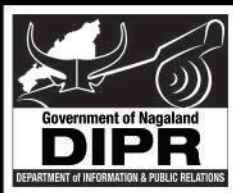




Annual Administrative Report

2024-25

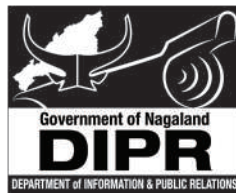


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ANNUAL ADMINISTRATIVE REPORT

2024-2025



**GOVERNMENT OF NAGALAND
DEPARTMENT OF INFORMATION & PUBLIC RELATIONS
NAGALAND, KOHIMA**

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PREFACE

The basic information about the main activities and programmes of the Department of Information & Public Relations are briefly presented in this Annual Administrative Report 2024-2025. The Department of Information & Public Relations, in recent years, has been formulating and pursuing new and innovative programmes, through which the goal of the Department, which is to create more favourable attitudes towards the Government and to highlight the policies and programmes of the Government can be better realized. Through better coordination with all government departments and the public, whom it ultimately serves, the Department hopes to play a significant role and be an equal stakeholder in the progress and development of the State.

20th February, 2025
Kohima, Nagaland

Sd/-
Temsunaro Aier, IAS
Commissioner & Secretary
Information & Public Relations
Nagaland

INTRODUCTION

Established in 1964, the Department of Information & Public Relations has been performing the task of projecting a positive image of the State Government, by highlighting various initiatives, policies, pro-people schemes and activities of the Government to all sections of the society.

The Department functions as a communication bridge between the Government and the people, Government and the media, or between different departments, thereby creating accountability and transparency in the working of the Government. At present, the Department is modernizing the whole process of collection and efficient dissemination of information and ready accessibility by the public, and is actively involved in providing daily news updates on its website, app and social media handles, government press releases, publishing advertisements in newspapers, etc.

With the advent of information technology, the Department has also stepped up in making effective use of communication media, and much achievement have been made in the recent past, but a lot more needs to be done to keep up with the changing times and needs. The Department needs to extend its activities beyond the State boundaries, promoting Nagaland as 'The Land of Festivals,' a safe haven for tourists and 'A land of opportunities,' for investment, and countering the negative image of the State as an insurgency ravaged, trouble torn, remote, backward and inaccessible corner of India, as perceived by the outside world.

Public Relations is defined as 'the art and science of managing communication between an organization and its key constituents to build, manage and sustain its positive image.' The Oxford Dictionary defines Public Relations as 'The activities and techniques utilized by public and private organizations and enterprises to establish favourable attitudes and responses on their behalf on the part of the general public or special groups; included are analyses of attitudes, appraisal of procedures and policies, recommendation of internal change, and effective presentation of the organization's purposes and objectives.'

GENESIS OF THE DEPARTMENT

Nagaland became the 16th State of the Union of India on 1st December 1963. The Department was established in 1964 as the Department of Information, Publicity & Tourism. As the primary function of the Department was to aid the government through Public Relations, the Department was renamed Information & Public Relations in 1984 to give it a wider scope and greater areas of function.

Since its inception, the Department has been responsible for publicizing the various policies and programmes, welfare measures, developmental activities and initiatives taken by the Government for the welfare of the people. These are disseminated through the different media units in the State, both print and electronic.

RECAP OF THE ACTIVITIES OF THE DEPARTMENT

The Department aimed to project and highlight the positive aspects of Nagaland in the national media like the development activities, excellence in music, arts and crafts, innovative programmes like Communitization, VDB movement, etc. which hardly finds its mention if at all. The Department tried to reverse the negative image of the State as a trouble torn, remote, backward and inaccessible corner of India as perceived by the outside world, while simultaneously empowering the citizens of the State with information and knowledge through the following programmes besides its other regular activities:

i. **Advocacy of the State's Strength and Opportunities:**

This was envisaged to be executed through display advertisements, special supplements in the mainstream print media including few popular periodicals and in the electronic media through PSAs, commissioned TV documentaries, special reports, etc. Special emphasis is to be given to the USP of the State, Nagaland – Land of Festivals. At the same time, within the State too, to launch an advocacy campaign through film shows, photo exhibitions and interactive sessions involving major departments to highlight their policies and activities in the districts and sub-division headquarters.

ii. **Empowerment of Media:**

To strengthen and empower the media persons and organizations in the State so that they are in a position to cover events and issues and file their stories to the national print media and satellite TV channels. This was carried out through provision of media facilities like District Media rooms with necessary facilities.

iii. **Modernisation of Information Dissemination and Government to Citizen Interface:**

This was aimed to take the Information Technology to the public domain through the upgradation of the digital archive of the Department and State Data Bank for ready and easy access and reference by citizens so that the people are more aware and in touch with the policies, programmes and activities of the Government.

ORGANISATIONAL SET UP

The Department is under the charge of an Advisor. At the Secretariat level, the Department is currently headed by a Commissioner & Secretary with supporting administrative officers. At the Directorate level, the Department is headed by the Director, assisted by one Additional Director, two Joint Directors, three Deputy Directors and other supporting officers and staff.

District Offices

The set up in the districts comprises of the District Public Relations Officers (DPROs) assisted by Assistant Public Relations Officers (APROs) and the Information Assistants (IAs). At the district level, the DPROs, the APROs and IAs are engaged in news collection and dissemination activities.

PRO at New Delhi

The Department has posted one officer as Press Relations Officer (PRO), attached to Nagaland House, New Delhi.

► **PRO at Raj Bhavan, Kohima**

The Department has posted one officer as Press Relations Officer (PRO), attached to Raj Bhavan, Kohima.

► **Information Cell at Nagaland Civil Secretariat**

The Department also has an 'Information Cell' at the Nagaland Civil Secretariat, Kohima to facilitate better flow of information from the State's central administration.

MAIN FUNCTIONS OF DIPR, NAGALAND

In keeping with the changing times, the Department has changed its priorities and focus over the decades. In the 60s and 70s, cinema shows, library facilities and distribution of radio sets, leaflets, folders and booklets were the main activities. The 80s brought in the importance of television, video films and the infant local press. The Department thus guided and nurtured the fledgling local media, distributed TV sets to the villages and consolidated the photo and the Public Address section. In the 90s, the Department mostly concentrated on the official publications, advertisements, video documentaries and in feeding the local and national press about the activities and achievements of the government with special focus on its peace initiatives.

► **Publishing of Daily Official Bulletin 'Naga News'**

'As the Public Relations wing of the Government, the Department publishes the daily official bulletin 'Naga News' on all working days and even on holidays, depending on the exigencies of the situation. The departmental officials from all over the State are actively engaged in news collection about events and developmental activities taking place in their particular districts or sub-divisions, which are then filed to the Directorate for inclusion in the day's edition of 'Naga News.' Apart from news items and press photos, it also contains features and articles. This bulletin is mailed to all the local papers, All India Radio, Doordarshan, National News agencies like UNI, PTI, other regional and national print media that use the reports freely.

► **Publications**

The Department carries out various publications on regular basis which serve as good publicity and Public Relations tools for the promotion of the State's image.

The Department publishes a monthly magazine 'The Warrior' which serves as a good source of information about events that takes place all over the State. It also serves as an official record of events of public importance. Besides this, the Department also publishes the yearly official Calendar, Diary, Speeches of the Chief Minister, Basic Facts, etc. which are in high demand from government officials as well as public.

In recent years, the Department has brought out valuable high quality coffee table books such as:

- Nagaland Uncovered 'Tracing a Journey'
- The Gilded Home 'Reminiscences from Nagaland Chief Minister's Bungalow'
- Nagaland (1963 – 2013) 'Fifty Years On'
- Evocative Nagaland
- Dr. T. Ao – The Barefoot Wonder
- Nagaland Album – A Photographic Journey.
- Inspiring Transformation Nagaland B20 Meet 4th - 6th April 2023.

► **Release of Government Advertisements/Paid Advertorials**

With the introduction of the State Government's policy on single window release of government advertisements, the Department of Information & Public Relations channelizes the release of government advertisements to the newspapers. Through this system, the Government is able to streamline the expenses on advertisements, while at the same time ensure equitable treatment to all registered newspapers and timely payment of advertisement bills to all newspapers. This system has also reduced the burden on the newspapers to independently pursue payment of their bills from different departments. Centrally Sponsored Schemes and Programmes with own IEC components are, however, not covered under

this programme. During the period April 2023 - February 2024, altogether 1855 government advertisements have been issued by the Department including special advertorial features on Nagaland in various national magazines. As on February 2024, there are eight newspapers empanelled with the Government of Nagaland to receive government advertisements, namely Nagaland Post, Morung Express, Eastern Mirror, Nagaland Page, Tir Yimyim, Capi, Nagamese Khobor and Ao Milen. Lenjeter monthly Magazine has also been empanelled with the Government.

► **New Advertisement Policy & Rules 2015**

The Government of Nagaland, Information & Public Relations Department has notified the New Advertisement Policy and Rules 2015 of the State Government on 5th October 2015. Under these Rules, the classification of newspapers and periodicals categories is as below:

<i>Newspapers (circulation)</i>	<i>Periodicals (circulation)</i>
i. Small : Upto 15,000	i. Upto 2500
ii. Medium : Between 15000 and 50000	ii. Between 2500 and 5000
iii. Big : Above 50000	iii. Above 5000

i. **Release of Advertisements**

All government advertisements will be routed through the Director, Information & Public Relations, and Government of Nagaland. He will act as the Nodal Agency on behalf of the Government to release advertisements to different newspapers and periodicals.

ii. **Advertisement Rates**

The rates fixed by the Department of Information & Public Relations from time to time, will be applicable to all newspapers and periodicals within the State. The newspaper and periodicals published outside the State may have their own rates of advertisements, but the Government will make use of such papers and periodicals whose rates are acceptable, keeping in view the publicity requirements.

iii. **Payment of Advertisement Bills**

All advertisements routed through the Department of Information & Public Relations shall be paid by the Department. Press Releases/Spokesperson, all Government Official Press Releases including Cabinet decisions, Government Notifications and Government Policies/Rules shall be released through the Department of Information & Public Relations. The Secretary/Director, Information & Public Relations shall be the official spokesperson to the Government. Political statements/releases shall not involve the Department of Information & Public Relations. Statutory Bodies/Organisations can have their own spokespersons.

Press Accreditation and Strengthening of Media Relations

The Department of Information & Public Relations, as the nodal department for all press related matters, implements the Press Accreditation Rules (Nagaland), 1980, whereby deserving Press Representatives/Journalists are given accreditation to the Government of Nagaland. An accredited Journalist/Pressperson is eligible for certain benefits/privileges including insurance cover, free and concessional travel by public transport etc.

In recent years, the Department has institutionalized media facilitation and welfare programmes such as Nagaland Journalists' Operational Subsidy, which was amended on 5th October 2018, wherein the monthly entitlement of operational subsidy for Nagaland State Accredited Journalists have been enhanced/doubled:

- i. Journalists with less than 5 years experience – from Rs. 2000 to Rs. 4000.
- ii. Journalists with more than 5 years experience – from Rs. 3000 to Rs. 6000.

Besides this, through the Corpus Fund for the Nagaland Journalists Welfare Fund, Rs. 4 lakh is provided as ex-gratia assistance to Accredited Journalists in case of death and financial assistance in case of sickness. The Department also provides Financial Assistance to Press Clubs in Nagaland, wherever possible.

As of March 2024, there are 52 State Accredited Journalists.

► **Public Address System**

Public Address (PA) System is an important component in the functioning of the Information & Public Relations Department. Important functions such as Republic Day, Independence Day, Statehood Day and other state level and public functions are all facilitated with these equipments in the state capital, districts and throughout the sub-divisions of the state. The Public Address System are also used for dissemination of important governmental programmes, notifications, orders besides announcement of important informations to the public at large through this facility.

► **Photo Coverage**

The Directorate and the Offices of the DPROs provide photo coverage of official events and functions. The photographers of the Department are constantly called upon to provide photo coverage, oftentimes at short notice. These photos are used as press photos or are used in publications later. On occasions where department photos are used by others, it is done so with due credit or acknowledgment.

► **Video Coverage**

The video section is actively involved in covering important government functions and programmes to keep record as well as for feeding Doordarshan, and the edited versions are uploaded regularly in the Department Youtube channel. The Department also has a YouTube channel (DIPR Nagaland) where significant events are uploaded on a regular basis. The video section also carries out live webcast of significant events, covers important events, VVIP tours and visits, besides social and religious functions. These recordings are preserved as records, given to the VVIPs and sometimes provided to Cable TV Operators for telecast.

► **Social Media**

The IPR Department has extended its communication to the citizens of the State through social media platforms like Facebook, Instagram, Twitter, Naga News app, YouTube and YouTube Live Stream. These platforms are used by the Department

to spread information about the Government more efficiently and acts as an information hub for the public.

The Department shares informational content and keeps them up to date about the ongoing programmes and policies of the Nagaland Government. There has been massive reach through the Department's Facebook page and Instagram handle and it has become one of the best medium to engage with the citizens. Social media platforms have also helped the Department in trying to eliminate issues of conflicting information/fake news coming from several sources. For more information, one can log in to @dipr_nagaland (Twitter), diprnagaland@instagram.com, Department of Information & Public Relations Page on Facebook and DIPR Nagaland on YouTube.

► **Library Service**

The Directorate and all the Information Centres are attached with libraries containing books on various topics of general interests. These libraries cater to officials, students and the general public.

► **Translation**

The Translation Section in the Directorate has 16 Language Translators of all the tribes in Nagaland. The Translators translate important government notifications and relevant topics like Clean Election Campaign, HIV/AIDS awareness, flagship programmes of the government, etc. into local languages. Other government departments also requisition their services from time to time.

► **Upgradation of Digital Archive Cell**

The Department has started to digitise the available data like news, photos, videos and publications. While augmenting the Digital Archive System, all digitised records are stored in two servers – one server is dedicated as archive data base server which can be preserved for second tier back up and the other is linked via Local Area Network (LAN). Citizens can access any of the information within the LAN and retrieve the data.

► **Journalists Welfare Fund**

The Department of Information & Public Relations has notified the Nagaland Journalists Welfare Scheme. Through this scheme, the Government will provide ex-gratia relief to journalists of the State and their families in case of death, permanent disability or major ailments. Through the Corpus Fund for the Nagaland Journalists Welfare Fund, Rs. 4 lakh is provided as ex-gratia assistance to Accredited Journalists in case of death and financial assistance in case of sickness. The Department also provides Financial Assistance to Press Clubs in Nagaland, wherever possible.

► **Conducted Tours and Liaison Works**

The Department of Information & Public Relations, as the nodal department for all press related matters, organizes press conferences for the Chief Minister, his ministerial colleagues, senior officials and visiting dignitaries. The Department also organizes conducted tours for visiting/local media persons. The officers are also called upon, from time to time, to act as liaisons/advisors for documentary film makers/producers.

► **Promotion of Films & Related Activities**

The Department of Information & Public Relations has been notified as the Nodal Department for film and all film related matters for the State of Nagaland on 14th September 2017. The Department is in the process of drafting the Films Policy for the State, under the guidelines of the National Film Development Corporation (NFDC), Ministry of Information & Broadcasting, Government of India.

The Department has in recent years initiated tie-ups with reputed institutions like FTII, NFDC and FFO for capacity building in filmmaking and all aspects of films, organising Film Festivals, film screenings etc. with a view to promote 'soft power' of the Nagas and Nagaland, as envisaged by Chief Minister, Neiphiu Rio.

DEPARTMENT ACTIVITIES IN A NUTSHELL

The Department of Information & Public Relations has developed a user-friendly app, DIPR Nagaland Mobile App compatible with Android phones, which can be downloaded from Google Play Store.

A total of eight (8) brand new well equipped Multi Media Mobile Vehicles were flagged off in the second phase and handed over to the districts. These vehicles will cater to broadcasting of various awareness and educational videos, documentaries and other PSAs in the form of making announcements and dissemination of information to every nook and corner of the State in a timely manner.

Considering the importance of films and its impact on our society, the Department has sent five (5) individuals from film and related fields from the State to attend the 18th Mumbai International Film Festival, 2024 which was held from 18th to 21st June 2024. The Department has selected two representatives from Film Fraternity of Nagaland to attend the 29th Busan International Film Festival, South Korea from 11th to 21st October 2024. The Department has also nominated 10 members from the State to participate in the 9-Day Film Festival of the 55th International Film Festival of India (IFFI) at Panaji, Goa from 20th - 28th November 2024. The Department aims to promote local talent by providing them with invaluable exposure outside the State and the Country.

The Department is leading the State's Animation, Visual Effects, Gaming, Comics & Extended Reality (AVGC-XR) sector, which has seen steady growth and holds significant potential to drive economic growth, promote cultural heritage and ties, and create quality employment.

Live webcast of important State level occasions like Statehood Day 2024, Inaugural and Culmination function of 25th Hornbill Festival were successfully carried out by the Department. The Department also organized Photography Exhibition with the theme "Showcasing Activities & Achievements of State" during the Statehood Day 2024.

The Department actively participated at the 25th dition of the Hornbill Festival 2024 by setting up Media Facilitation Centre at Naga Heritage Village, Kisama where media personnel of the State and others coming from nearby neighbouring States were provided space for extensive coverage of the festival. The Media Kit prepared by the Department was given to all the media houses including the dignitaries visiting the Media Centre. The Department also organized the 14th edition of the Hornbill Photo International Festival (HIPFEST) as part of the festival where photographs captured by renowned photographers were exhibited during the festival. Besides coverage of the main events at the venue, the Department also reported individual stories of fascinating events taking place elsewhere as part of the festival.



Director, Art & Culture, Adela Moa, Director IPR, Dzūvinuo Theūnuo with department officials and winners of the HIPFEST 2024 at Naga Heritage Village, Kisama on 10th December 2024.



Advisor to CM, Chairman, IDAN, Abu Metha and department officials at the Media Facilitation Centre at Naga Heritage Village, Kisama on 10th December 2024.



Advisor, IPR, Imkong L. Imchen, Commissioner & Secretary, IPR, Tamsunaro Aier, IAS, Director IPR, Dzuvinu Theunuo and other department officials at the launch of the Hornbill Festival Media Kit at the Media Facilitation Centre at Naga Heritage Village, Kisama on 1st December 2024.



Chief Minister, Neiphiu Rio visited the Media Facilitation Centre set up by the DIPR on 3rd December 2024.



News Editor & Regional News Unit Head, Akashvani Kohima, Asonuo, IIS speaking at the Skill Upgradation Training for officers and staff of IPR at DIPR Conference Hall on 23rd May 2024.



Resource Person, Media Secretary, CMO, Ayieno Kechü speaking during the Skill Upgradation Training at DIPR Conference Hall on 24th May 2024.



Deputy News Director, Photography & Storytelling, the Associated Press (News Agency) Yirmiyan Arthur speaking during the Skill Upgradation Training at DIPR Conference Hall on 24th May 2024.



CM Neiphiu Rio along with department officials inspecting Photo Exhibition set up by DIPR during the 62nd Statehood Day Celebration on 1st December 2024 held at Nagaland Civil Secretariat Plaza, Kohima.



Advisor, Information & Public Relations (IPR), Imkong L. Imchen, Secretary, IPR, Bhagyashree B. Banayat, IAS, Director, IPR, Dzüvinuo Theünuo and other officials during the flagging off programme of the Multi Media Mobile Vehicles at Nagaland Civil Secretariat, Kohima on 19th June 2024.

DPRO OFFICES COMPLETED RECENTLY



Longleng



Zunheboto

DPRO OFFICES UNDER CONSTRUCTION



Phek



Shamator



Tseminyu

RIGHT TO INFORMATION/TRANSPARENCY AND ACCOUNTABILITY

As the Public Relations (PR) agency of the State Government, the Department lays emphasis on transparency and accountability in its functioning and implementation of activities. The Department has designated the following officers as Appellate Authorities (AAs), Public Information Officers (PIOs) and Assistant Public Information Officers (APIOs) for performing functions under the Right to Information Act 2005.

■ FOR SECRETARIAT LEVEL INFORMATION

1. Appellate Authority

Temsunaro Aier, IAS
Commissioner & Secretary
Information & Public Relations Department
Government of Nagaland
Nagaland Civil Secretariat

2. Public Information Officer

Joint Secretary
Information & Public Relations Department
Government of Nagaland
Nagaland Civil Secretariat

3. Assistant Public Information Officer

Deputy Secretary
Information & Public Relations Department
Government of Nagaland
Nagaland Civil Secretariat

■ FOR DIRECTORATE LEVEL INFORMATION

1. Appellate Authority

Director
Directorate of Information & Public Relations,
IPR Citadel, New Capital Complex
Kohima - 797001
Telephone: 0370 - 2271085
Telefax: 0370 - 2271496

2. Public Information Officer

Joint Director
Directorate of Information & Public Relations
IPR Citadel, New Capital Complex
Kohima - 797001

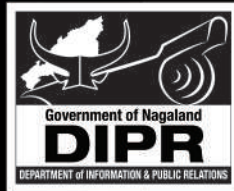
3. Assistant Public Information Officer

Deputy Director
Directorate of Information & Public Relations
IPR Citadel, New Capital Complex
Kohima - 797001

■ FOR DISTRICT LEVEL INFORMATION

Assistant Public Information Officers (APIOs):

- | | |
|---------------------------------------|-------------------------|
| 1. Atuzo Peseyie, DPRO Kohima | - 9485210300/9366283933 |
| 2. Tialemba Walling, DPRO Mokokchung | - 9612931476/7005920528 |
| 3. Meyisusu, DPRO Tuensang | - 8787467295 |
| 4. Yimlen, DPRO Mon | - 8415059587 |
| 5. Yanthithung, DPRO Phek | - 8787647764 |
| 6. Lolano Patton, DPRO Wokha | - 9436000524/7005885895 |
| 7. Sentsuthung Tungoe, DPRO Zunheboto | - 9366140805/9612213896 |
| 8. Stephen Ngullie, DPRO Dimapur | - 9856280371/9862074459 |
| 9. Kiviho Achumi, DPRO Kiphire | - 7005669139 |
| 10. Ayong Phom, DPRO Longleng | - 8732008754/8787558857 |
| 11. Ketarutmakbo, DPRO Peren | - 9402029269/8416096269 |
| 12. , Shamator | |
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