

EAST COAST RAILWAY

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

No-ECoR/Pers/01/Selection/Publicity Inspector/332/2020

Date-19th March' 2020

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,
The Dy.CPO(Con)/ECoR/BBS & Sr.DPO/ECoR/KUR, WAT & SBP,
The WPO/CRW/MCS, SPO/RE/BBS & SPO(Con)/ECoR/VSKP,
The SSM(IT)/ECoR/BBS.

Sub: Notification for filling up of Publicity Inspector in Level-05 in East Coast Railway against Departmental Promotion Quota (DPQ).

Application are invited from serving permanent railway employees of East Coast Railway for filling up of Publicity Inspector post in Level-05 in East Coast Railway against departmental promotion quota as per conditions stipulated under:

1	No of Vacancy	02 (UR-02, SC-00 & ST-00)										
2	Pay Scale	Level-05										
3	Eligibility Conditions	<table border="1"><tr><td>a</td><td>Serving employee (Except RPF/RPSF Personnel) must have completed five years regular service in Group-'C' in any department of the Railway as on date of notification.</td></tr><tr><td>b</td><td>He/She must be a graduate from any recognized university on or before the date of notification.</td></tr><tr><td>c</td><td>He/She should not be above 40 years of age as on date of notification.</td></tr><tr><td>d</td><td>Preference will be given to employees holding diploma in Public Relations/Journalism/Advertising/Mass Communication from a recognized University/Institute.</td></tr><tr><td>e</td><td>It may be noted that financial up-gradation under MACPS cannot be counted as regular promotion.</td></tr></table>	a	Serving employee (Except RPF/RPSF Personnel) must have completed five years regular service in Group-'C' in any department of the Railway as on date of notification.	b	He/She must be a graduate from any recognized university on or before the date of notification.	c	He/She should not be above 40 years of age as on date of notification.	d	Preference will be given to employees holding diploma in Public Relations/Journalism/Advertising/Mass Communication from a recognized University/Institute.	e	It may be noted that financial up-gradation under MACPS cannot be counted as regular promotion.
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4	Other Conditions	<table border="1"><tr><td>a</td><td>The Publicity Inspectors have their own channel of promotion. Hence, the employee selected and posted as Publicity Inspector would seek his/her promotion in that channel only.</td></tr><tr><td>b</td><td>After posting as Publicity Inspector, he/she will no longer have lien in his/her old unit or claim for transfer back to his/her erstwhile Cadre/Department/Unit.</td></tr><tr><td>c</td><td>Volunteering staff, who accept these conditions only need apply.</td></tr><tr><td>d</td><td>The employee selected should be prepared to serve anywhere in East Coast Railway.</td></tr><tr><td>e</td><td>Any other provision of IREM or circulars 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.</td></tr></table>	a	The Publicity Inspectors have their own channel of promotion. Hence, the employee selected and posted as Publicity Inspector would seek his/her promotion in that channel only.	b	After posting as Publicity Inspector, he/she will no longer have lien in his/her old unit or claim for transfer back to his/her erstwhile Cadre/Department/Unit.	c	Volunteering staff, who accept these conditions only need apply.	d	The employee selected should be prepared to serve anywhere in East Coast Railway.	e	Any other provision of IREM or circulars 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.
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	Other Conditions	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 employee will have to submit self attested copy of his/her certificate of diploma in Public Relations/Journalism /Advertising/ Mass Communication, if any, along with his/her application while applying for the above post.
		h	Syllabus is enclosed at Annexure-II.
5	Mode of Selection	a	The eligible applicant who satisfy the above prescribed conditions of eligibility will be called for selection which will comprise of written examination and viva-voce test. There will be no supplementary examination for the absentees under any circumstances as this is general selection.
		*	The question of the written examination will be 100% objective multiple choice type with 04 (Four) answer options.
		*	The question paper will be in bilingual form i.e. Hindi & English
		*	The answers are to be marked on OMR answer sheets and the OMR answer sheets will be evaluated manually.
		*	There will be 110 questions of objective multiple choice types and the candidate has to answer a maximum of 100 questions.
		*	In case the candidate answers more than 100 questions, the first 100 attempted questions are to be taken for evaluation.
		*	Cutting, over writing, erasing or alternation of answer in any type will not be accepted and zero marks will be given for answer having correction/over writing.
		*	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 of 120 minutes.
		b	Only those who qualify & secure required percentage of qualifying marks in the written test will be called for Viva-Voce Test.
		c	The final panel will be drawn in the order of merit for notified vacancies based on aggregate marks on Professional ability (i.e. Written Examination & Viva-Voce Test) and 'Record of Service' from amongst those who secure a minimum 60% marks in Professional Ability and 60% marks in the aggregate.
		d	If any candidate is found ineligible for the above selection at any stage of the selection process, his/her candidature will be rejected.
6	How to Apply & Forwarding of Application by Units	a	Willing candidate may submit his/her application in the format as per Annexure-I . (Enclosed). Applicant should fill up application form after going through the eligibility conditions thoroughly and submit the filled in application form with enclosures through his/her controlling officer. Incomplete application will be summarily rejected. The staff who are working in different units keeping lien in other units of East Coast Railway should forward his/her application through competent authority of lien unit.
		b	Last date for submission of the application by the applicant to his controlling officer is 27.04.2020
		c	The controlling officer should send the application to the respective Personnel Officer of Division/HQ/Unit latest by 04.05.2020.

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19.3.2020

	How to Apply & Forwarding of Application by Units	d	The Personnel Officers concerned should verify the correctness of the particulars furnished by the employee in his/her application from their service records and forward the same to PCPO's Office/BBS on or before 11.05.2020 in one bunch with covering letter and consolidated statement of (Eligible/Ineligible Separately) applications indicating their service particulars.
		e	In case, no application is received, a "Nil" report may be sent to PCPO's office by the Personnel officer concerned by 11.05.2020.
7	Employees selected as Publicity Inspector will be imparted 45days training in the Zonal Training School and will be attached to Newspapers/AIR/Doordarshan for a period of two weeks, before being put to a working post.		
8	This notification should be given wide publicity among the staff and copy of 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		

- Encl: 1. Application Form (Annexure-I)
2. Syllabus (Annexure-II)

(Trilochan Nath) 19.3.2020

Sr. Personnel Officer-II
For Principal Chief Personnel Officer

Copy forwarded for information and necessary action to:

1. Secy to AGM for information of AGM Please.
2. Dy.CPRO/ECOR/BBS
3. PRO/ECOR/KUR, WAT & SBP
4. General Secretary/ECORSC, ECORSU, AIOBCREA, AISCSTREA/ECOR/BBS
5. Notice Board of PCPO's office/BBS.

(Trilochan Nath) 19.3.2020

For Principal Chief Personnel Officer

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.

वरिष्ठ कार्मिक अधिकारी-॥
Senior Personnel Officer-
पूर्वतट रेलवे/East Coast Railway
भुवनेश्वर/Hubaneswar

19.3.2020

वरिष्ठ कार्मिक अधिकारी-॥
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भुवनेश्वर/Hubaneswar

वरिष्ठ कार्मिक अधिकारी-॥
Senior Personnel Officer-
पूर्वतट रेलवे/East Coast Railway
भुवनेश्वर/Hubaneswar

PROFORMA APPLICATION

Application for calling volunteers from serving employees of East Coast Railway for filling up of Publicity Inspector in Level-05 vide PCPO/BBS's letter No-ECOR/Pers/01/Selection/Pub. Insp/332, Dated-19.03.2020.

1	Name of the employee in full (Block Letters)		
2	Father's / Husband's Name		
3	Date of Birth		
4	a) Date of Initial Appointment		
	b) Capacity on Initial Appointment		
	c) Scale of Pay on Initial Appointment		
5	Community (UR/SC/ST/OBC)		
6	Present Department/HQ/Division/Unit in which working		
7	Working under (Controlling Officer)		
8	Present Designation	a) Substantive	
		b) Officiating	
9	Date of Regular Entry to Present Post (Grade Pay / Level earned by ACP/MACP should not be mentioned)	a) Substantive	
		b) Officiating	
10	Educational Qualification		
11	Other Qualification, if any.		
12	Lien Department / Unit		
13	PF Account No		

14	a) Contact Number		
	b) Email ID		

I do hereby declare that I have gone through the above referred notification and I am volunteering for the post of Publicity Inspector 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 PCPOs' office. In case, anything is found to be incorrect, I shall be responsible and my candidature may be cancelled.

Date

Place

(Signature of the employee)

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

Date:

(Signature of Controlling Officer)

With seal

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

Date:

(Signature of Cadre Personnel Officer)

With seal