



Directorate General Public Relations (DGPR)

The Directorate General of Public Relations (DGPR), Punjab is a principal media communication wing of Government of the Punjab to ensure dissemination of information about government's long-term and short-term projects and plans, public policies, and initiatives. It was established as the Directorate of Public Relations (DPR) in 1940s during WWII and upgraded as Directorate General of Public Relations, Punjab in the year 1984. It is the main publicity arm of the Punjab Government. It looks after the dissemination and interpretation of the policies, plans, and initiatives of the Punjab Government through social, electronic, and print media. It is responsible to cater to the publicity needs of the Punjab Government and to counter negative propaganda against the national interests. The Divisional & District Information Offices are located in all the divisions and district of the province of Punjab. There is a Liaison Office at Karachi, Sindh. Southern Punjab Office is established at Multan.

Mission Statement:

Timely dissemination of reliable and authentic information about the policies, activities, initiatives, long-term plans & projects of Government of Punjab to the general public through its social, electronic, and print media wings.

Vision:

A well-informed Punjab

Objectives of DGPR:

- To promote Punjab government's initiatives, policies, development & non-development plans among general public.
- To disseminate news through handouts, press releases, press notes, electronic media tickers, and social media posts at national, provincial, and regional level.
- Publicity and communication management
- Image building and perception management of government
- Promotion of national and social harmony.
- Promotion of cultural activities through Seminars, Workshops, and Symposiums.
- Implementation of press laws related to newspapers, books, magazines pamphlets, posters, and printing press.
- To look into newspapers and periodicals to assess media trends and public opinion.
- Provision of public address system for official meetings and events.
- Releasing of public advertisements campaigns through mass media.
- To provide financial assistance to journalists and media houses through Journalist Support Fund, etc.
- To prepare speeches for the governor, chief minister, ministers, advisors, and special assistants.
- Attachment of Public Relations Officers with governor, chief minister, provincial ministers, advisors, and special assistants for media communication.



Functions & Responsibilities of Sections:

Press Information:

- To portray positive image of the Punjab government through projection of its public oriented policies and initiatives and day-to-day activities through print media.
- To counter undesirable propaganda against the national interests.
- The projection of government's initiatives through Public Relations Officers (PROs) and Divisional & District Information Officers (DIOs).
- Arrangement of press conferences, press briefings, seminars, and media interviews of government functionaries.
- Contribution of articles, editorials, and special editions on noteworthy public issues and preparation of speeches and talking points for the authorities.
- Arrangement of inter-provincial visits of journalists.
- To provide feedback to governor, chief minister, provincial ministers, and advisors w.r.t. public opinion.

Electronic Media:

- It was established in 2015 to disseminate public information to electronic media news channels.
- Its major function is to monitor the electronic media news channels and to provide feedback to government on current media trends.
- Projection of government's development & non-development projects, plans, public policies and initiatives on national and regional electronic media news channels.
- It coordinates with electronic media channels for press conference, press briefing, seminars and important events of the governor, chief minister, provincial ministers and senior administrative officials.
- Provision of transcripts of interviews, talk shows and reports as and when required by the government.
- Releasing of tickers and footages of governor, chief minister, provincial ministers, and departments to the electronic media news channels.

Digital Media Wing:

- To initiate media campaigns regarding government initiatives, projects and policies on social media including Facebook, Twitter, Instagram, YouTube, etc.
- Content generation for the social media accounts of governor, chief minister, provincial ministers and advisors.
- Make arrangements for live transmission of governor, chief minister, provincial ministers and advisors' meetings, public events, etc.
- To counter negative propaganda against national interests.
- To launch awareness campaigns for general public on social issues.
- To maintain liaison with social media influencers and promote government initiatives across a variety of platforms.
- To produce content for government projects.
- To analyze social media trends.



- To release public messages on special days.
- To scrutinize social media trends to devise social media strategy.

Coordination Section:

- To release public advertisements campaign to media.
- To draft Advertisement Policy.
- To released media campaigns through advertising agencies.
- To scrutinize the content of public advertisement and their placement in print media as per requirement and policy.
- To make arrangements for disbursement of payments to media and advertisement agencies.
- To evaluate stall-value of newspapers and periodicals for their inclusion in Central Media List.

Films & Publications:

- Video coverage of official functions and events of Punjab Government attended by Governor, Chief Minister, ministers, advisors, special assistants, and secretaries to supplement electronic, print, and social media news coverage.
- Production and editing of news clips and documentaries for electronic media channels.
- Provision of news clips and documentaries to electronic media channels.
- Production of documentaries to promote the public oriented policies and developmental and non-development initiatives and activities of the Punjab government.

Press Laws:

- To gather the copies of newspapers and periodicals to ensure their regularity as per **Press, Newspapers, News Agencies and Books Registration Ordinance 2002 (ORDINACNE NO. XCVIII OF 2002)**.
- To issue Regularity Certificate on the request of the publisher of newspaper and periodicals.
- To issue annulment advice to the concerned Deputy Commissioner (of district).
- To provide support to the Information & Culture Department, Government of the Punjab and Press Information Department (PID), Government of Pakistan, regarding the regularity report of the newspapers and periodicals for their inclusion in Central Media List (CML) and Audit Bureau of Circulation (ABC).
- To regularize the NOC to printing presses, newspapers, and periodicals.

Information Technology:

- It was established in 2014 to contribute online information dissemination of government policies and initiatives.
- To build communications networks, safeguarding data and information, creating and administering databases, helping employees troubleshoot problems with their computers



or mobile devices and range of other work to ensure the efficiency and security of management information system.

- The IT department ensures that the IT systems, networks, data and applications connect and function properly.
- The IT team handles three major areas: deploys and maintains software applications, services and infrastructure (servers, networks, storage).
- The official website of DGPR (www.dgpr.punjab.gov.pk) maintained and utilized to upload handouts, press releases, pictures, and footages of the Government of Punjab.
- To provide information to the general public w.r.t. core sections of DGPR, list of PROs, list of Divisional & District Offices, Important Links, etc.
- To maintain Web portal related to the Press Information Section, Electronic Media Section, Journalists Accreditation Cards portal, Job Portal Section, Internship Portal, etc.
- The IT section oversees the installation and maintenance of computer network systems.

Technical:

- Provision of Public Address System for official meetings.
- Maintenance of official transport vehicles.
- Management of technical equipment including sound systems, video conferencing systems, studio systems, official vehicles, electric generators, etc.
- Provision of auto transport services to public relations officers for media coverage of the Governor, Chief Minister Punjab, provincial ministers, administrative secretaries, etc.