Inspector, (b) Projectionist, (c) Chief Photographer, (d) Production Assistant (e) Video-Operator-cum-Photographer and
  - II. Chief Publicity or Advertising Inspector working in Level-7 (Rs. 44900-142400) in pay matrix with two years regular service in the grade.
  - III. In case a junior employee is called for selection by virtue of his satisfying the relevant minimum service conditions, all his seniors should be held to be automatically eligible irrespective of whether or not they satisfy the relevant minimum service condition.
  - IV. The service will be reckoned as on **01.01.2024**.
2. A provisional list of 01 eligible candidate, as per extant rules, working as Chief Publicity Inspector in ECoR who has completed minimum two years of non-fortuitous service in Pay Level-7/six years in Level-6 as on 01.01.2024 (cut off date) and is coming in the zone of consideration for the assessment period of 2024-25 is enclosed at Annexure-A.
  3. The candidature of the candidate, declared eligible, is accepted provisionally. In case he is subsequently found ineligible for the above selection at any stage, his candidature will be rejected without any further notice.
  4. He should submit his option (willingness/unwillingness) **latest by 10.07.2024** in the attached format (Annexure-B) to the concerned Personnel Officer duly forwarded by the Controlling Officer and the same should be sent to the Dy.CPO(Gaz)/ECoR/BBS **latest by 12.07.2024** positively.
  5. 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.

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6. In case the candidate is on leave or on sick list, the Controlling officer concerned and the office where he last worked should send necessary advice to the Medical Authority as the case may be and an acknowledgement obtained.
7. 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.
8. **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 record of service.
9. **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 110 questions of objective multiple choice types with four answer options numbered as A, B, C & D. The candidate has to answer a maximum of 100 questions. All objective type questions carry equal marks.
  - e) In Section (a), there will be 80 questions including 10 optional questions on Official Language Policy. In this section, only 70 questions are to be attempted by the candidates. In case, any candidate answers more than 70 questions, only the first 70 questions will be evaluated and the rest will be ignored, even if attempted.
  - 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 as Annexure - C.

10. **Viva-voce & Record of Service:**

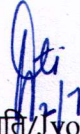
|                      | Maximum marks | Qualifying marks                                          |
|----------------------|---------------|-----------------------------------------------------------|
| 1. Viva-voce         | 25            | 30 (Including at least 15 marks in the record of Service)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

11. The Controlling Officer of concerned Unit should ensure that the ACRs/APARs of the candidate for the last five years (2018-19 to 2022-23) 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.

12. 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.
13. Objection Tracker: After the written examination is over, provisional Answer Key of the question paper will be uploaded in the ECoR's website: [www.eastcoastrailways.gov.in](http://www.eastcoastrailways.gov.in) → Recruitment Info → Recruitment Information → Click here for HQ Notifications. The candidate appeared in the written examination may submit his representation in respect of answer key/question paper, if any, through email id: [dycpogazecor@gmail.com](mailto:dycpogazecor@gmail.com) with documentary proof within seven days period from the date of uploading the answer key in the website. The decision of the Question Setter in publishing the Final Answer Key after the above exercise will be treated as final and no further correspondence in this regard will be entertained.
14. The above Notification is uploaded in ECoR website: [www.eastcoastrailways.gov.in](http://www.eastcoastrailways.gov.in) → Recruitment Info → Recruitment Information → Click here for HQ Notifications.

संलग्नक/Encl:

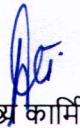
- I. List of candidate (Annexure-A).
- II. Application Format (Annexure-B).
- III. Syllabus (Annexure-C).

  
(ज्योति/Jyoti)

उप. मुकाधि (राज.)/Dy. CPO(Gaz)  
कृते प्रमुख मुख्य कार्मिक अधिकारी  
for Principal Chief Personnel Officer

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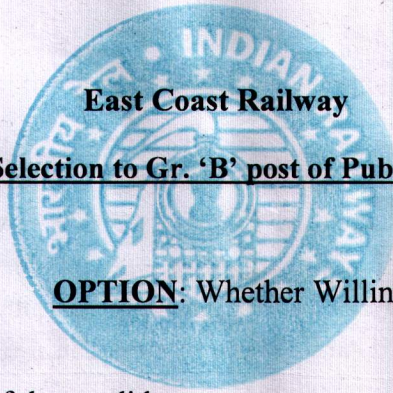
1. SPO(HQ)/BBS, APO-I/BBS.
2. Sr. System Manager (IT)/BBS for uploading in ECoR's website.
3. The General Secretary-ECoRSC/BBS & ECoRSU/BBS.

  
कृते प्रमुख मुख्य कार्मिक अधिकारी  
for Principal Chief Personnel Officer

**Annexure-A**

Provisional list of candidate for selection to Group-B post of Public Relations Officer for 2024-25

| SN | Name (Shri) | Design. | Comm | Station | Date of Birth | Date of Appt. | Date of seniority in Level-06 | Date of seniority in Level-07 |
|----|-------------|---------|------|---------|---------------|---------------|-------------------------------|-------------------------------|
| 1  | B. Jay Ram  | Ch. PI  | UR   | WAT     | 02.06.1976    | 14.10.2009    | 14.10.2009                    | 11.02.2021                    |



**East Coast Railway**

**Proforma of Application for Selection to Gr. 'B' post of Public Relations Officer for 2024-25**

**OPTION:** Whether Willing/Unwilling .....

1. Name & Community of the candidate:

2. Designation & Station :

3. Present Grade :

4. Date of Birth :

5. Date of appointment :

6. P.F. No :

7. HRMS ID :

8. Posted under :

9. Unit/Division :

10. Mobile No. :

11. Email ID :

12. Signature of the candidate :

13. Date :

Countersignature of the controlling officer:

(With Designation and seal)

(Note: Willingness/Unwillingness to be submitted on or before 10.07.2024)

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.

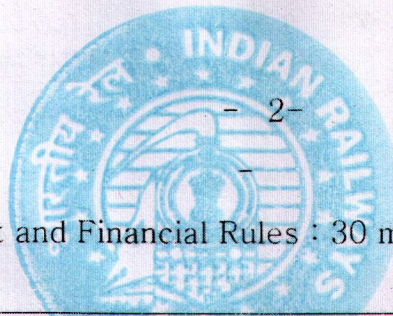
C. Photography and Visual Publicity.

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



Part-II ( 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 ( Pra 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)<br>(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 :                                                                          |