

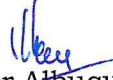
No. HH-18/2/2025-Personnel
Government of India
Ministry of Electronics and Information Technology
MS(O&M) Section

New Delhi-110003
Dated: 17.12.2025

OFFICE ORDER

In pursuance of Ministry of Information and Broadcasting D.O. No. M-20011/10/2025- Press dated 12.11.2025 (copy enclosed), Shri Manish Shiva Zole, Deputy Director (PIB), has been appointed as Chief of Media & Communications (CMC) for the Ministry of Electronics and Information Technology (MeitY). The CMC will act as Single Point of Contact for all matters relating to media engagements and information dissemination through print, TV, radio, digital media and other platforms.

2. The CMC will report directly to Secretary (MeitY) and co-ordinate with AS/JS/GC of this Ministry dealing with Information, Education and Communication (IEC) matters. Further, all Divisions of MeitY will route their media plan for the Ministry's activities/initiatives and response to media, through the CMC.
3. The expenditure on account of TA/DA during official tours and other working arrangements in respect of the CMC will be made by MeitY, as per his entitlement.
4. This issues with the approval of Secretary (MeitY) and will come into force with immediate effect.


(P Victor Albuquerque)
Deputy Secretary (Pers.)

To:

1. Shri Manish Shiva Zole, Deputy Director (PIB) and CMC(MeitY)
2. AS(AS)/AS(Pers.)
3. All Group Coordinators, MeitY
4. Dir(Pers.)/Dir(NK)/Dir(VT)/Dir(MYSK)
5. Dir(Pers.III)/DS(Fin.)/DS(Genl. Admn.)/US(GC)/US(O&M)/SO(Pers.I)/SO(Pers.II)
6. PAO/DDO
7. Intra-MeitY Portal/MeitY Website Cell

Copy for information to:

1. DG, NIC/DG, STQC Dte.
2. CEO(UIDAI)/DG(ICERT)/CCA
3. CEOs of all Autonomous Societies and Companies under MeitY
4. PS to MEIT/PS to MOS(E&IT)
5. OSD/PPS to Secretary
6. All DS's/US's

संजय जाजू, भा.प्र.से.
सचिव
SANJAY JAJU, IAS
Secretary



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शास्त्री भवन, नई दिल्ली - 110001
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

12th November, 2025

Dear Secretary,

This is in continuation to the discussions held during the workshop on "Communication for Viksit Bharat" held on 25th October 2025.

2. The Ministry of Information & Broadcasting has taken the following steps to streamline and strengthen communication by Press Information Bureau (PIB) officers in various Ministries/ Departments for effective media and information dissemination:

- i. Each Ministry/Department will have at least **one designated PIB officer** who will act as **single point-of-contact** for all the information dissemination and publicity related issues.
- ii. The seniormost PIB officer assigned to the respective Ministry/ Department will henceforth be called as **Chief of Media & Communications (CMC)**. The CMC will be responsible for all matters relating to media engagements and information dissemination through print, TV, radio, digital media, and other platforms.

3. In this context, I request you to kindly ensure that the following measures are put in place in various Ministries/ Departments for implementing an effective media & communication strategy:

- i. Providing adequate office space alongwith appropriate support staff in the Ministry/ Department for facilitating the CMC.
- ii. The CMC will report directly to the Secretary of the Ministry/ Department and coordinate with the concerned AS/ JS, dealing with Information, Education, and Communication (IEC) matters in the Ministry/ Department. The Secretary concerned will also initiate the PAR of CMC.
- iii. Issuance of directions to all Divisions in the Ministry/ Department that any media plan for the Ministry's activities/initiatives and response to media gets routed through the CMC.

4. These measures will enhance the efficiency, accuracy, and consistency of communication of each Ministry, ensuring that our collective objectives are met through better coordination.

5. I am enclosing the Standard Operating Procedure (SOP) on the roles and duties of the CMC in each Ministry/ Department for perusal.

6. I solicit your support and proactive steps in this regard.

Warm Regards,

Encl: SOP

Yours sincerely,

[Signature]
(Sanjay Jaju)

All Secretaries to the Government of India

Annexure**Standard Operating Procedure (SOP) on the role and duties of Chief of Media & Communications (CMC)**

The following SOPs shall apply to operations of CMC for executing paid and unpaid campaigns:

1. Conceptualising, Planning and release of Funds

- Chief of Media & Communications (CMC) in each Ministry would lead all the paid Campaign of the Ministry in terms of planning, conceptualising, and budgeting.
- CMC will coordinate with the Ministry for earmarking funds for campaigns, approval of media plan and creatives, schedule of campaigns and related matters.
- The Paid Media Campaigns include advertisement through Print media, electronic media, outdoor media, digital media besides social media or such verticals as specified.
- Requirements of the Ministry related to impact assessment of campaigns, if required, may also be treated as part of paid campaigns.

2. Media Plan and Execution

- CMC shall coordinate with CBC for the preparation of the Media Plan. CMC shall give its requirements to the CBC alongwith budget outlay in a specific format to be provided by CBC.
- CBC Campaign wing will prepare the Media Plan based on the requirements given by CMC and share it with him/her for approval.
- CMC will coordinate with the Client Ministry for approval of the media plan and ensure allocation of funds to CBC before execution.
- Once the media plan is approved, CBC will roll out the campaign, on receipt of funds.
- Media rollout/Feedback reports so desired by the Client Ministry will be shared by CBC with the CMC.

3. Creatives

- CBC maintains a panel of Agencies for production of creatives. The requirement of the Client Ministry for engagement of a Multimedia/Production Agency will be placed with CBC by the CMC.
- The creatives shall be produced by the agency, selected as per the procedures laid out, under the supervision of the CMC in consultation with the Client Ministry.

- The necessary approvals for the creatives shall be taken by the CMC from the competent authority and the approved creatives will be shared with CBC for release.

4. Campaign Strategy

- Advise Ministries on the design and implementation of communication campaigns for flagship schemes and initiatives.
- Assist in conceptualizing campaign themes, key messages, and target audience identification.
- Ensure the campaign strategy aligns with the overall Government communication priorities.

5. Drafting & Issuing Press Releases, Rejoinders, FAQs etc.

- Draft and issue press releases, rejoinders, FAQs, and other official communications related to Government policies and programmes.
- Coordinate with the Research Unit to prepare backgrounders, factoids, explainers, and detailed briefs for accurate information dissemination.
- Ensure all issued materials are factually correct, concise, and consistent with Government communication guidelines.

6. Organizing Press Conferences and Media Interactions

- Organize press conferences, media briefings, and interviews of Ministers, Ministers of State, and Secretaries.
- Facilitate interactions between Ministers and journalists to ensure effective media engagement.
- Ensure smooth logistical and technical coordination during press events and interviews.

7. Media Liaison & Coordination

- Maintain active contact with journalists, editors, and media representatives.
- Respond promptly to media queries and clarify the Government's position on important issues.
- Ensure factual, balanced, and positive coverage of Government initiatives across media platforms.

8. Publishing of Op-Eds

- Coordinate publication of Op-Eds authored by Ministers, Ministers of State, Secretaries, and experts.
- Facilitate placement of Op-Eds in national, regional, and Indian language newspapers.
- Highlight achievements, reforms, and success stories through opinion pieces and expert columns.

9. Fact Checking

- Collaborate with the Fact Check Unit of PIB to identify misinformation or false narratives in media or online platforms.
- Prepare factual clarifications and rejoinders to counter false or misleading reports.
- Ensure prompt dissemination of verified information to maintain public trust.

10. Media Plan for Events

- Prepare detailed media plans for events organized by Ministries or Departments.
- Invite media representatives and issue curtain-raiser press releases prior to the event.
- Arrange a media desk at the venue and facilitate journalist interactions during the event.
- Advise Ministries on preparing comprehensive media kits, including press notes, backgrounders, and FAQs.

11. Conducting Press Tours

- Plan and organize press tours to project sites, field locations, and beneficiary areas.
- Facilitate direct interaction between journalists and beneficiaries to highlight success stories.
- Ensure balanced and authentic reporting by showcasing ground-level implementation of schemes.

12. Monitoring & Feedback

- Monitor print, electronic, and digital media for coverage related to assigned Ministries or Departments.
- Prepare and share daily media monitoring reports and perception analyses with concerned Ministries.
- Provide timely feedback and communication insights to help refine the Ministry's outreach efforts.
- Submit comprehensive coverage reports after major events or campaigns.

13. Inter-Agency Coordination

- Coordinate with the Ministry's Media Cell, Minister's Office, and Secretary's Office for unified communication efforts.
- Collaborate with Doordarshan News, All India Radio, CBC, and other I&B media units for integrated outreach.
- Ensure proper inter-agency coordination during national campaigns and high-visibility events.

14. Administrative & Logistical Roles

- Supervise and guide supporting staff in day-to-day media-related activities.
- Manage official correspondence, event logistics, and record-keeping responsibilities.
- Maintain and regularly update press and contact databases for effective communication.

15. Budget & Accounting

- CMC will coordinate with the client Ministry for planning annual budget for IEC activities under 'Advertisement & Publicity'.
- CMC will coordinate with the Ministry to place 40% of Advertisement & Publicity funds with the Ministry of I&B as per the DoE OM No. 7/53/2019-BA dated 30.04.2025.
- CBC will provide the details of utilisation of funds of client Ministry to CMC as per requirement.

16. Team with CMC

- The CMC shall be assisted by a team of officials from the client Ministry for carrying out the role.
- She/he shall have an office in the client Ministry and all files related to IEC and 'Advertisement & Publicity' shall be routed through him.
