

## **CITIZEN'S CHARTER ON INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

The Department of Information and Public Relations is entrusted with the responsibility of disseminating information on the policies and programmes of the Government to the public and also to keep it informed of the people's response to these programmes, policies and initiatives.

This Charter is a Declaration of our mission, values, standards and our commitment to achieve excellence at information dissemination and at implementation of policies and procedures of this Department for the benefit of the public at large.

### **OUR SERVICES**

- We play an effective role in the empowerment of people by providing free flow of information through press releases, publications and advertisements.

### **OUR COMMITMENT**

- Carrying out our tasks with integrity and judiciousness, courtesy and understanding, objectivity and transparency; in order to promote efficiency.
- Assuring that all Officers/Staff are available during office hours.
- Simplification and rationalization of the system for the beneficiaries under various welfare schemes.
- Transparency in the mode of working by creating an Internet based system.
- Simplification of procedures for reports and returns.
- Progressive increase in use of e-governance as a measure for improving efficiency of the Ministry.

### **OUR EXPECTATIONS**

- We expect Media Units attached and Subordinate Offices to be prompt in discharging their duties and to be true and honest in furnishing information to us.

### **PRESS SECTION**

- Acts as a nodal agency of the Government for disseminating information to print/electronic media on government policies, programmes, initiatives and achievements through press releases, photographs, press conferences, interviews, press tours, etc.
- Provides accreditation facility to media persons to enable them easy access to information from Government sources/departments.
- Rationing all Government advertisement, both classified/supplements.

## **PUBLICATION SECTION**

- Publishes and sells books on Meghalaya's art and culture, land and people, biography, flora and fauna e.g. Calendars, Diaries, Basic Facts, Monographs. Some of the important journals published by the Department include its Weekly Newsmagazine, 'Meg News' and the quarterly Magazine, 'Meghalaya Chronicle'.

## **PHOTO AND VIDEO SECTION**

- Prepares photographs on important Government programmes for documentation and for internal and external publicity on behalf of the Government.

## **FIELD PUBLICITY SECTION**

- Organises Special Interactive Programmes (SIP) wherein information on Government policies and programmes is disseminated at the grassroot level.

Publicity Campaigns on a need based basis covering issues like Women empowerment, healthcare prevention of diseases, awareness on AIDS, population hazards, and promotion of blood donation are also carried out.

- Installation of Mass Information Collaboration System in the State would enable the Department to effectively and efficiently disseminate government information to the public including during times of impending disasters or calamities.

## **FILMS DIVISION**

- Produces documentaries, short films and news magazines having significance in the field of information, communication and integration. The purpose of this unit is to utilize the services of Professionals and Specialists in Mass Communication etc by outsourcing to Mass Media Specialists the Production of documentary films etc. thereby encouraging Public Private Participation.

## **TECHNICAL SECTION**

- Provides PA Coverage for government functions.
- Disseminates immediate important announcements through mobile vans.