

दक्षिण पश्चिम रेलवे/ SOUTH WESTERN RAILWAY



मंडल कार्यालय / Divisional Office,
कविभाग /Personnel Department,
मैसूरु /Mysuru- 570 001.
दिनांक / Dated: 29.06.2022.

संवाई/ No. Y/P.220/XII/Deputation/Vol.III

All Branch Officers / MYS Dn

Sub: Selection to the post of Publicity Inspector in Level – 06 of 7th CPC in Public Relations Organization/ SWR/ HQrs.

Ref: PCPO/SWR/UBL letter No.SWR/P.563/I/Sr.Publicity.Insp/Genl.Admn dated 07.06.2022.

A copy of the letter cited, in regard to Selection to the post of Publicity Inspector in Level – 06 of 7th CPC in Public Relations Organization at SWR/ HQrs is enclosed herewith for information and circulation among the staff working under your control.

The earlier notification dated 25.02.2021 is to be "**treated as cancelled**" and all those employees who had applied to the earlier notification may apply afresh as per the revised notification cited.

The last date for the candidates to submit their applications to their concerned branch officers/ supervisory officials is **06.07.2022**. All the applications received may be forwarded to this office within **08.07.2022 (Friday)** for onward transmission to HQrs.

The application received after the due date will not be entertained under any circumstances.

Enc: As above

Digitally Signed by
Mayaganna M G
Date: 30-06-2022 11:19:56
Rm G MAYAGANNA)
DPO//MYS
for Sr.DPO/MYS

दक्षिण पश्चिम रेलवे/South Western Railway



प्रधान कार्यालय/Headquarters Office,
रेल सौधा /Rail Soudha,
कार्मिक शाखा/Personnel Department,
गदग रोड/Gadag Road,
हुबबल्लि /Hubballi- 580 020.

No.SWR/P.563/I/Sr.Publicity.Insp./Genl.Admn./Vol.I

दिनांक/Dt.07.06.2022

सभी प्र.विभागाध्यक्ष/दपरे प्र.का./All PHODs/SWR HQrs;
मरेप्र/हुबबल्लि, बेंगलुरु एवं मैसूरू/DRMs /UBL, SBC & MYS;
मुकाप्र/हुबबल्लि एवं मैसूरू/CWM/UBLS & MYSS;
मुप्रअ/नि/, अध्यक्ष/रेभबो/बेंछा CAO/CN/BNC, Chairman, RRB/BNC;
उपमुकाधि/नि/बेंछा, उपइंजी/टीएमओ/यशवंतपुर/Dy.CPO/CN/BNC, Dy.CE/TMO/YPR,
उपमुसाप्र/सासाडि/हुबबल्लि, उपमुसाप्र/सासाडि/अशोकपुरम/ Dy.CMM/GSD/UBL, Dy.CMM/AP/MYSS

Sub: Selection to the post of Publicity Inspector in Pay Matrix Level-6 of 7th CPC (PB-2,9300-34800+GP Rs.4200/- 6th PC) in Public Relations Organization /SWR/HQ.

Ref: This office notification No. SWR/P.563/Sr. Publicity Insp./Genl.Admn. Dt: 25.02.2021, 01.03.2021, 04.08.2021 & 22.09.2021.

In reference to the above, the notification issued by this office for the selection to the post of Publicity Inspector in Pay Matrix Level-6 of 7th CPC (PB-2,9300-34800+GP Rs.4200/- 6th PC) in Public Relations Organization/SWR/HQ. vide notification dated 25.02.2021 cited above is to be "**treated as Cancelled**". All those employees who applied in reference to the above notification may apply afresh as per the revised notification issued by this office vide letter No. SWR/P.563/I/Publicity Insp./Genl.Admn. dt: 07.06.2022.

(रवि कुमार/Ravi Kumar)

वरिष्ठ कार्मिक अधिकारी/ प्र. & व विल्स / SPO /HQ & Bills
कृते प्रमुकाधि/ For Principal Chief Personnel Officer

Copy to: Dy. CPO/CN/BNC,
Dy. CMM/GSD/UBL
Sr. DPOs/UBL, MYS & SBC,
Dy.CMM/AP
WPOs/UBLS/MYSS
GS/SWRMU

दक्षिण पश्चिम रेलवे/South Western Railway



प्रधान कार्यालय/Headquarters Office,
रेल सौधा /Rail Soudha,
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गदग रोड/Gadag Road,
हुबबल्लि /Hubballi- 580 020.

No.SWR/P.563//Sr.Publicity.Insp./Genl.Admn.

दिनांक/Dt.07.06.2022

सभी प्र.विभागाध्यक्ष/दफरे प्र.का./All PHODs/SWR HQrs;
मंत्रिप्र/हुबबल्लि, बेंगलुरु एवं मैसूरु/DRMs /UBL, SBC & MYS;
मुकाप्र/हुबबल्लि एवं मैसूरु/CWM/UBLS & MYSS;
मुप्रअ/नि/, अध्यक्ष/रेभबो/बेंछा CAO/CN/BNC, Chairman, RRB/BNC;
उपमुकाधि/नि/बेंछा, उपइंजी/टीएमओ/यशवंतपुर/Dy.CPO/CN/BNC, Dy.CE/TMO/YPR,
उपमुसाप्र/सासाडि/हुबबल्लि, उपमुसाप्र/सासाडि/अशोकपुरम/ Dy.CMM/GSD/UBL, Dy.CMM/AP/MYSS

Sub: Selection to the post of Publicity Inspector in Pay Matrix Level-6 of 7th CPC (PB-2,9300-34800+GP Rs.4200/- 6th PC) in Public Relations Organization /SWR/HQ.

Applications are invited , for forming a panel for the post of Publicity Inspector (on regular basis), in Pay Matrix Level- 6 of 7th CPC in PB-2 9300-34800 + GP Rs. 4200 from willing erstwhile Group 'D' and Group 'C' staff with 5 years regular service from all the Departments except RPF Dept. in South Western Railway Zone **UR-02, SC-01, OBC-Nil, and ST-Nil =Total 03** who fulfill the following eligibility conditions. The posts are cadre posts and once the employee get selected, he/she will progress in the cadre itself.

The above posts will be filled on the basis of a **Departmental Competitive Examination**.

Essential Eligibility Conditions:

1. The employees must be a Graduates and preference will be given to the candidates holding Diploma in Public Relations/Journalism/ Advertising/Mass Communication from a recognized institute/University.
2. Serving Railway employees in erstwhile Group 'D' and Group 'C' posts working in all the Departments of South Western Railway/HQ are eligible to apply.
3. Employees must have good command over English, Hindi and Kannada, i.e he should be able to read, write and speak these three languages.

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4. The employees should have completed Five years service in erstwhile Group 'D' & Group 'C' service in any Department.
5. Should not be above 40 years of age as on date of notification. Employees belonging to SC/ST category will have 5 years of age relaxation.
6. Should possess knowledge of computer, software such as MS Word, Excel.
7. In terms of Board's letter No. E (NG) 1/2018/PM/1/4 dated 14.12.2018, 100% objective type questions would be set for the written exam.

Training:

Employee selected as Publicity Inspector in Pay Matrix Level-6 of 7th CPC (PB-2, 9300-34800+ GP Rs. 4200/- 6th PC) will be imparted 45 days training in ZRTI/UDZ (Udaipur) before being put on a working post as Publicity Inspector in Pay Matrix Level-6 of 7th CPC (PB-2, 9300-34800+ GP Rs. 4200/-.)

Physical requirements:

The employees should have a healthy constitution with an aptitude for outdoor work on line and at the stations at short notice. The candidate should be of tactful nature and be able to establish rapport with public, rail users, and press and advertising agencies.

Mode of selection:

The eligible staff will be subjected to written test followed by viva-voce. Different heads of marking will be as under;-

Professional ability		Record of Service
(50 Marks)		(30 Marks)
Written examination	Viva voce	
35	15	

Employee will have to secure minimum 60% in professional ability & 60% in aggregate to qualify. Panel will be in order of merit. The written examination will be pertaining to the knowledge regarding rules and procedure in respect of general Railway working with particular reference to publicity work. The syllabus is attached with this notification.

Employees who fulfill the above conditions and willing to apply for the above posts may submit their applications in the prescribed proforma (enclosed) together with attested copies of certificates in support of their casts, qualifications etc. to their concerned Controlling Officer / Supervisory Official for onward transmission to on or before **06.07.2022** After scrutiny of the applications/ certification by the Personnel Officers of Divisions/Units concerned, the applications of **those applicants who are found eligible** are to be forwarded in one lot to on or before **13.07.2022**. certain. Applications received without certification and after the stipulated date will not be considered.

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It is requested to give wide publicity for this notification to all concerned duly pasting a copy of Notification on the Notice Boards of all the places including stations.

This post is very important for the working of GM's Office. So all Headquarters officers/Divisions/Workshop etc. are instructed to give wide publicity to the notification and compliance should be sent to this office. All the applications of interested candidates should be forwarded to this office without fail. If any Division/Workshop decides not to circulate the notification or forward the application then justifiable reasons should be furnished, which will be put up to Competent Authority for decision.

Encl: as above

Ravi 516

(रवि कुमार/Ravi Kumar)

वरिष्ठ कार्मिक अधिकारी/ प्र. & व विल्स / SPO /HQ & Bills
कृते प्रमुकाधि/ For Principal Chief Personnel Officer

Copy to: Dy. CPO/CN/BNC,
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Sr. DPOs/UBL, MYS & SBC,
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GS/SWRMU

**SYLLABUS FOR THE POST OF PUBLICITY INSPECTOR IN PAY MATRIX LEVEL-6
OF 7th CPC
(PB-2 9300-34800+ GP Rs. 4200/- 6th PC)**

1. Public Relations- Origin, stages in the department of Public Relations
2. Public Relations- Definition, Basic Principles.
3. Organization of Public Relations Department in Indian Railways.
4. Public Relations in Zonal Railways- Press Notes/Releases Rejoinders, Press Conference, Press Conducted Tours, Hospitality Publicity Campaign, Press Kit, House Journal.
5. Media Relations- Media communication skills-Editing-Audio-Visual Publicity
6. Desk Top Publishing and its usefulness to Public Relations Department- ITIF- PRSI-DAVP-News Agencies-Accreditations-Difference between correspondents, Reporters and Bureau.
7. Role of Multi-Media in Railways
8. Role of Public Relations Department in Crisis Management
9. Commercial Advertising- Objectives- Role of Commercial Advertising in Railways
10. Railways in Tourism Sector and Exhibitions
11. Official Language Policy and Rules
12. Protocol for various official functions.
13. General knowledge on India with special emphasis on Karnataka.

Note: 1) 10% questions each will be on computer knowledge and 10% on General knowledge.

2) 10% of question will be on Official Language policy, which is optional and not compulsory.

PROFORMA
APPLICATION FOR THE POST OF PUBLICITY INSPECTOR IN PAY MATRIX LEVEL-6 OF
7th CPC (PB-2 9300-34800+ GP Rs. 4200/-) IN SOUTH WESTERN RAILWAY
(FROM AMONGST ELIGIBLE GROUP 'C' SERVING EMPLOYEES OF ALL
DEPARTMENTS IN S. W. RAILWAY)

1. Name :
2. Designation/Station :
3. P.F. Number :
4. Rate of Pay/Pay Band :
5. Date of birth :
6. Age as on : Years Month Days
7. Date of appointment :
8. Whether belong to SC/ST category :
9. Post/scale to which appointed Initially :
10. Date of entry into present grade on regular measure :
11. **Details of entry in Gr 'C' on Regular measure** :
 a) Post :
 b) Scale :
 c) Date :
12. Whether regular or adhoc (If adhoc Followed by regularization, the dates should be mentioned.) :
13. Educational qualification (Attested copies of Certificates to be attached) :
14. Additional qualification, if any :
15. Whether opt to write examination in English or Hindi ? :
16. Phone no/Mobile No. :

Signature of the employee

Office :
Date :

Forwarded to The particulars furnished by the employee at Col. (1) to (16) have been verified with the S.R. and found correct.

**Signature of the forwarding Official
with designation and seal**