



Department of Information and Publicity
Government of Goa
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The Department of Information & Publicity is the nodal agency of the Government of Goa to disseminate information on government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the people.

With a view of appraising general public on a regular basis of the developmental and progressive activities undertaken by different organizations of the State Government and to effectively deal with critical news emanating due to lack of information or otherwise, the Government has decided to designate one officer in every department/autonomous body as the Public Relations Officer (PRO) who will serve as Departmental Publicity Officers (DPO). The officer to be designated as PRO should be a responsible gazetted officer in the Department.

It shall be the responsibility of the PROs to liaise with the Media Monitoring cell of the Department of Information & Publicity on a regular basis and if need arises, issue Press statements, backgrounders through DIP only. The PROs shall on real time basis monitor print, electronic, digital and social media channels and if need arises issue appropriate rebuttals to critical/adverse coverages after proper approval from their Administrative Secretary. The PRO shall give necessary information to the press, address a joint press conference with the Director of Information & Publicity ensure cordial relations with the public and responsible for projecting a positive image of the Department/Autonomous body. The PROs shall also conduct press tours in coordination with the Department of Information & Publicity to the installation and projects by their Departments/Autonomous bodies. The PROs shall be responsible to execute and oversee publicity campaign of their Departments/Autonomous Bodies through all mediums/channels in coordination with Department of Information and Publicity. They shall also advise their Departments/Autonomous bodies on all matters pertaining to information needs of media and publicity requirements.

It shall be the responsibility of the PROs to oversee maintenance of their Department's/Autonomous Body's website with real time updation and

