



**DIRECTORATE GENERAL PUBLIC RELATIONS  
INFORMATION & CULTURE DEPARTMENT  
GOVERNMENT OF PUNJAB, LAHORE**

**FREQUENTLY ASKED QUESTIONS (FAQ)**

**Q. What is basic role of DGPR Punjab?**

**A.** The basic role of DGPR Punjab is to publicize Punjab Government's policies, initiatives, and development/ non-development projects through social, electronic, and print media, along with improving its perceptions among the masses while apprising the Punjab Government about problems, feelings and sentiments of the people.

**Q. DGPR belongs to which principal department of Government of Punjab?**

**A.** DGPR is part of Information & Culture Department, Government of Punjab.

**Q. What is the difference between DGPR Punjab and Press Information Department (PID)?**

**A.** DGPR Punjab is main publicity arm of Government of Punjab while Press Information Department (PID) is publicity arm of Government of Pakistan.

**Q. What is relationship of DGPR Punjab with mass media?**

**A.** DGPR Punjab disseminates the news and publicity material of all departments of Punjab Government to the general public through electronic and print media. Therefore, there is a close relationship of DGPR Punjab with mass media and journalists.

**Q. What is the role of DGPR Punjab in issuance of government advertisements?**

**A.** Punjab Government releases advertisement of its principal/ associated departments and authorities through the Coordination Section of DGPR Punjab, which releases it to newspapers, periodicals, and TV/ Radio channels.

**Q. Does DGPR Punjab issue Accreditation Cards to all journalists?**

**A.** DGPR Punjab issues Accreditation Cards to authentic journalists working in the newspapers and media houses of the province of Punjab on annual basis.

**Q. What is the role of Public Relations Officers (PROs) in DGPR Punjab?**

**A.** DGPR Punjab deposes a Public Relations Officer (PRO) with every Governor Punjab, Chief Minister Punjab, provincial ministers, advisors, special assistants and government functionaries. They apprise the general public about governmental statements, announcements, initiatives, projects, policies and activities.

**Q. What are means for publicity of government policies and development projects?**

**A.** DGPR Punjab uses all tools related to media to ensure publicity of government policies which include handouts, press releases, press notes, articles, press conferences, TV talk shows, documentary films, tickers, issuance of news photos, along with keeping close liaison with journalists.

- Q. Does DGPR Punjab have any role in providing financial assistance to journalists?**  
**A.** DGPR Punjab provides financial assistance to financially challenged journalists, media bodies, and press clubs through Journalists Support Fund (JSF) and Supplementary Grants.
- Q. What is the role of DGPR Punjab in establishing Press Clubs for journalists?**  
**A.** DGPR Punjab provides financial assistance to existing Press Clubs in various districts and divisions throughout Punjab along with establishing new Press Clubs.
- Q. What is the role of DGPR Punjab in inter-provincial harmony?**  
**A.** DGPR Punjab plays important role in inter-provincial liaison and harmony by arranging boarding and lodging of journalists coming from other provinces, apprising them of important activities of Government of the Punjab, and promoting goodwill among them.
- Q. What are the responsibilities of DGPR Punjab in enforcement of Press Laws?**  
**A.** Enforcement of Press Laws is the responsibility of the Federal Government of Pakistan; however, the Press Laws Branch of DGPR Punjab plays a vital role in curbing publication of objectionable and sectarian material.
- Q. Does DGPR Punjab issues approval to Title of Newspapers and Periodicals?**  
**A.** This was used to be responsibility of the Press Laws Branch of DGPR Punjab; however these powers have now been transferred to Press Information Department (PID) of Federal Government. DGPR Punjab can send its recommendations to Press Information Department (PID).
- Q. What are the responsibilities of Books & Monitoring Section of DGPR Punjab?**  
**A.** The Books & Monitoring Section of DGPR Punjab monitors all books published in the province of Punjab. The aim of this Wing is to check publication of books based on immoral or forbidden material.
- Q. Who appoints the Director General & Additional Director General of DGPR Punjab?**  
**A.** They are appointed by the Chief Minister Punjab. Any senior officer of the DGPR, Federal & Provincial Civil Service, or officer of Press Information Department (PID) is eligible for these positions.
- Q. How are officers of DGPR Punjab recruited?**  
**A.** The Officers of DGPR Punjab are recruited through Punjab Public Service Commission (PPSC) and they begin their service in Grade-16 and above. However, there is a quota of departmental promotion.
- Q. Are there offices of DGPR Punjab in other cities?**  
**A.** Yes, there are offices of DGPR Punjab in all 9 divisions and 27 districts of the province of Punjab apart from its Head Office in Lahore and a Liaison Office in Karachi, Sindh.
- Q. Where is Head Office of DGPR Punjab?**  
**A.** 21-Mahmood Ghaznavi Road, Lahore  
Tel: 042-99201371-2