

PUBLIC RELATIONS DEPARTMENT

Dissemination of information of various civic services, amenities and projects, is a significant work of this department. The department organises various civic functions, events including guidance to the departments about the functions and protocol to be observed in the municipal functions. Publicity is given to all such functions and events in the corporation. It organizes campaigns on public health, preventive mass immunization, education and on other civic issues. This department undertakes regular propaganda of various civic amenities & issues and also in order to redress the complaints and create awareness such as cleanliness, water scarcity, monsoon flooding, dilapidated buildings, land sliding, etc., in the slums and other remote areas of Greater Mumbai.

Publications:

Public Relations department brings out various civic publications *viz.*, Civic Guide, Civic Diary, Calendars, Know Your Ward, List of Municipal Councillors & Officers, Media Diary, Pictorial Posters, folders, brochures and informative booklets etc. The publications from certain departments are also available in this department for sale. Every year the booklets on account of Dr. Babasaheb Ambedkar's death anniversary on 6th December (Mahaparinirvan Din) and on account of the Ganesh Festival is also published.

Competition:

Public Relations Department organizes Shri Ganesh Gaurav Competition every year. Prizes are given to Ganeshotsav Mandals in a special programme after examining the decoration / scene depicting and emphasising civic amenities and collecting information about the Social – Educational - Environmental Public awareness programmes done by them.

Brihanmumbai Mahanagarpalika Patrika:

This department brings out monthly House Journal viz., 'Brihanmumbai Mahanagarpalika Patrika' & carries out distribution of the same. The 'Patrika' consists of important civic events. Both, informative & research based articles written by the Municipal Councillors, Officers and Employees are also included in this magazine. The municipal house journal has been re-launched from 01st May, 2013 with new look and chic.

Press Notes & Photography:

The press notes pertaining to the civic amenities provided by MCGM, information on the ongoing civic projects & various activities, the information generated by different departments and also programmes of Office bearers & Senior Officers is disseminated to Media on a day to day basis. This Department covers almost all important events and functions with photographers. Various types of photographs are distributed to the media for giving wide publicity to civic functions, services and projects.

Advertisements:

The publicity work of all the Municipal advertisements, which are full with civic information and awakening, is also taken up by this Department and the policy decisions regarding advertising are taken. The entire streamlining of advertising work with various departments of the Municipal Corporation is done by this department. Besides, efforts are made to develop rapport with publicity media, Newspapers and Advertising Agencies.

Exhibitions:

A permanent photographic exhibition in the form of translates is displayed at Modak Sagar (Vaitarna), one of the water sources of Greater Mumbai which shows as to how water is supplied to the City of Mumbai.

This Department on a number of occasions also organises exhibitions and gives wide publicity on civic issues. This department extends help in the regular exhibitions like Health Exhibition in Mount Mary Fair, Plants and Flower show organized by the Gardens Department. PRO Department also organizes an exhibition on the days of Ganesh Immersion at Girgaon

Chowpatty every year. This department participates in National & International Exhibitions organised at Mumbai and different cities all over the country to represent MCGM through depiction of civic services at the scenic stall.

Clarifications to Newspapers:

Apart from news items, this department gives clarifications to newspapers and helps to publish reports, scoops either on routine municipal proceedings or about civic services. In such cases, this department prepared & released replies or clarifications to concerned newspapers about the published matter which gets open publicity. This exercise by the department enlightens & tries to enhance image of Municipal Corporation which is battered by misleading report.

Public Grievances:

While making aware the citizens about the civic services rendered, this department attended to a number of public grievances received in writing. Whenever any citizen comes in person, he is given prompt attention and proper guidance.

Electronic and Social Media:

One of the impressive and faster tool to maintain public relations in the current highly technovated era is Social Media which is competing with Publicity Media. Taking this into consideration, this new tool is also exercised. As a part of this, the department has launched account with the leading Social Media in the world 'Facebook' viz namely **BMC, Mumbai : Public Interaction Forum**.

Apart from traditional print media, this department is also concentrating on electronic media and fm radio channels to disseminate daily information, publicity and propaganda campaigns, advertisements etc., resulting in rapid public relations.

Clipping Files:

News / views, criticism about municipal working are published in print media or broadcast on the air. After collection of such information clipping files

are prepared and sent to The Honourable Mayor, The Honourable Municipal Commissioner, all The Honourable Additional Municipal Commissioners & other Head of the Departments for their information and necessary action to be taken. The same is also informed to the Municipal Administration regularly, which is important and time limit work. To minimize the use of paper and speed up the process, the clippings are scanned and forwarded via e-mail.

Marathi Bhasha Pandharwada (Marathi Language Fortnight):

The municipal administration has been organising 'Marathi Bhasha Pandharwada' on regular basis from 2010, to conserve Marathi Language, which starts from the 27th February, i.e. the birth anniversary of great Marathi Writer and Poet V. V. Shirwadakar alias Kusumagraj. The decorative & informative posters comprising of marathi poetic lines & slogans describing Marathi culture & its legacy, are published & also distributed by PRO Deptt. to all the departments of MCGM. The Department has also taken an initiative and played a lead role in organising the Inauguration Programme of Marathi Bhasha Pandharwada, which mainly comprises of Printing of Invitation Cards, Organising the complete event, inviting the eminent Speaker of Marathi Literature, in active co-ordination with the Marathi Bhasha section and the Education Department.
