



दक्षिण रेलवे Southern Railway
प्रधान मुख्य कार्मिक अधिकारी कार्यालय
Office of the Principal Chief Personnel Officer
प्रधान कार्यालय, कार्मिक विभाग, चेन्नै-600003
Headquarters, Personnel Department, Chennai-600003

सं/No: P(S)535/III/CommI/Publicity Inspector/Vol.I

दिनांक/Dated: 06/02/2025

AGM, PCCM/ DRMs/PDA/ Dy.CPOs/ Sr.DPOs/ Secy to GM,
Chairman/RRB/MAS,TVC, Addl.Registrar/RCT/MAS, CPRO,
Principal MDZTI/TPJ
DPOs/SPOs/APOs of HQ/Divisions.

विषय/Sub: Syllabus for selection to the post of Chief Publicity Inspector
in PML-7 & Publicity Inspector in PML-5-reg.

The syllabus for selection to the post of Chief Publicity Inspector in PML-7 & Publicity Inspector in PML-5 is enclosed for information, guidance and necessary action.

This has the approval of AGM.

संलग्नक/Encl. 01 page

(R. Rajesh Kumar)

सहायक कर्मचारी संबंधी अधिकारी/Asst Personnel Officer /C,M&E
कृते प्रमुकाधि/For Principal Chief Personnel Officer.

प्रतिलिपि/Copy to: The General Secretary/SRMU
The General Secretary/DREU
The General Secretary/AISCTREA
The General Secretary/AIOBCREA
The General Secretary/NFIR
IT Section/PB/HQ - to upload on the SR website.

Syllabus for selection to the Post of Chief Publicity Inspector in PML-7 & Publicity Inspector in PML-5.

1. **News Analysis:** The candidates must be able to analyse any ACTUAL News item of the local language in Tamil Nadu and Kerala and be able to concise the news and translate/analyse and present the news in a concise form.
2. Organizational set up of Indian Railways & Southern Railway. PR organizational set up of Indian Railways & Southern Railway.
3. Online and Offline Press Conference, Organizing Press Tours, Knowledge about various media including Social Media and Social Media Influencers.
4. Role of Public Relations in Indian Railways.
5. General Knowledge about the functioning of the various departments of the Railways, especially about Operating, Commercial and Protocol.
6. Role of the Railways as the Nation's Lifeline and its role in public transportation and as the economic backbone of the nation.
7. Factors affecting the public image of Railways, Role of Public Grievance Redressal through social media and projection of Railway image through Social Media.
8. Proficiency in English, Proficiency in using computers, proficiency in writing News, Press Releases, Articles, Features and Descriptive writing about Visuals.
9. Theory and practice of Academic Public Relations, Copy Writing for various types of Publicity Literatures, Knowledge of the working of Advertising Agencies etc..
10. Understanding of the Role of Railways as the Common Man's Carrier and the various aspects of Railways that affect the common man and vice versa.
11. Fair Knowledge of Printing Technology, Design, Layout, etc., along with fair knowledge of Audio Visual Production, Script Writing etc., and Live Streaming of events.
12. Fair Knowledge of Leave and Pass Rules and General Conduct Rules.
13. Knowledge of Hindi and OLIC Rules and Usage.
14. Knowledge of Exhibitions and Film Shooting in Railways.
15. Knowledge of Tender Advertisement in Railways.
16. Knowledge of Schedule of Powers.
17. Fair Knowledge of Stores.
18. Fair Knowledge of Photography and videography to utilise them for various social media campaigns.