

भारत सरकार GOVERNMENT OF INDIA
रेल मंत्रालय MINISTRY OF RAILWAYS
रेलवे बोर्ड RAILWAY BOARD

No. 2018/PR/13/68

New Delhi, Dated: 17.12.2018

The General Manager,
All Indian Railways & Production Units, NF(C), CORE,
The DG/RDSO/Lucknow, DG/NAIR
CAOs, DMW/Patiala, COFMOW/NDLS, RWP/Bela, IROAF

Sub: Corrigendum to PR matters in Model SOP, 2018.

PR Directorate has proposed certain modifications/changes to various provisions of Model SOP on Public Relations Matters.

Board (FC&CRB) has considered and approved changes as given in the following table.

REVISION IN MODEL SOP 2018 (Pertaining to PUBLIC RELATIONS MATTER)

No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
59.	Insertion of advertisements	Insertion of advertisements in print media, social media and digital media			
	(A) Tender notices and campaign advertisements in DAVP approved publications.	Release of tender notices, campaign advertisements and display advertisements in newspapers & publications approved by Bureau of Outreach & Communication (BOC) at the rates approved by BOC.	Full Powers	Full Powers.	1. Finance concurrence is not necessary. 2. To be published at the request of department/division
	(B) Souvenir/ special publications.	Release of advertisement to adhoc publications such as souvenir, Bulletin brochures and special publications	Upto Rs.3,000/- per case	Upto Rs.6,000/- in each case (not necessarily the maximum amount in every such case)	1. Finance concurrence is not necessary 2. Subject to annual ceiling of Rs. 2 Lakhs.

Sanjeeb Kumar

Ahmadip

Sangeet Kumar

(Signature)

No. of MSOP-C	Nature of Power	Powers to Chief Public Relations Officer (CPRO)	Remarks
	Existing	Revised	
(C) Non-DAVP newspapers	Release of advertisement to non-BOC newspapers and Magazines / Publications.	Full powers to CPRO	(i) Finance concurrence is not necessary (ii) Prior approval of GM is necessary These power may be exercised in exceptional circumstances, as indicated in letter No. 2006/PR/5/62 dated 30.05.2007
(D) (New insertion)	Preparation of suitable designs and artwork for advertisement, brochures, posters, hoardings, neon signs and any other publicity material.	DIP/DPR up to Rs.3000 in each case subject to an annual ceiling of Rs.36,000/-	Authority: Office order no. 10 of 1989
(E) (New insertion)	Advertising through Outdoor Media	None	This power to be exercised with prior finance concurrence and approval of the General Manager.
(F) (new insertion)	Advertisement in e-newspapers	None	Full power to DAVP approved publication/newspaper/magazine/periodical etc in e-Newspaper & magazines at BOC approved rates.

No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
	(G) (new insertion)	Advertisement on websites.	None	Full powers to CPRO to release advertisement to websites empanelled with DAVP at DAVP rates	
	(H) (new insertion)	Dissemination of information through SMS.	None	Full powers to CPRO to release bulk SMS through agencies empanelled with BOC at BOC rates.	
61	Hospitality charges in connection with Publicity and Public relations				
	61.(B) Hospitality: (i) A ceiling of Rs.250/- per meal per head OR Rs. 500/- per day subject to an annual ceiling of Rs. 3 lakhs would be observed.	61. (B) Hospitality: (i) Expenditure on meals	A ceiling of Rs.250/- per meal per head OR Rs. 500/- per day subject to an annual ceiling of Rs. 3 lakhs would be observed.	The limits circulated vide Transf. Cell letter dated 19.11.2018 will be applicable for normal cases. For international engagements, the limits given in MoF's OM No. 7(3)/E-Coord/20 13 dated 06.05.2015 may be followed	
	(new insertion)	61. (B)(iii) Serving of alcoholic drinks	No power	Cocktail may be served in international engagements only, as per MoF's OM No. 7(3)/E-Coord/20 13 dated 06.05.2015	

Sanjeeb Kumar

Abhanshi

No. of MSOP-C	Nature of Power	Powers to Chief Public Relations Officer (CPRO)	Remarks
	Existing	Existing	Revised
(new insertion)	61. (B)(ii) The amount of cash imprest being maintained by CPRO for the purpose raised to Rs. 8,000/- for the purpose raised to Rs. 8,000/-	61. (B)(ii) The amount of cash imprest being maintained by CPRO for the purpose raised to Rs. 15,000/- for the purpose. CPROs of all Zonal Railways are authorized to maintain a cash imprest of Rs. 8,000/- for the purpose. CPROs of Production units are authorized to maintain a cash imprest of Rs. 8,000/- for the purpose.	Recoupment shall be as per the detailed instructions given in finance code Vol-I Para 1050.
(new insertion)	61. (A)(i) Hiring of accommodation for out-station media persons invited for coverage of official functions	No Power	Such hiring shall be done only with the approval of the General Manager.
61. (C) Press Tours & Reception: (i) There would be a ceiling of Rs. 500/- per head per day for meals within the overall P.R. Budget. The expenditure can be incurred by the CPROs with the administrative approval of AGM/GM and More than Rs. 50,000/- on any occasion with prior finance concurrence and approval of GM/AGM.	61. (C)(i) Expenditure on meals	Up to Rs. 50,000/- on each occasion with administrative approval of the AGM/GMs without finance concurrence and More than Rs. 50,000/- on any occasion with prior finance concurrence and approval of GM/AGM.	Per head expenditure stands revised as per the Board's letter No. 2018/Trans Cell/S&T/Refresh ment dated 19.11.2018
61. (C) (ii) In exceptional circumstances	Stands deleted	CPRO Full Powers up to Rs. 750/- per head per day for meals may be incurred with prior finance concurrence	Stands deleted
(new insertion)	61.(B)(iii) Hiring of accommodation for out-station media persons invited for press tours	Full powers. Finance concurrence required for expenditure above Rs. 20,000/-	Such hiring shall be done only with the approval of the General Manager.

Sangeet Kumar

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No. of MSOP-C	Nature of Power		Powers to Chief Public Relations Officer (CPRO)		Remarks
	Existing	Revised	Existing	Revised	
	63.(B) Production of films by railways including documentary and quickies and dubbing of films received from Board, Films Division, etc	Production of films by railways including documentary and quickies/video spots for TV & Radio Channels and dubbing of films received from Board, Films Division, etc	Up to Rs. 5 lakhs per annum.	Up to Rs. 10 lakh per annum at DAVP rates.	Finance concurrence is necessary, if the expenditure exceed Rs. 25,000/- on each occasion.
	63. (D) Payment of fee for telecast/ broadcast & screening of railway publicity material	Payment of fee for telecast/ broadcast & screening of railway publicity material like cinema slides, video spots, radio spots/jingles, etc.	Full powers to CPRO..	Full powers to CPRO.	1. Finance concurrence is not necessary up to Rs.5,000/- in each case. 2. Finance concurrence is not necessary at DAVP approved rates. 3. Such publicity material can be disseminated as films/ documentaries/ quickies/ publicity slides/ film and radio spots in DD, AIR, cinema halls and other audio or visual channels/mediums
67	Preparation of Cinema Slides	Preparation of Cinema Slides/radio spots or jingles	<u>CPRO</u> Rs. 5,000/- per occasion. Finance concurrence is required if the expenditure exceeds Rs.2,000/-	Up to Rs.25,000/- per occasion at DAVP rates.	Finance concurrence not required up to Rs 25000/-
64	Expenditure towards jobs done through outside agencies relating to photography, videography including developing, printing of photographs, translites, lamination and video editing.	Expenditure towards jobs done through outside agencies relating to photography, videography including developing, printing of photographs, translites, lamination and video editing.	Full powers subject to an annual ceiling limit of Rs.1.5 lakhs.	Full powers subject to an annual ceiling limit of Rs.5 lakhs.	

Sanjeeb Kumar

Ashwini

1. General Managers/All Indian Railways
2. PFAs, All Indian Railways & Production Units
3. The ADAI (Railways), New Delhi
4. The Director of Audit, All Indian Railways

Sanjeeb Kumar
 (Sanjeeb Kumar)
 Executive Director/Accounts
 Transformation

No. 2018/PR/13/68

New Delhi, Dated: 17.12.2018

(A.K. Chandra)
 Executive Director/Mech./Transformation

A.K. Chandra

This issues with the concurrence of Associate Finance of the Transformation Cell.

No. of MSOP-C	Nature of Power	Powers to Chief Public Relations Officer (CPRO)	Remarks
65.	Purchase of photographic consumable items	Existing	Finance concurrence is necessary, if the cost of consumable exceeds Rs. 10,000/- per occasion.
66.	Printing Work in outside presses	Existing	
	Purchase of photographic consumable items	Full powers	Finance concurrence not necessary.
	Printing Work in outside presses	PHOD/HOD Full powers	Up to Rs. 50,000/-per occasion without finance concurrence subject to an annual ceiling of Rs. 3 lakhs.
	Printing of visiting cards to Branch Offices	CPRO Full powers	Up to Rs. 100,000/-per occasion without finance concurrence subject to an annual ceiling of Rs. 10 lakhs