

No.Y/P.608/XII/Genl/VIG

Dated: 22.03.2019

All Branch Officers
All Supervisory Officials - Mysuru Division

Sub : Selection for the post of Publicity Inspector in Level-06 of 7th PC pay Matrix [PB 9300-34800+4200(GP)] in Public Relation Organisation/SWR/HQ
Ref: PCPO/SWR letter No.SWR/P.563//I/Sr.Publicity Insp/Genl/Admn dated 18.03.2019

A copy PCPO/SWR letter No. SWR/P.563//I/Sr.Publicity Insp/Genl/Admn dated 18.03.2019 wherein volunteers have been called for Selection for the post of Publicity Inspector in Level-06 of 7th PC pay Matrix [PB 9300-34800+4200(GP)] in Public Relation Organisation/SWR/HQ (enclosed).

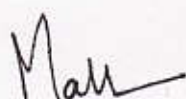
The employees who fulfills the conditions and who are willing may submit their applications with service details in the prescribed proforma enclosed through their controlling authority.

The application received from the eligible volunteers may please be forwarded to this office, in one bunch in the enclosed prescribed format by the controlling officer along with DAR/Vig Clearance on or before **08.05.2019**.

Applications received after the target date, will not be entertained under any circumstances.

If any employee is on sick/leave/training/deputation etc., intimation regarding this notification should be sent to personal address and their acknowledgement obtained and forwarded to this office. The responsibility of sending intimation to their personal address rests with the Supervisors/Controlling Officers.

Encl: PCPO/SWR letter,
Proforma


(S.MANI KUMAR)
APO-I/MYS
for Sr.DPO/MYS

Copy to: CH.OS/Persnl.Br/MYS,ENGG/MYS,OPTG/MYS,S&T/MYS,COM/MYS
CH.OS/ELEC.Br/MYS,MECH/MYS
Ch.OS/IPAS Sec, Notice board, CS&WI/MYS
DS/SWRMU/MYS,DS/AISC&STREA/MYS,DS/AIOBCREA/MYS

SR DP01 mys



दक्षिण पश्चिम रेलवे/South Western Railway

प्रधान कार्यालय/Headquarters Office,
रेल सौधा /Rail Soudha,
कार्मिक शाखा/Personnel Department,
गदग रोड/Gadag Road,
हुब्बल्लि /Hubballi- 580 020.
दिनांक/Dt. 18.03.2019

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

सभी प्र.विभागाध्यक्ष/दपरे प्र.का./All PHODs/SWR HQrs;
नरैप्र/हुब्बल्लि,बेंगलुरु एवं मैसूर/DRMs/UBL, SBC & MYS;
मुकाप्र/हुब्बल्लि एवं मैसूर/CWM/UBLS & MYSS;
मुपअ/नि/,अध्यक्ष/रेभवो/बेंछाCAO/CN/BNC, Chairman, RRB/BNC;
उपमुकाधि/नि/बेंछा,उपइंजी/टीएमओ/यशवंतपुर/Dy.CPO/CN/BNC, Dy.CE/TMO/YPR,
उपमुसाप्र/सासाडि/हुब्बल्लि, उपमुसाप्र/सासाडि/अशोकपुरम/ Dy.CMM/GSD/UBL, Dy.CMM/AP/MYSS

Sub: Selection for 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 from willing Group 'C' staff with 5 years regular Group 'C' service in Pay Matrix Level-6 of 7th CPC(PB-2, 9300-34800+ GP. Rs. 4200/-) or below but upto in Pay Matrix Level-5 of 7th CPC (PB-1 Rs.5200-20200+ GP Rs.2800/-) of all departments in South Western Railway who fulfill the following conditions, for forming a panel for 01 (One) Unreserved posts of Publicity Inspector (on regular basis) in Pay Matrix Level-6 of 7th CPC (PB-2 9300-34800+ GP Rs. 4200/-.) The posts are cadre posts and once the candidate gets selected, he/she will progress in the cadre itself. (Staff of Grade Pay Rs.1800/- & Rs.1900/- & 2000/- are not eligible).

The above posts will be filled on the basis of a departmental competitive examination.

Essential eligibility conditions:

1. The candidate must be a Graduate.
2. Serving Railway employees in Pay Matrix Level-6 of 7th CPC (PB-2, 9300-34800 with GP of Rs.4200/- 6th PC) or in Pay Matrix Level-6 of 7th CPC (PB-1 5200-20200+ GP. Rs. 2800/-) Candidates must have good command over English, Hindi and Kannada, i.e he should be able to read, write and speak these three languages.
3. The candidate should have completed Five years service in Group 'C' in any department.
4. Should not be above 40 years of age as on date of notification. Employees belonging to SC/ST category have 5 years of age relaxation. All other things being equal, preference will be given to the candidates holding Diploma in Public Relations/Journalism/Advertising/Mass Communication from a recognized institute/University.
5. Should possess knowledge of computer, software such as MS Word, Excel.

SOUTH WESTERN RAILWAY
HUBBALLI

Training:

Candidate 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 ZTC/TPJ and will be attached to leading Newspapers/AIR/Doordarshan for a period of two weeks 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 candidates 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 (50 Marks)		Record of Service
Written examination	Viva voce	(30 Marks)
35	15	

Candidates 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 pertain 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 Personnel Branch on or before **08.05.2019**. 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 APO/HQ, PCPO's Office SWR/UBL on or before **17.05.2019**. certain. Applications received without certification and after the stipulated date will not be considered. If there are no volunteers, a **NIL** statement must be sent to this Office by the due date

The Service Registers and APARs, those who are volunteered for the above post may be updated and kept ready.

It is requested to give wide publicity of this notification to all concerned.

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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 that not to circulate the notification or forward the application then justifiable reason should be furnished, which will be put up to competent authority for decision.

Encl: as above

(सी.एम.मुनिस्वामि/C.M. Muniswamy)
सहायक कार्मिक अधिकारी/प्र. का. APO/HQ
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

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.

2012-10-11

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. F.F. Number : _____
4. Date of Pay/Pay Band : _____
5. Date of birth : _____
6. Age as on 08.02.2012 : 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 ? : _____

Signature of the employee

South Western Railway

Office:

Date :

Forwarded to Asst. Personnel Officer/Rectt, CPO/O/UBL. The particulars furnished by the employee at Col. (1) to (14) have been verified with the S.R. and found correct.