



PROCESS DOCUMENT FOR PUBLIC RELATION DIVISION

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National Cooperative Development Corporation

4, Sari Institutional Area, Hauz Khas, NEW DELHI - 110016

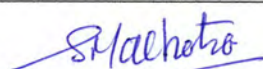
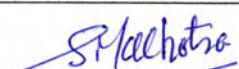
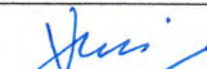
Phone: 011-26962478, 26960796, 26962379, 26569246

FAX: 011-26962370, 26516032 Email: mail@ncdc.in

Process Document for Public Relation Division

Document ID : NCDC/PD(PR)-15

Revision No. : 01

Prepared By:	Reviewed By:	Approved By:
 Chief Director (PR)	 QMS Documentation Committee	 Managing Director (MD)



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DOCUMENT CONTROL PAGE

1. REVISION HISTORY

Revision No.		RELEASE DATE	AUTHOR	SECTION / PAGE NO. CHANGED	DETAILS OF CHANGES	REVIEWED BY
FROM	TO					
--	00	08.09.2014	Director (PR)		Initial	Management Representative
00	01	01.08.2016	Chief Director (PR)	--	Title of document, Input & Output included, process controls and risk management incorporated as per the requirement of ISO 9001:2015	QMS Documentation Committee

2. DOCUMENT AVAILABILITY

HARD COPY / SOFT COPY	LOCATION AND WHERE AVAILABLE
HARD COPY	Deputy Director (PR)
SOFT COPY	http://ncdc.in/internal_files/Page399.htm

3. CONFIDENTIALITY

- The Process Document contains confidential and proprietary information. The materials, ideas and concepts contained herein are the property of NCDC ('the corporation') and neither these, nor any other contents of NCDC may be copied, distributed or disclosed to any third party, by any means in any form, without the express written permission of NCDC.
- The procedures listed here are a facilitator to smooth functioning and a means of spreading common process knowledge and understanding across the Corporation.

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 Chief Director (PR)	 QMS Documentation Committee	



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Prepared by:

Reviewed by:

S. Maehotra
Chief Director (PR)

S. Maehotra
QMS Documentation Committee

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1. DIVISION STRUCTURE

As given in Annexure - I

2. RESPONSIBILITIES & AUTHORITIES


As given in Annexure – II


3. ABREVIATIONS

DAVP	Directorate of Audio Visual Publicity
DAC	Department of Agriculture, Cooperation & Farmers Welfare
DOP	Directorate of Printing
DCP	Deputy Commissioner of Police (Licensing)
DY.MD/DMD	Deputy Managing Director
EXCOM	Executive Committee
FCRA	Foreign Contribution (Regulation) Act
GOI	Government of India
GFR	General Financial Rules, 2005 – Ministry of Finance, Govt. of India
MD	Managing Director
MTS	Muti Tasking Staff
NEDAC	Regional Network for the Development of Agricultural Cooperatives in Asia and Pacific
NCUI	National Cooperative Union of India
NCCE	National Centre for Cooperative Education
NCCT	National Council for Cooperative Training
PR	Public Relations
PS	Private Secretary
RCS	Registrar of Cooperative Societies
RO	Regional Office
SPS	Senior Private Secretary
UT	Union Territory
VAMNICOM	Vaikunth Mehta National Institute of Co-operative Management

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4. PURPOSE / OBJECTIVES

To spread awareness about the role of NCC in promoting and developing cooperatives across sectors and regions.

5. SCOPE

- 5.1 Publication of NCDC's Annual Report as per the statutory requirement. Publishing a booklet on Pattern of Assistance on various schemes of Corporation and designing publicity material and organizing publicity campaigns by publishing (i) Newsletter (ii) Schematic Pattern of Assistance (booklet) (iii) Leaflets of different schemes (iv) Diaries (v) Citation booklet (for Biennial Awards) (vi) Movies and photo album of events as per the requirement.
- 5.2 Visit of delegates to NCDC.
- 5.3 Membership to various organizations'.
- 5.4 Organizing Biennial Awards.
- 5.5 Issue of advertisements in different journals/ souvenirs etc.
- 5.6 Participation in Exhibitions.
- 5.7 Conferences, Seminars, Summit.
- 5.8 NEDAC.

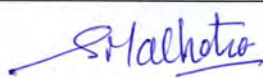
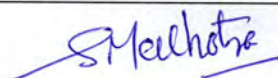
6. PROCESS DETAILS

6.1 Publication

Process input	Source
Annual Report publication/ Schematic Pattern of Assistance/ Brochures/ Leaflets/ Diaries etc.	All Divisions/ Regional Offices & TOPIC

- 6.1.1 Preparing tender documents as per need & work demand/ limited tender for urgent work as per demands and awarding contract for printing of different publications brought out by NCDC.
- 6.1.2 Material printed through a selected printer (registered with DAVP & DOP of 'A', 'B' class printers only); as per the procedure and in case of urgent work limited tender are called.
- 6.1.3 The material for publication/printing is finalized in consultation with the concerned Divisional Head, Publisher.
- 6.1.4 The draft received from printer is checked by PR Division and concerned division.
- 6.1.5 Corrected draft sent to Printer for final printing.
- 6.1.6 Distribution as per pre determined listing.
- 6.1.7 Printer selected through the process mentioned at 6.1.1. Printers are expected to be registered with DAVP and DOP of A & B class/category.
- 6.1.8 In case of Annual Report, the printed material are despatched to DAC for placing before the Parliament in winter session.

Process output	Printing of different publications as per the requirement
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6.2 Visit of delegation to NCDC

Process input	Source
Request received from organizations in cooperative sectors ensuring awareness of NCDCs participation in promoting and developing agriculture and allied activities with various promotional and developmental programmes	NCUI, NCCE, NCCT, VAMNICOM etc. and other institute engaged in development of Agriculture through Cooperatives

6.2.1 Foreign/ India delegation- To coordinate field visits and interaction with NCDC officials

6.3 Membership of various organizations

6.3.1 To maintain/ subscribe membership of different professional National/ International organizations as in Annexure- III.

Process output	Officers handling the relevant subject/activity briefing the visiting delegates.
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6.4 Organizing Biennial Awards

Process input	Source
i. Constitution of National Level Selection Committee and State Level Selection Committee by NCDC Head Office and Regional Directorates.	NCDC Head Office and Regional Directorates.
ii. Printing of Citation Booklet on award winning societies.	Profile of the award winning society.

6.4.1 A policy circular defining criteria for selection, categories of Award instituted etc. is circulated to all State Governments, Cooperative Institutions, Regional Offices (RO) etc.

6.4.2 Regional Directors constitute State Level Selection Committee,



6.4.3 National Level Selection Committee with approval of MD is constituted at Head Office level;

6.4.4 The nomination received from State Level Selection Committee is screened by National Level Committee & final list of Awardees prepared;

6.4.5 The Chief Guest invited to distribute the Awards;

6.4.6 A citation booklet is published giving brief on societies given awards.

6.4.7 After Award Ceremony a wrap up meeting with awardees is held at NCDC to share experience and gather feedback for future implementation of schemes/ suggestions for improvement etc.

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Process output

- i. Distribution of the awards by the Chief Guest
- ii. Wrap up meeting with awardees to share their experience at NCDC Head Office.

6.5 Issue of advertisements in different journals/ magazines etc.

Process input	Source
Releasing of advertisement in various cooperative journals/ magazines.	All Divisions/ Regional Offices/ various Cooperative Societies/ Institutes engaged in development of Agriculture through cooperatives.

- 6.5.1 On receipt of any request for the advertisement, the matter is examined as to assess the appropriateness to NCDC's objectives and goals.
- 6.5.2 Based on the analysis, decision are taken to release the NCDC's advertisement.
- 6.5.3 Approval of the competent authority is obtained for meeting the cost of releasing advertisement.
- 6.5.4 Payment for meeting the cost of release of advertisement is made on publication of the NCDC/s advertisement and receipt of the bill from the Publisher.
- 6.5.5 Place a copy of the published advertisement in the file.

Process output

Publication of relevant advertisement

6.6 Participation in Exhibition

Process input	Source
Letters received from various agencies concerning promotion and development of agriculture & cooperation	Agriculture and allied Sector/ Cooperatives

- 6.6.1 On receipt of any invitation, the matter is examined to assess on its appropriateness to NCDC's objectives and goals.
- 6.6.2 Based on the analysis, decisions are taken for participation or otherwise.
- 6.6.3 For participation the prescribed fees are sanctioned by MD and released to concerned organization.
- 6.6.4 Apart from NCDC publicity material & Scheme booklets, products of assisted cooperatives are also collected for display.
- 6.6.5 A visitor diary is maintained and the feed back is put up to Senior Officer for their information and guidance.

Process output

Put up a stall to showcase NCDCs activities & display of NCDCs schemes/publications.

Prepared by:

Reviewed by:

S. Machhotra
Chief Director (PR)

S. Machhotra
QMS Documentation Committee



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6.7 Conferences, Seminars, Summit

Process input	Source
Letters received from various agencies concerning promotion and development of agriculture & cooperation.	Agriculture and allied Sector Cooperatives/Organizations.

- 6.7.1 On receipt of any invitation, the matter is examined to assess on its appropriateness to NCDC's objectives and goals.
- 6.7.2 Based on the analysis, decisions are taken for participation.

Process output	On the approval of Managing Director, selected officers from NCDC participate.
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6.8. NEDAC

Process input	Source
Letters/ e-mails received from NEDAC for NEDAC Annual Membership fee/ participation in NEDAC Executive Committee (EXCOM) meeting and NEDAC General Assembly meeting.	Regional Network for the Development of Agricultural Cooperatives in Asia and the Pacific (NEDAC).

- 6.8.1 Request received from NEDAC for NEDAC Annual Membership Fee and approval of Managing Director is solicited to make the payment.
- 6.8.2 As a part of NEDAC EXCOM & NEDAC GA meeting, NEDAC invite Chairperson/ Member of their organization to chair/ participate in the meeting.
- 6.8.3 Managing Director send the file for approval of NCDC Chairman/Secretary, Ministry of Agriculture & Farmers Welfare for attending NEDAC meetings.
- 6.8.4 For meeting outside India, approval of political clearance & FCRA is obtained by applying online.
- 6.8.5 Tour report by Managing Director is submitted to DAC.

Process output	On the approval of NCDC Chairman/Secretary, Ministry of Agriculture & Farmers Welfare, Managing Director NCDC participate in NEDAC meetings.
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7. PROCESS MEASUREMENTS

7.1 Publication of NCDC Annual Report & Diary etc.

Sl. no.	Process	Measurable Process indicators	Monitoring frequency	Responsibility for Monitoring
1.	Finalization of Tender Documents for I Annual Report (October end) II NCDC Diary (November end) III Other publications (As decided by the Corporation)	At least one and half month before publication of each	Quarterly	Chief Director (PR)

8. RISK AND OPPORTUNITIES:

Ref. # Risk Register

9. PROCESS CONTROL

SI No.	Process	Control on process
1	Printing of Annual Report and Diary	As per Tender specifications approved by Competent Authority
2	Participation in Exhibition	As approved by Competent Authority
3	Release of Advertisement	Verify the printed version as per approval

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10. DETAILS OF DOCUMENTED INFORMATION RETAINED

Sl. no.	Record	Identification	Location	Maintained by	Retention period in years	Disposition
1.	Biennial Awards	Title	Almirah (1)	DD (PR) - I	3 years	Shredding/ Tearing after digitisation
2.	Exhibitions	Title	Almirah (1)	DD (PR) - II	3 years	-do-
3.	Promotional Programmes	Title	Almirah (1)	DD (PR) - I	3 years	-do-
4.	Issue of Advertisement	Title	Almirah (1)	DD (PR) - II	3 years	-do-
5.	Printing of Annual Report & Diary	Title	Almirah (1)	DD (PR) - II	3 years	-do-
6.	NEDAC	Title	Almirah (1)	DD (PR) - I	5 years	-do-
7.	NCDC Film	Title	Almirah (1)	DD (PR) - II	Permanent	Not applicable
8.	Press Releases	Title	Almirah (1)	DD (PR) - I	1 year	Shredding/ Tearing after digitisation
9.	Miscellaneous references	Title	Almirah (1)	DD (PR) - I	3 years	-do-

11. DETAILS OF DOCUMENTED INFORMATION MAINTAINED

Sl. no.	Title	Identification	Location	Prepared by	Approved by	Revision no.
1.	Delegation of Administrative/ Financial Power	NCDC: 2-1/2004 - Admn. dated 25.6.2014	P&A Division	P&A Division	MD	00
2.	Procedure for purchase of goods/ services and execution of works	NCDC:7-4/2005 – Genl. (Policy) dated 31.10.2006	General Admn. Division	General Admn. Division	Chief Director (GA)	00

12. REFERENCES

12.1 GFR 2005, Department of Expenditure, Ministry of Finance, Govt. of India.

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 Chief Director (PR)	 QMS Documentation Committee	 Managing Director (MD)	

ANNEXURES TO NCDC/PD(PR)-15

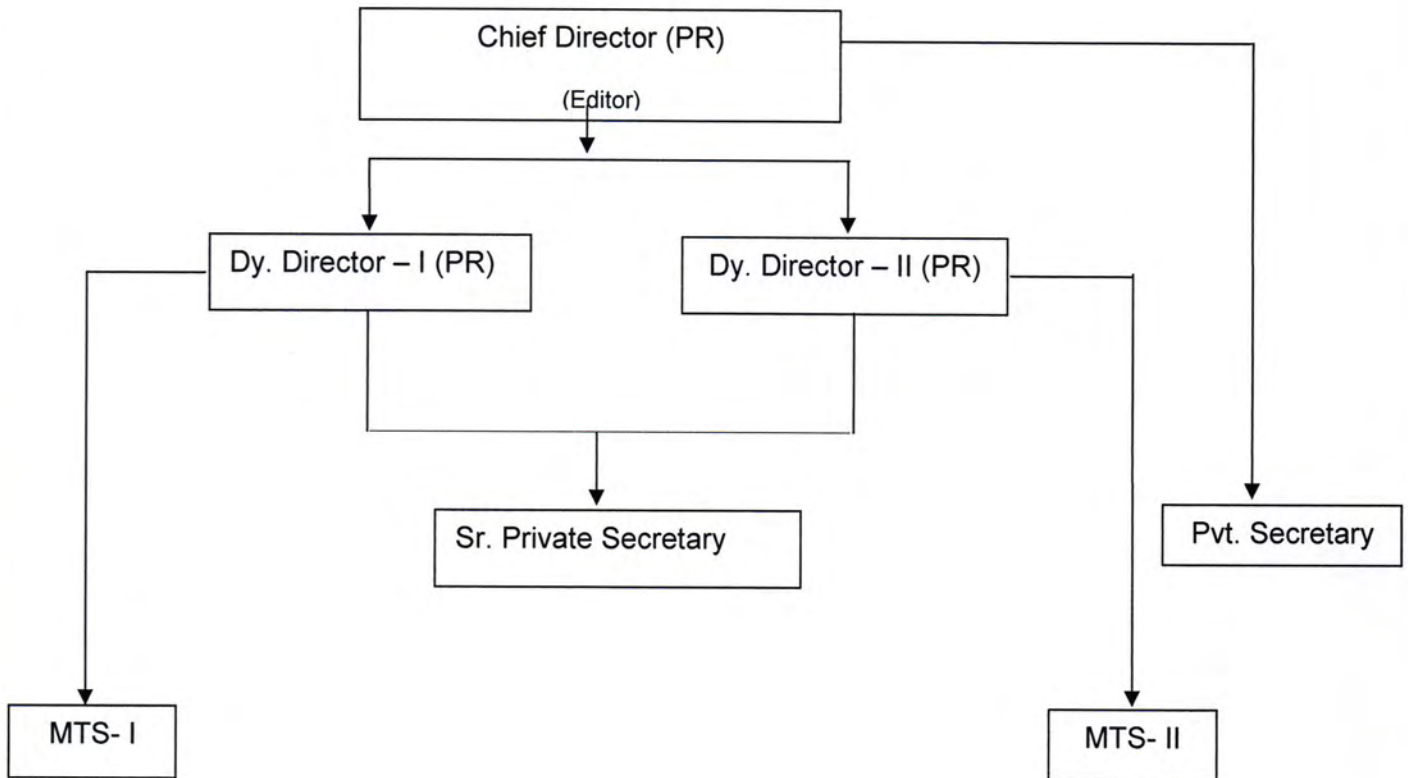
List of Annexures

- 1) Division Structure : Annexure – I
- 2) Responsibilities & Authorities: Annexure – II
- 3) Membership Of National/International Organizations : Annexure – III

ANNEXURES TO NCDC/PD(PR)-15

Annexure - I

Division Structure



ANNEXURES TO NCDC/PD(PR)-15

Annexure - II

Responsibilities & Authorities

Designation	Responsibilities	Authorities
Head of the Division Chief Director (PR)	<ul style="list-style-type: none"> Overseeing the entire functions of the Division including personnel & administration and foreign visits. Approvals within delegated powers and recommending to competent authority for matters beyond the delegated powers. Coordinate activities of the Division. Publicize the role of NCDC in promoting and developing the cooperatives. Ensure submission of all periodic returns in time. Finalize Chapters for reporting in NCDC Annual Report. Preparation and printing of NCDC Diary annually. 	<ul style="list-style-type: none"> Accord approvals within defined financial administrative delegation of powers. Assign jobs among the official of the Division Recommend for decision by the superiors. (PIO) under RTI Act 2005 Act as Public Information Officer
Dy. Director –I (PR)	<ul style="list-style-type: none"> Editing of all the publicity materials viz. NCDC schematic pattern of assistance, scheme pamphlets etc. and writing out captions for the photographs in the NCDC Annual Report To prepare Press releases for General Council Meeting / Biennial awards/ Zonal Conferences etc. To implement the instruction(s) given by CD (PR) from time to time. Work related to Advertisement / Audit. Administration & Establishment of Division. Reporting/ submission of returns. Compliance to use of official Language (Hindi). Preparation of Chapters for reporting in NCDC Annual Report. To prepare material for printing of NCDC Diary to undertake proof reading work pertaining to NCDC Annual Report. Any other work assigned from time to time. 	<ul style="list-style-type: none"> Assign task to subordinates. Recommend for decision by the superiors. Sign office orders and make payment to related agencies.

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Dy. Director – II (PR)	<ul style="list-style-type: none"> • Visualize and Design of NCDC Annual Report, Scheme pamphlets, Biennial Awards Citation Booklet and other publications etc. Coordination with Printing Press. • Passing the bills for the printing jobs viz. NCDC Annual Report, Newsletter Schematic pattern of Assistance, scheme pamphlet, NCDC Diary, Citation Booklet etc. Besides, work relating to release of NCDC advertisements, exhibitions and Collecting and compiling information for printing in NCDC Diary. Any other work assigned from time to time. 	<ul style="list-style-type: none"> • Authority to maintain the required documents/files • Authority to design and for doing the art work and maintain relevant files. • Authority to maintain NCDC media library.
SPS/PS	<ul style="list-style-type: none"> • Record and track movement of files; Facilitate engagements and communication needs of the officer; • Assist to reporting officers in carrying out the work of Division • Preserving appropriate Press clippings. • Managing the Divisions' file system. • Any other work assigned from time to time. 	<ul style="list-style-type: none"> • Assess new and raise indent for stationery / other consumables; • Requisition for Photostat of documents; • Control incoming and outgoing communication through telephone & other modes; • Control need bases access of visitors to the officer.
MTS (2)	<ul style="list-style-type: none"> • Movement of files from one Officer/Division to other Officer/Division • Carry out photocopies and making of sets of documents; Circulation of documents; • Delivery of dak in R&I Section; • To maintain complete record of the receipt of publicity material, NCDC Diary, Annual Report etc. and their distribution as per the instructions. • Attend all jobs assigned from time to time. 	<ul style="list-style-type: none"> • As assigned by reporting officer; • Keep files/records in proper place; • Get photocopy of documents and preserving the same. • Cater the needs of officers and visitors. • To keep all the publicity material and maintain their receipt and distribution record.

ANNEXURES TO NCDC/PD(PR)-15

Annexure – III

Membership of National/International Organizations

- Regional Network for Development of Agricultural Cooperatives in Asia and the Pacific Region (**NEDAC**), Bangkok
- Association of Food Marketing Agencies in Asia and the Pacific (**AFMA**), Bangkok
- International Cooperative Alliance (**ICA**), Geneva, Switzerland
- Centre for International Cooperation and Training in Agricultural Banking (**CICTAB**), Pune
- Institute of Rural Management (**IRMA**), Anand, Gujarat
- Central Organization of Oil Industry and Trade (**COOIT**), New Delhi