



# ANNUAL ADMINISTRATIVE REPORT 2023 - 2024



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



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## **2023-2024**

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DEPARTMENT OF INFORMATION & PUBLIC RELATIONS  
NAGALAND, KOHIMA**



# **CONTENTS**

**Preface**

**Introduction**

**Genesis of the Department**

**Recap of the Activities of the Department**

**Organisational Set Up**

**Main Functions of DIPR, Nagaland**

**Activities at a Glance**

**Right to Information/Transparency and Accountability**

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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 2023-2024. 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.

17<sup>th</sup> February, 2024

Kohima, Nagaland.

Sd/-  
**J. Alam, IAS**  
Chief Secretary, Nagaland

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## INTRODUCTION

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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

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Nagaland became the 16<sup>th</sup> State of the Union of India on 1<sup>st</sup> 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

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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**

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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**

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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 4<sup>th</sup> - 6<sup>th</sup> 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 5<sup>th</sup> October 2015. Under these Rules, the classification of newspapers and periodicals categories is as below:

Newspapers(circulation)	Periodicals (circulation)
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 5<sup>th</sup> 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**

The Directorate and the offices of the DPROs and APROs are equipped with Public Address systems and operators. All official functions, meetings, VIP visits and important religious and social functions are facilitated with these equipments, public announcements regarding government notifications, orders and information of public importance are also carried by the Department 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 acknowledgement.

## ■ **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 14<sup>th</sup> 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.

# Activities at a Glance



Resource person, Megokiekho Yalie with Additional Director, IPR, Kevizayieno and participants of the Capacity Building Training on Photography at IPR Citadel, Kohima on 13<sup>th</sup> October 2023.



The Department in collaboration with the Film & Television Institute of India (FTII) conducted a free of cost 10 Day training in Screen Acting from 30<sup>th</sup> October - 10<sup>th</sup> November 2023, as part of the Azadi Ka Amrit Mahotsav. The Department also organized the 4<sup>th</sup> Nagaland Film Festival under the theme "Frames of Harmony" in collaboration with FAN and the Ministry of Information & Broadcasting, Government of India on 7<sup>th</sup> and 8<sup>th</sup> December 2023 at RCEMPA, Jotsoma. Films from Nagaland, the North East, the rest of India and countries including Germany, France and Sri Lanka were screened.



Chief Minister, Nagaland Neiphiu Rio witnessing the Photography Exhibition organized by the Department of Information & Public Relations on the theme "Nagaland at 60" during the Statehood Day 2023.



Advisor, Information & Public Relations and Soil & Water Conservation, Imkong L. Imchen Inaugurating the Hornbill International Photo Festival (HIPFEST) at Naga Heritage Village, Kisama on 1<sup>st</sup> December 2023.



Advisor, Information & Public Relations and Soil & Water Conservation, Imkong L. Imchen with Department officials during the 13<sup>th</sup> edition of the Hornbill Photo International Festival (HIPFEST).



Additional Director, IPR, Kevizayieno and other officials with the winners of Vlog Competition organized by the Department of Information & Public Relations as part of the Hornbill Festival 2023.



Ambassador of Republic of Peru to India, Javier Paulinich with Advisor to CM, Abu Metha and Director, IPR, Dzüvinuo Theünuo at the 4<sup>th</sup> Nagaland Film Festival at RCEMPA, Jotsoma, Kohima on 7<sup>th</sup> December 2023.



Director (Films) Ministry of Information & Broadcasting, GOI, Armstrong Pame, IAS with Director, IPR, Dzüvinuo Theünuo and other officials at the 4<sup>th</sup> Nagaland Film Festival on 9<sup>th</sup> December 2023 at RCEMPA, Jotsoma, Kohima.



Director (Films) Ministry of Information & Broadcasting, GOI, Armstrong Pame, IAS with Director, IPR, Dzüvinuo Theünuo, Director, Tourism, Keduosie-ü Metha and other officials with the Winners of the Hornbill International Photo Festival (HIPFEST) at Naga Heritage Village, Kisama on 10<sup>th</sup> December 2023.



Director, IPR, Dzüvinuo Theünuo handing over the Documentary Videos on immigrant workers engaged in Nagaland in the building and other construction sectors to Deputy Director & CEO, Labour Department, T. Chubayanger at DIPR Conference Hall on 13<sup>th</sup> December 2023.



Governor, Nagaland, La. Ganesan, Chief Minister, Neiphiu Rio visiting the Photography Exhibition organized by the Department of Information & Public Relations on the theme "Journey of Nagaland through the lens" during the Republic Day 2024.



Orientation Programme for newly recruited APROs/IAs at DIPR Conference Hall on 9<sup>th</sup> February 2024.

## 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**

J. Alam, IAS  
Chief Secretary, Nagaland.

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**2. Public Information Officer**

Additional Secretary,  
Information & Public Relations Department,  
Government of Nagaland,  
Nagaland Civil Secretariat.

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**3. Assistant Public Information Officer**

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

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## ■ 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

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### 2. Public Information Officer

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

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### 3. Assistant Public Information Officer

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

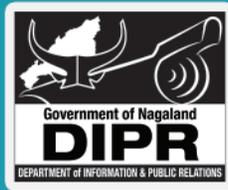
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## ■ FOR DISTRICT LEVEL INFORMATION

### Assistant Public Information Officers (APIOs):

- |                                       |                         |
|---------------------------------------|-------------------------|
| 1. Ruopfülenuo Huozha, DPRO Kohima    | - 9436010904/9366765874 |
| 2. Tialemba Walling, DPRO Mokokchung  | - 9612931476/7005920528 |
| 3. Meyisusu, DPRO Tuensang            | - 8787467295            |
| 4. Yimlen, DPRO Mon                   | - 8415059587            |
| 5. Yanthithung, DPRO Phek             | - 8787647764            |
| 6. Stephen Ngullie, DPRO Wokha        | - 9856280371/9862074459 |
| 7. Sentsuthung Tungoe, DPRO Zunheboto | - 9366140805/9612213896 |
| 8. Lolano Patton, DPRO Dimapur        | - 9436000524/7005885895 |
| 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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