

CENTRAL RAILWAY		HEADQUARTERS OFFICE PERSONNEL BRANCH MUMBAI 400 001
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No: P/CR/HQ/EP/210/9/Pub. Insp.-III

Date:- 07.03.2024

**GM IRCON / Belapur, IRTES /BB,
AGM, SDGM, PCPO, PCE, PCEE, PCME, PCMD, PCSTE, PCOM, CSO, PCCM,
PFA, PFA (C) DRM (P) BB, PA, SUR, BSL, NGP, CPRO,
CAO(C), CEE(C) (MTP), CE(C), CSTE(C), CCM (PS), CCM(PM), CCM(Rates), CCO,
CWM(S&T) BY, MTN, PR, (ELW) BSL (TMW) NKRD, MMR, P. Director/Audit, CSMT,
Director IRICEN/PA, IREEN/NKRD, MD/KRCL, Belapur, IRTES/BB, MRVC/CCG,
DGM, Sr. EDPM, Dy. Sr. S&AO, P/ZRTI/BSL, Chairman RRB/BB, PO/RCT/NGP,
DY. CE/C/DR, DY.CEE/C/DR, DY. MRA HQ, P/CETI/THK, EEE/PRS CSMT**

Sub:- Selection for the posts of Publicity Inspector –III, PML- 5 as per 7th CPC in Public Relation Department of Central Railway.

Applications are invited for forming a panel for **03 (UR-2, SC-1)** posts of Publicity Inspector-III, PML- 5, in Public Relation Department of Central Railway.

1. Eligibility Criteria for Publicity Inspector, ML-5:-

- i) Regular employees of all departments (except Accounts & RPF staff) of Central Railway, who must have completed 5 years regular service in Group 'C' i.e. from PML-1 to PML-4 in substantive grade as on date of notification.
- ii) Applicant must possess Graduation from any recognized university as on date of notification.

Note:-Preference will be given to the employees holding Diploma in Public Relation/Journalism/Advertising/Mass Communication from a recognised institution/University.

- iii) Upper age limit for applicant should be below 40 years of age as on the date of notification which is relaxable by 5 years in case of SC/ST community employees.

2. Other Conditions:-

- i) Should possess healthy constitution and aptitude for outdoor work at short notice.
- ii) Should be of a tactful nature and be able to establish rapport with public, Rail users, press and advertising agencies.
- iii) Selected employees will not be **allowed to go back to** parent cadre except in exceptional conditions like general unsuitability/DAR cases/contraction of the cadre etc.
- iv) Candidate must have good command over English, Hindi and Marathi and must be able to prepare independently news items, features, publicity handouts etc. in English for release to news papers, news agencies and other communicative media.
- v) Candidate should have basic knowledge of computer and be physically fit to undertake extensive travel not only for Central Railway but also to other places on Indian Railways as well .

- vi) Further, this being general selection & voluntary in nature, the benefit of reckoning of 30% pay element for the purpose of fixation of pay of running staff on their promotion/appointment to the post of Publicity Inspector-III will not be admissible in terms of RBE No. 34/2023 dated 20.02.2023.

3. Training:-

Selected candidates will have to undergo training for 45 days in Zonal Training School and will be attached to Newspapers/Air/Doordarshan for a period of 2 weeks before being put to working post.

4. Method of selection:-

The selection would comprise of two parts:

- a. Written test 100 marks objective type. 10% (Optional) marks will be on Rajbhasha/Official Language Policy & Rules. In terms of Railway Board's letter No. E(NG)I/2018/PM 1/4 (RBE No. 196/2018) dated 14.12.2018 and RBE No. 97/2019 dated 14.06.2019, 100% objective type questions paper would be set. **There shall be negative marking for incorrect answers. 1/3rd of marks will be deducted for wrong answer.** There will be questions in official language (optional) of 10% of the total marks prescribed.
- b. Viva voce and Scrutiny of record of service and APARs i.e. perusal of Service Records, perusal of last three (03) years APAR's, and DAR/VIG clearance of those, who qualify in the written test.

In terms of Railway Board's letter No. E(NG)I-2008/PM7/4, SLP dated 19.06.2009 since the selection is being conducted by calling of applications of eligible employees from different departments, the same shall be finalized purely on merit basis.

Qualifying marks will be 60 % marks in written examination for general candidates and 50% for SC/ST candidates.

5. Avenue of Promotion:-

Category	Level as per 7 th PC
Publicity Inspector –III	Level- 5
Publicity Inspector –II	Level- 6
Publicity Inspector –I	Level- 7
Public Relations Officer (Group "B")	Level- 8

6. Job Profile:-

- i) Establishing liaison & contacts with reporters & press.
- ii) Preparing of press briefs in English, Hindi & Marathi language.
- iii) Preparing of handouts & Colour brochure.
- iv) Dealing with sensitive activities such as Publishing of tender notices and advertisements in various publications, whenever needed.
- v) Press releases related to Mega Block, running of suburban trains etc.
- vi) Scanning of news papers and preparation of press clippings.
- vii) Distribution of press clippings to all concerned departments and to coordinate comments thereof.
- viii) Collection of material from departments for issue of press rejoinders.
- ix) Maintenance and recording of important activities on Central Railway.
- x) All relevant work of exhibitions.
- xi) Preparation of press releases etc.

7. Duties:-

- i) Scanning of papers and press clippings.
- ii) Collection and distribution of Railway publications.
- iii) To keep record of rejoinders and replies to others.
- iv) To keep record of important activities on Central Railway.
- v) To supervise shooting and photography.
- vi) All relevant works pertaining to Railway's participation in exhibitions.
- vii) Attend all the functions of Central Railway and render necessary assistance to Publicity Inspectors-I and II as and when required.
- viii) Preparation of other Divisional press clippings to be presented to GM.
- ix) Other works given by PROs/Sr. PRO/CPRO from time to time.

A syllabus for written test is enclosed herewith in Annexure 'A'.

This notification be given wide publicity. It has been decided to call applications through Railnet on **10.31.3.3/PRONNATI** from the eligible candidates and scrutiny of Service Particulars will also be done electronically at each level i.e. Division/Workshop/Unit and Headquarter.

The tentative schedule will be as under :-

Sr. No.	Subject	Scheduled date
1)	Date to open PRONNATI window	12.03.2024
2)	Last date to apply by the employee	12.04.2024
3)	Last date to forward the application by respective depots to their Bill preparing Unit.	24.04.2024
4)	Last date to forward the application after verification by Bill preparing Unit to HQ's office.	30.04.2024
5)	Tentative date of issue of Eligibility list.	10.05.2024
6)	Tentative date of Written Test	08.06.2024

MODE OF APPLICATION:-**(I) HOW TO APPLY**

The eligible staff should submit their application through **ONLINE MODE** only for which following steps should be followed.

1. Visit the Railnet site 10.31.3.3 link and then Click onto **PRONNATI**.
2. Go through the **NOTIFICATION**.
3. Click on **REGISTER**. Select Exam Code: **Personnel/Admn/Cadre Selection/Publicity Inspector, ML-5/2024**
4. Fill up **PF No as User ID**, Your Mobile no and Registered Email and Submit.
5. You will get a default **Password** generated and display as 12345, immediately on another screen will show for change of password.
6. Now go to **Home Page** and select **APPLY/LOGIN**
7. Again use your **PF No. as User ID** and **Password** which you have received on computer screen (i.e. 12345).
8. Fill up the Application form with utmost care and after completing all the fields, click on **Submit** tab. (Before logout it should be confirmed that it is clicked on Submit tab)
9. Take a print out and keep it for your record.

This will complete the submission of application for the candidate.

(II) HOW TO FORWARD APPLICATION.

For login, each **division/workshop/ Construction Unit** Incharge will obtain User ID and password from **APO(Admn.)**. After login **division/workshop/ Construction Unit Incharge** can view the details of applicants working under his control. To forward the application, just Click on **FORWARD** of each of the application. On Last date of submission of application by the candidate, respective **Division/Workshop/Construction Unit Incharge** can get a summary of the applications which he has forwarded. He should take a print and keep it for the record with the signature of the Establishment Incharge and also forward a copy of the same to this office.

(III) HOW TO VERIFY THE APPLICATIONS

For login, Office Superintendent of the divisional personnel deptt / workshop / Construction unit with whom Service Registers are maintained will obtain User ID and password from **APO(Admn)**. After login, OS can **View** as well as **Edit** the details of all applicants whose Service Registers are maintained in that office. After verifying Service Particulars of each employee from Service Record, OS can change it in Edit application, if any deviation. He should put **sign** **in the box** if he made any change in the particulars filled by the applicant and same remarks should add in the remarks column. After verification to forward the application just Click on **FORWARD BUTTON** of each of the application.

(IV) HOW TO VALIDATE THE APPLICATIONS

For login, APO/Head of the Construction Unit with whom Service Registers are maintained will obtain User ID and password **from APO(Admn)**. After login APO/Head of the Construction can view all applications whose Service Registers are maintained in that office and verified by his Office Superintendent. As per the Eligibility conditions for the selection for the post APO/Head of the Construction Unit will valid or invalid the application by clicking on the **Valid/Invalid**. Then all the applications will be automatically forwarded to Headquarter for further scrutiny. On Last date of submission of application in Headquarter, Divisional Personnel Deptt/Workshop/Construction unit can get a summary of the applications he has forwarded. He should take a print and keep it for his record.

For any queries regarding login/ forwarding/Editing/Validating application please contact **on Mobile No. 8828311667- Ch. S&WI(Admin) and 8452910659- Sr. Clerk(Admin)**.

After receipt of applications through online mode of all the volunteers, appearing for the selection, will be further scrutinized at Headquarters' level and on the basis of Data entered in the said link, the list of eligible volunteers will be published later. The final eligibility list will also be notified on RAILNET site **10.31.3.3/pronnati** on 10.05.2024.

To ensure that the eligible staff avail the opportunity for appearing for selection, wide publicity should be given. Supervisor/Incharge should bring to the notice of the staff working under them about this selection.

Applications of the employees who are **not eligible should not be forwarded** to this office. However, reason for disqualifying the candidate may be advised to them through proper channel.

The applications will be further scrutinized at Headquarters level and on the basis of Data entered in the said link, the list of eligible candidate will be published later on. The final eligibility list will also be notified on Railnet site 10.31.3.3/PERS/. The eligibility/non eligibility list of employees will be purely provisional subject to verification of their service particulars, educational qualification, Caste certificate etc., as mentioned in the said link, from the SRs. The mere fact that if, he/she is allowed to appear for the written test and qualified, however, he/she will not be entitled for empanelment, if he/she is subsequently found ineligible, for not fulfilling the service conditions mentioned in the notification.

Wide publicity be given by way of publishing eligibility list on the notice boards. It may ensured that all the eligible candidates be individually advised of their eligibility to appear in selection, by deputing S&WI and obtaining acknowledgement.

In terms of SPO(Ruling/Legal) CSMT's Lr. No. P/HQ/Ruling/O/803 dated 07.10.2022, Answer key of aforesaid selection will be published in the Railnet website after the examination for candidates who appeared in the written test to send representation, if any, with respect of keys and ambiguity in questions to this office The examinees (only candidates who appeared) will be given only 7 days (including intervening holidays) for sending written representation, if any. If any representation in this regard received, the same will be forwarded to paper setting authority with relevant instructions issued by Rly Bd or HQ's Office for necessary action.

However, the decision of paper setting authority will be final and no further correspondence in this regard will be entertained.

The final answer key with decision taken on representation received will be published within the period of 03 working days after completion of 7 days specified in above para. The decision taken on representation will also be intimated. Evaluation will be started only after the above exercise.

All POs or SR Controlling Authorities are hereby requested to observe the following points while scrutinizing the applications.

1. The entry as regard to educational qualifications is mentioned in SR **with valid& verified Certificates available in their Personal files.**
2. The caste of SC/ST candidates is entered in first page of SR after following due procedure.
3. Entries as regard DAR cases/punishment are correctly entered in SR.
4. Entry in regard to change of name, if any.
5. Unauthorized absence entry in SR & Award entry in SR (i.e. Branch Officer Award, PHOD Award, DRM Award, GM Award.
6. Applications not fulfilling the eligibility conditions for this selection given under **Eligibility Conditions** above, may not be forwarded to this office.

This may be treated as advance notice for preparation for written test. The syllabus for selection is enclosed herewith as annexure 'A'. **It is not mandatory that questions will be asked only from the specimen syllabus.**

Kindly acknowledge the receipt.

(Manohar K. Mali)
APO(Admin)
For PCPO

DA: - As stated above

Copy to:-

DGM (G): It is requested to arrange to publish the said Notification in the ensuing Gazette.

Chairman (RRC), Dy.CPO(HRD), Dy.CPO (Gaz) (Const) (HQ) (IR/Wel)
SPO (RP)
Sr. Sports Officer,
APO(E&M) (Wel&IR) (Bills) (RRC/WB) (Const.) (S&M) (Ruling/Legal) (Pass)
PS-I to PCPO, Jr. Translator (Rajbhasha)
Chief OS/OS (Ruling) (Gaz) (Pension) (Comm1) (Optg.) (RP) (HRP)
(Pass) (Bills) (Labour) (SBF) (Wel) (Engg) (Mech) (Elect)
(S&T) (Med) (Stores) Ch.LA (Court) (RRC/WB) (Sports)
Genl Secy to NRMU, CRMS, SC-ST/OBC Association.

SYLLABUS FOR THE WRITTEN TEST

- 1) **Professional subjects pertaining to Public Relations. What is Public Relation? PR tools, Use of social media in Railways and type of Social media and its effectiveness in creating Public Image, what is advertising, Need of Advertisement in Government, layout and Designing.**
Role of TV, Radio and News paper in image building of Railways,
Definition /concept of PR,
Social campaign-L/C, ACP,
Advertisement in Newspapers.
- 2) **General questions on Railway matters and passenger amenities.**
- 3) **Rules of leave, Passes, PTOs, DAR and HOER.**
- 4) **Railway set up organisation of Departments.**
- 5) **Official Language Act, 1963,**
- 6) **General knowledge with respect to Railways, India and World including current topics and geography.**
- 7) **Public complaints and grievances.**
- 8) **Cash imprest, operating ratio, cash purchases,**
- 9) **Refund Rules.**
- 10) **Reservation Quota/Rules**
- 11) **Concessions**
- 12) **Luggage**
- 13) **T & P Register**