

INDRAPRASTHA POWER GENERATION COMPANY LIMITED
&
PRAGATI POWER CORPORATION LIMITED

No. IPGCL/F.17/Dir(HR)/2009/ 68

Dated: 3.7.2009

Office Order

With a view to make the PR Department more effective it has been decided to streamline the functioning as below:

S.No.	Activity	Shri S. Thakran, PRO
1.	News Tracking	<ul style="list-style-type: none">Tracking of news in print media, electronic media and procurement of CDs/DVDs etc.Communicate the news items to higher authorities.Issue rejoinders/rebuttals etc. as per the directions of higher authorities.Associated activities.
2.	Media Management	<ul style="list-style-type: none">Daily Power position.Other Press releases.Press Invites.Telephonic interaction with media.Meeting with media people.Visit to media houses.
3.	Publications	<ul style="list-style-type: none">Tenders/Appointments Ads/public notices etc.Empanelment of Newspapers.Empanelment of Advertising Agencies.Display Ads.Advertisement to Souvenirs, magazines etc.
4.	Publication of Company literature	<ul style="list-style-type: none">Shakti PunjAnnual Reports.Invitation cards, Leaflets, Brochures, Posters, Backdrops, Booklets etc.
5.	Event Management	<ul style="list-style-type: none">Media Coverage.Arrangement for Media arrival.Issuing press releases.Procurement of press kits.Preparing list of invitees.Photography.Arrangement of Lunch/Dinner/Hi-Tea etc.Procurement of Bouquets, Souvenirs/Gifts.

PR O (Genco) RPH.

6.	Corporate Brand Building	<ul style="list-style-type: none"> • Specific initiative for public awareness. • Corporate management activities, corporate identity. • Sponsorship of events. • Participation in exhibition and events.
7.	Corporate Social Responsibilities	<ul style="list-style-type: none"> • Donations/Grants-in-Aid to social & cultural organizations. • Sponsorship of the events conducted by various organizations. • New initiatives.

The PR Department shall also take initiative in promotional activities emphasizing image and building of "brand IPGCL-PPCL" and shall also highlight all corporate social responsibilities projects undertaken by IPGCL/IPPCL in his interactions with the media.


 (RAJ K. SAXENA)
 DIRECTOR (HR)

Copy to :

- 1 PS to MD
- 2 PS to Director (HR)/Finance/Technical
- 3 PS to ED(HR)
- 4 All GMs/DGMs
- 5 Manager (IT): with the request to upload on IPGCL-PPCL website.
- 6 Master file