

FUNCTIONS OF PUBLIC RELATIONS DEPARTMENT

1. MEDIA RELATIONS

- Press, Electronic Media, Liaison with Media Monitoring, Press and Media visits.
- Liaison with Information and Public Relations Department, PIB, AIR, Doordarshan, Secretariat and other departments connected to HMDA.

2. PUBLICATION AND PRODUCTION OF CORPORATE LITERATURE

- Advertisements, Notifications
- Brochure and Publicity material

3. EXHIBITIONS AND TRADE FAIRS

- Participation in Exhibitions, Trade Fairs, Preparation of Audio Visuals, Documentaries and Photo and Videography.

4. SEMINARS, CONFERENCES, WORKSHOPS AND OTHER IMPORTANT EVENTS

- Providing support services for Organising Seminars, Conferences, Workshops, National Events.

5. SUBSCRIPTIONS

- Subscribing to Newspapers, Periodicals and maintenance of Accounts, Records, etc.

6. TOURS AND TRAVELS

- Preparation of Tour Programme, Travel and Tour arrangements.

7. PUBLIC ASSISTANCE AND RECEPTION CELL

- Reception
- Receiving of grievances and monitoring
- Guidance to public and providing information
- Sale of Plans, Books, Application Forms, etc.

8. HELP DESK

- Receiving applications for Layouts, Building Permissions, Sub-divisions, etc. and providing information to the applicants.

PUBLIC RELATIONS DEPARTMENT

The following allocation of work, duties and responsibilities among the staff of the Public Relations Department / Reception Counter

I	<u>G.Rama Krishna, PRO</u>
1.	Publication of tenders, notifications and maintenance of relevant files, Bills Register
2.	Maintenance of panel of Advertising agencies and coordination
3.	Organising Press and Media Conferences and project visits
4.	Preparation of Press Releases, Press Invitations, responses/rejoinders
5.	Liaison with Press and Media units including Electronic Media, I&PR and PIB
6.	Compilation of activity reports and coordination with departments of HMDA.
II	<u>Sri P. Prasad, DAO (PR)</u>
1.	Purchase of books, newspapers and periodicals, issue of books and periodicals, press clippings.
2.	Preparation, production and printing of books, maps, brochures, literature. Maintenance of stock registers thereon
3.	Travel and accommodation arrangements
4.	Arrangements of Seminars and Conferences, auctions
5.	Reception of VIP's and Guests.
III	<u>Sri K. Praveen Kumar, R. Asst.(PR)</u>
1.	Preparation of Souvenir Advertisements (Designing, Processing etc), Notifications etc
2.	Processing of Advertisements Bills and any other bills received from time to time
3.	Photo and videography including maintenance of stock registers & processing of bills etc.
4.	Press Releases, Invitations, clippings and its circulation, Stock Files, etc.
5.	Assisting in making arrangements of Seminars, Conferences, Auctions, All functions and Official events, including hospitality arrangements.
6.	He will be dealing with all above subjects and maintain the related files.

FUNCTIONS OF PUBLIC ASSISTANCE CELL

Sri P. Prasad, DAO-II is the incharge of Public Assistance Cell assisted by Smt.D. Radha Bai, ADM

PUBLIC ASSISTANCE CELL

The Public Assistance Cell was established in HMDA to assist the public in HMDA area.

The functions of Public Assistance Cell are:-

1. To give the information about the HMDA activities
2. To guide the public by giving general information about HMDA
3. To sell the books / maps/ application forms pertaining to HMDA
4. To track the applications received under the Right To Information Act, 2005, pertaining to P.R. Department

RECEPTION COUNTER (Tarnaka Office)

With a view to introduce friendly approach in dealing with visitors or applicants coming to HMDA, a Reception Counter is opened on 02-01-2010. Two counters, viz., 'A' Counter for technical scrutiny(Planning section) and 'B' Counter for land ownership aspects(land section) are setup in the main hall of HMDA for the convenience of the public (Applicants). The main features are of this Consulate Centre are :-

1. The applications are being accepted daily from 10-30 AM to 3-00 PM. at Vctpcnø Office.
2. The Officers in the cadre of Assistant Planning Officer from the Planning Department and Tahsildars cadre persons from Lands Section along with staff are posted to scrutinize the applications thoroughly.
3. The applicants will be directed, if necessary, to submit the documents that are required then and there itself and need not wait for letter from HMDA.
4. If the documents are sufficient to process the application, the applicant is given acknowledgement with a serial number. With that number, he can refer the file easily in HMDA.
6. Acknowledgement slip contains a check list of documents so as avoid misplacing of documents by HMDA.

Smt.D. Radha Bai, ADM

She has to look after sale of maps, books, applications, etc., and maintain the relevant Accounts Registers and send reports, about the stock of balances, to the relevant sections i.e. DAO (PR) and Dir. (Plg.)

Graphic Designer & Computer Operator (Outsourcing)

The Graphic Designer and Computer Operator posted in P.R. Section will assist the above staff for smooth functioning of the Unit.