

## Objective

The Information & Public Relations Department serves as a link between people and the Government. This Department not only informs the public on the plans, policies and programmes of the Government, but also works to ensure people's participation in the successful implementation of different developmental programmes and schemes. To implement these programme and to make them people-oriented, the Department also functions at District and Sub-divisional levels on the following areas:-The Major areas like **advertisement**.

All Govt. **Advertisements** released by this Department through different electronics media and Periodicals have become effective. Besides, Classified **Advertisements** such as Tender Notices, Quotation Call Notices, and **Advertisements** for recruitments and Notices for admission to the Educational Institutions etc. are published in electronics media through this Department for general information of the public. Tender notices and other quotations of different Corporations and State Government Undertakings are also routed through this department For publication.

## **Introduction**

**Information and Public Relations Department** is meant to serve as a common platform where various electronic media users can do the content details provide by individual dept, Verified by I&PR dept, Media house selection, payment process and several approval authority.

## **Process Flow Diagram**

## Context Diagram

## Stakeholder

### Department

- Request for online advertisement
- Enters Office details such as Office Address, Office Order no. & Date
- Enters Contact Details such as Email, Mobile no., Fax No.
- Enters Contact Details such as Email, Mobile no., Fax No.
- Upload Advertisement matter in Audio (Mp3, wmv)/Video (mp4, 3gp, Flv format)

### Diary Section (IPRD)

- Receive the media file from dept. (Xy Dept.)
- Put Diary No.

### **Branch Officer (IPRD)**

- After receiving of Verified & Prepared Media file from the Technical Director/Director/Secretary/Minister Can directly forward the request to the ASO to deal with the file
- Can Change Channel Agency/Media House
- Can Approve the Media file request
- Send for Verification & Preparation of Media Plan for Media Advt.
- Forward the Prepared Media Plan & Media file prepared by Programme Co-ordinator/Assistant Director Film
- Verify the Media File
- View the status of the Media File
- Approve the released order/Request

### **Programme Co-ordinator/Assistant Director Film**

- Verify Media File
- Selection of Media House
- No. of times of telecast/broadcast
- Verify the certification of Media House/Channel Agency

### **Secretary /Director/ Technical Director**

- Can Change Channel Agency/Media House
- Verify the Media File
- Can Approve the Media Advt. Request

## **ASO (Assistant Section Officer)**

- Verifies the advertisement Matter
- Release Order generation (office code/advertisement type code/advertisement no/financial year)
- Budget Estimation

## **Section Officer/DO**

- Verify the details of Media File
- View the status of the Media File

## **Channel Agency**

- Login through using their credentials,
- View the Release order Details, Download the advt matter
- Submit the bill online(Automatically GST calculation) within 7 days
- After submission the bill automatically forward to the ASO for verification.
- Upload Telecast Certificate

## **Assistant Section Officer/Concern Officer**

- Compares the bill online (System compares the bill automatically)
- Can edit the bill
- Generates bill online
- Verify the Media File

