



दक्षिण पूर्व मध्य रेलवे
South East Central Railway



मुख्यालय कार्मिक विभाग, प्रथम तल, महाप्रबंधक कार्यालय, बिलासपुर (छ.ग.) 495004

HEADQUARTER, PERSONNEL DEPARTMENT, 1st FLOOR, GM's OFFICE, BILASPUR(C.G.)495004

No. P-HQ/CON/452/1/PRO/113

Dated 20.07.2020

CPRO, DGM(G), PCCM, PCOM CPO (A), SDGM/SECR,
DRM/BSP, R, NGP, CWM/WRS/R & CWM/WS/MIB
Dy CPO (CON), SPO (HQ), SPO (HRD), SPO(RP)
PCPO /SER/GRC & PCPO/ECOR/BBS,

**Sub: - Selection for formation of a panel of Public Relations Officer -100% (Group'B')
vacancies of Public Relation department (2nd cycle)**

1. It is proposed to conduct a selection for formation of a panel to fill-up (01) vacancy (i.e. UR-01) of Group "B" vacancy of **Public Relations Officer** against 100% DPQ (2nd Cycle) PB-2 Rs. 9300-34800+GP- 4800/- Level-08 (7th PC) from willing and eligible Supervisors of Public Relation department and having lien in South East Central Railway, who may submit their clear willingness/unwillingness to participate in the above selection. The final zone of consideration and exact date of written test will be intimated later.

Eligibility Criteria:-

In terms of Railway Board's letter No. E(GR)/24/1 Dated 27.01.1986 the Chief Publicity Inspector and Sr. Publicity Inspector working on regular basis in Group 'C' who have rendered not less than 03 years of non-fortuitous service as on 03.07.2020 in scale Rs.5000-8000 (V-PC) /PB-2 Rs. 9300-34800 with Grade Pay Rs.4200 (VI-PC)/ Pay Matrix Level 6 of VII PC & in scale Rs.6500-10500 (V-PC) /PB-2 Rs. 9300-34800 with Grade Pay Rs.4600 (VI-PC)/ Pay Matrix Level 7 of VII PC and having lien in Public Relations department of this Railway are eligible to appear in the Selection.

2. A provisional integrated seniority list of eligible senior subordinates of Public Relations department of this Railway, who are eligible to appear in the selection, is enclosed as **Annexure "A"** in the Which will be considered (duly taking in to account the respective community) based on unwillingness submitted of those eligible candidates who are included in **Annexure "A"**, if any. Prospective candidates are advised to peruse the lists carefully. In case of any dispute vis-à-vis the lists, requisite representation may be submitted, through their Controlling Officer and respective Personnel unit, to this office in the proforma prescribed in **Annexure "B"** latest by the closing date of this notification. Controlling officers/respective Personnel officers are advised to verify details of the employees, with their clear willingness/unwillingness and certify their correctness while forwarding them to this office. The consolidated statement in respect of such candidates as per the format in **Annexure-'B'**, together with the individual applications, should be forwarded by the concerned Personnel Officers to this office as per the time limit prescribed in Para (4) below. In case a candidate is found ineligible for the above selection at any stage, his candidature will be summarily rejected. It may be ensured that the applications of candidates working under Construction Organization should be submitted through Dy CPO/Con/Bilaspur

3. In case any candidate is on leave or on deputation to other Railways/Units or on sick list, the Controlling Officer concerned should send necessary advice to the authority under which he is working or the medical authority /home address as the case may be and may obtain acknowledgement to that effect.

4. In terms of extant instructions, eligible candidates whose names are borne in the provisional integrated seniority list should submit their willingness or unwillingness by **10.08.2020** to the concerned Personnel Officers offices as per the entries in **Annexure 'B'** and the same should be sent in a consolidated statement as

AC

per proforma enclosed in **Annexure 'B'** by the concerned Personnel Officer to the office of Dy CPO/Gaz/Bilaspur on or before **17.08.2020** along with the individual applications.

5. In terms of para 8.9 of Master Circular No.68, Employees constituting the field should be advised individually of the proposed selection with the clear stipulation, that they should on receipt of the notice, submit their clear written willingness / un-willingness to take the selection. For this purpose, each individual notice should have a counterfoil, which should be returned by the employees within a fortnight of receipt indicating willingness or un-willingness to take the selection. The notice should carry a clear indication that it is the employee's responsibility to advise their willingness / un-willingness to take the selection and failure to respond or to provide the intimation within the period allowed will be treated as un-willingness on his/ her part to take the selection. Depending on the position of un-willingness reported or non receipt of any intimation, employees from the reserved list should be called to the extent necessary for taking the selection.

6. *It shall be the duty of the concerned Personnel Officers to cross verifies the authenticity of the entries before consolidation and forwarding to this office. Where employees figuring in enclosed list have not indicated clear willingness or unwillingness to appear in the selection, suitable remarks accordingly may be indicated against such employee while forwarding the consolidated list to this office. The final zone of consideration will be decided on the basis of 3 X formula (i.e. three times the number of vacancies) in order of seniority amongst the willing & eligible candidates from out of lists in Annexure "A" which may be further extended to the extent of number of such candidates in the normal zone of consideration who have failed twice in earlier selections as per the extent rules. As regards vacancies reserved for SC/ST, in case adequate numbers of SC/ST candidates, i.e. three times the number of vacancies reserved for them, are not found in the normal zone of consideration, the same may be extended for SC or ST or both to five times the total number of vacancies reserved for them.*

7. It may be noted that for those in scale Rs. 6500-10500 (V PC) /PB-2 Rs. 9300-34800 Grade Pay Rs. 4600 (VI PC) / (Pay Matrix Level-7 of VII PC); seniority in grade Rs. 6500-10500 (V PC)/PB-2 Rs. 9300-34800 Grade Pay Rs. 4600 (VI PC)/Pay Matrix Level-7 VII PC and Rs. 5000-8000 (V PC) /PB-2 Rs. 9300-34800 Grade Pay Rs. 4200 (VI PC) / (Pay Matrix Level-6 of VII PC); seniority in grade Rs. 6500-10500 (V PC)/PB-2 Rs. 9300-34800 Grade Pay Rs. 4600 (VI PC)/Pay Matrix Level-7 VII PC will be reckoned in terms of extant rules. The final list of candidates to be called for the written exam will be prepared basing on the willingness received from the employees.

8. Pre-selection coaching for reserved candidates is not required as there is no post of reserved candidates.

9. The concerned controlling Personnel officer should ensure that the ACRs/APARs for the last five years, complete in all respects, duly updated Service Records and Personal file of the candidates appearing in the selection are kept ready so as to ensure their prompt submission to PCPO (Gaz)/SECR as and when called for.

10. This is the 2nd Cycle of (Gazetted) Group "B" selection for Public Relations department being notified in S E C Railway. It is made clear that employees concerned should clearly satisfy themselves regarding their eligibility, in terms of grade, length of non-fortuitous service and holding lien in S.E.C.Railway. Provisional consideration of selection based on available records will not preclude summary debarring/disqualifying ineligible candidates at any later stage.

11. It may be noted that this post (Public Relations Officer) is the non-safety category post. Accordingly, candidates should qualify the prescribed medical fitness before appearing viva-voce test, without medical fitness certificate candidates will not be eligible for attending viva- voce test.

12. Objective and scheme of Examination: The examination aims at comprehensive assessment of knowledge of the candidates and is essentially aimed at testing their professional ability. The examination will consist of - (i) Written Examination, and (ii) Viva-voce (with prior Medical fitness test). The scheme of written examination as contained in Railway Board's letter No. E(GP)2018/2/31 Dated 19.03.2019 (RBE No. 53/2019) is mentioned below in brief : -

12.1 As per the scheme introduced vide Board's (RBE No. 53/2019) 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, and distribution of marks will be as under:

- | | |
|--|----------|
| A) Technical Subject including Official Language policy: | 70 Marks |
| B) Establishment and Financial Rules: | 30 Marks |
| C) Qualifying marks | 60 Marks |

12.2 Candidates qualifying in the written examination will be subjected to viva-voce test, which shall have following distribution of marks against various heads :-

	Maximum marks	Qualifying marks
1. Record of Service	25	30 marks (including minimum 15 marks in Record of service)
2. Viva-voce	25	

12.3 Syllabus for earlier selection is enclosed at Annexure -'C'.

However, the candidates qualifying for viva-voce will have to pass the prescribed medical examination before appearing in the viva-voce.

The notification is also available on this Railway's web site <http://www.secr.Indianrailways.gov.in>.

Please acknowledge receipt

Encl: As above

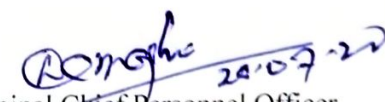

(M. Babu Abdul Khadeer)
Dy Chief Personnel Officer (Gaz)
for Principal Chief Personnel Officer

No. P-HQ/CON/452/1/PRO/

Date 20.07.2020

Copy forwarded for information and necessary action to:

1. Secretary to GM/SECR,
2. Sr.DPO/BSP, R &NGP
3. Sr.PRO/Bilaspur
4. GS/SECRM, GS/SECRPOA, & GS/AISC-ST/Association/BSP
5. Notice Board


for Principal Chief Personnel Officer

Annexure-'A'

PROVISIONAL INTEGRATED SENIORITY LIST OF SENIOR SUPERVISORS IN PB-2 Rs 9300-34800 + GP Rs 4600/- and GP Rs 4200/- OF PUBLIC RELATION DEPARTMENT.

SR. No	NAME	Community	Design	DOB	DOA	Date of promotion in GP.4200/ L-6	Date of promotion in GP.4600/ L-7
1	Ramji Lal Meena	ST	Ch.Publicity Inspector/HQ	05.07.1966	11.06.1997	11.06.1997	25.05.1999
2	Sanjay Kumar Pandey	UR	Ch.Publicity Inspector/HQ	01.04.1974	26.05.1998	24.10.2013	20.07.2016
3	Shiv Prasas	SC	Sr. Publicity Inspector/Raipur	25.09.1977	26.12.2002	06.10.2016	

APPLICATION PROFORMA/ STATEMENT

ANNEXURE "B"

1	2	3	4	5	6	7	8
Sr.No	Name	Designation/ Station	Lien	Community (UR/SC/ST)	Date of birth	Date of appointment	P F No
9	10	11	12	13	14	15	
Qualification	Present grade/ scale	Date of regular promotion in scale GP 4200/-	Date of regular promotion in scale GP 4600/-	Present grade Regular/ Ad-hoc	Remarks Willing/ un-willing	Signature of candidates	

Signature of Controlling Officer/Personnel Officer

ACKNOWLEDGEMENT

I have received the notification No.P-HQ/CON/452/1/PRO/ dated 20.07.2020 for selection to the post of Public Relation (Gr 'B') against 100% vacancies of Public Relation department.

Signature

Name-

Design/STN/Unit-

Date-



PUBLIC RELATION

What is public relations?

Definition, its role,
phases, accomplishment,
its contents.

How to build up effective public relations?

Public relations and management.

How to apply public relations to an organization?

How to get your story across.

Technique of public relations.

Practice of public relation as a career.

Public relations and audio-visual media for mass communication.

Public relations and advertising, marketing, salesmanship.

Techniques in building public confidence.

What is public confidence?

Industrial relations with various sectors/agencies

Expiations, films, shows,

Product ion of documentary film, features,

Snippets, add films, jingles, propaganda films.

Legal and voluntary control

Annexure - 15

Syllabus
as adopted by
e. Hg.

(16)

Annexure - 1

CAPITAL ADVERTISING

What is advertising.

Purpose, media, principles

Need of advertising in Government,

Public and private sectors, news papers, magazines.

Lay out and designing

INDIAN RAILWAYS

History of Railways since its inception,

Its growth, development.

Salient features and achievement of Indian Railways

In comparison to other sectors.

Futuristic planning of Railways

Changes in perception of attitude of Railways towards its consumers
from its inception till today.

Railway budget, publicity budget, Railway's financial policy towards its
consumers, various plans, funds for publicity and principles of
determination.

Various financial powers of public relations organizations.

INDINA RAILWAYS HUMAN RESOURCES

Organization, management, rules of appointment,

Promotion, disciplinary action, leave, salary, dearness and other
allowances, passes, quarters, provident fund, pensionery benefit,
advances, loans, etc.

NOTE: Any subject within the cadre and department

ds