

No. 16-102/2022-O&M
Government of India
Minister of Communications
Department of Telecommunications
(O&M Section)

Room No. 514, Sanchar Bhawan
New Delhi-11001

Date the 17th January, 2023

OFFICE ORDER No. 1/2023

Subject: Reporting structure and work allocation for DDG (Media), DoT HQ - reg.

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With the approval of the competent authority, it has been decided that DDG (Media) will act as the Nodal Officer for handling the following media related activities in the Department:

- (i) Amplification of Telecom related announcements and events undertaken by O/o Hon'ble PM, Hon'ble MoC and Hon'ble MoSC.
- (ii) Develop and maintain a system for collecting, collating and in-time dissemination of information on achievements, initiatives and news-worthy announcements of the Department, including its constituent units, attached/subordinate offices and CPSEs.
- (iii) Coordinate and synergise the performance and output of various Social Media teams of the Department and CPSEs/C DoT. Exercise general oversight over the content posted/uploaded by the Social Media teams including those to be amplified.
- (iv) Maximise impact through use of indigenous and global Social Media Platforms and through adoption of Social Media best practices.
- (v) Coordinate with all Wings/Divisions/attached and subordinate offices of DoT on a regular basis to (a) Ensure that topical news on achievements/initiatives/ announcements is released in real-time through appropriate Social Media handles, and through press releases in coordination with PIB officers. (b) Facilitate generation and publication of DoT and telecom related articles in journals, newspapers and magazines in coordination with PIB officers. (c) Encourage coverage by news-channels and print/digital media of the Department's initiatives, achievements and activities through close liaison with PIB officers both at national and regional levels. (d) Document human stories of significant outcomes of DoT Schemes for use in Social Media as well as "Mann ki Baat" & PIB Publications such as Samachar News.
- (vi) Preparation of high quality media (video, graphics etc.) for DoT events by Hon'ble PM, Hon'ble MoC/Hon'ble MoSC.
- (vii) Develop domain expertise in media/social-media content and analytics through engaging of professionals and organize periodic training programmes for existing personnel of DoT/CPSEs/CDoT.
- (viii) Tag websites & social media platforms of key offices /Ministries/ Departments in the country to ensure suitable amplification of important events/achievements of the Government by DoT and to ensure appropriate tagging of handles in DoT's posts for wider coverage.
- (ix) Any other work as assigned from time-to-time by AS (T) or Secretary (T).

2. The reporting structure of DDG (Media) would be as under:

DDG (Media) \rightleftarrows AS (T) \rightleftarrows Secretary (T)

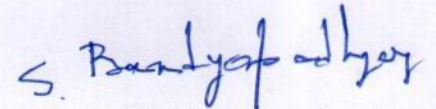
3. Staffing structure of DDG, Media Division is as follows:

- (a) Director (PR) (earlier called Dir /Social Media)
- (b) ADG – PR-1 (ITS Officer)
- (c) 1 ADG/ADET-PR-II level officer from P&T Finance Service
- (d) 1 DWA/AWA/Engineer Level officer from IRRS called DWA/AWA/Engineer PR-III
- (e) 2- JTOs
- (f) Stenographic & MTS assistance will be given through re-apportionment.
- (g) Outsourced personnel (Nos.2) for Twitter Seva will continue.

- 3.1 (i) Dir/PR, ADG/ADET PR-II and DWA/AWA/Engineer PR-III will report to DDG/Media.
(ii) ADG PR-I and outsourced Personnel will report to Director (PR)
(iii) Reporting structure of JTOs will be decided by DDG/Media.

3.2 Allocation of work to Director and Other officers will be decided by DDG/Media.

3.4 Engaging of a professional agency/personnel for Social Media outreach and analytics will be followed up by DDG/Media as per requirement and justification.



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Deputy Secretary (Coord.)
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Distribution:

DDG (Media), DoT HQ

Copy to:

- (i) PS to Hon'ble MoC/APS to Hon'ble MoSC
- (ii) PSO to Secretary (T)
- (iii) PPS to AS (T)
- (iv) Sr. PPS/PPS to Member (T)/Member (S)/Member (F)/DG(T)/CGCA/WA/WPC
- (v) JD/PIB
- (vi) Jt. Admn. (T&A), USOF, DDG (NBM) for information and communication to their Social Media Teams.
- (vii) All Sr. DDGs/LSAs, Pr. CCAs/CCAs/Dir.DWO for information and communication to their Social Media Officers.
- (viii) All Wings/Divisions – through e-office Notice Board.