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Government of India
Press Information Bureau
(Departmental Publicity Section)

Shastri Bhawan, New Delhi
Dated: 20th December, 2022

Guidelines for conducting "Media Tours" under Plan Scheme "Media Outreach Programme & Publicity for Special Events"

PIB is the Nodal Organization of the Government of India for dissemination of information on policy announcements and other initiatives of Government of India. The Bureau is mandated to function as an interface between the Union Government and media to facilitate dissemination of information to media persons. The Bureau also serves as a channel of transmission of authentic and timely information on policy initiatives to people through media as well as through direct engagement.

Media tours are an integral medium of PIB to showcase the development and progress of Government of India schemes to the media. The press tours provide an opportunity to the media to themselves see the development process and the change happening in the field after the implementation of Government of India schemes. The Press tours also help interaction between media persons of different regions.

2. Objectives of Media Tour

The primary objectives of organizing media tours are as under:

- a) Providing media an opportunity to see for themselves the development of various Government of India schemes in the field.
- b) Enable coverage of important programmes and projects of various ministries.
- c) Enabling interaction of journalists of different regions with each other.
- d) Provide opportunity to journalists of one state to understand the socio-economic cultural aspects of different States.
- e) Facilitate and enable good networking of PIB officers with the media in the regions.
- f) Enabling long-term partnership between PIB officers and media.

3. Structure and composition of Media Tours

- (a) The Media party would include Editors, correspondents of newspapers and news agencies and web-based news portals, freelance journalists. The Media party may also include influencers/bloggers with a significant number of followers.
- (b) The Media party would also include members of the media from different States within the region.

- (c) The Media party including the conducting officer of PIB and support staff shall not exceed 15 persons at any time. The total period of the tour shall not exceed 7 days inclusive of travel time.
- (d) The conducting PIB officer will submit the names of journalists and their organisations in their proposal of the Media tours at least 15 days prior to the commencement of tour for approval of Pr.DG, PIB.
- (e) Before departure of the media tour, the PIB conducting officers will call all the journalists for a briefing session about the objectives and outcome of the media tour.
- (f) The PIB officer should ensure rotation of media persons to be taken for media tours.
- (g) PIB officer will also have to ensure that the stories emanating during/after visit to the projects appear simultaneously in media.

4. Mode of Travel

- (a) Mode of travel i.e. whether by air/rail/steamer/road and the class of travel will be decided by Principal Director General (M&C). Generally, mode of travel shall be economy class (if by air), A/C 2 tier/Executive Chair Car (if by train) and cabin class (if by ship/steamer)
- (b) Whenever any travel concession is admissible to any individual/group under the rules of Railway/shipping services/airlines, the expenditure will be limited to the fare after availing of the concessions.
- (c) In cases where there is no direct train/air service between the originating place and destination of the tour and requires change of train/flight at an intermediate station; one day halt at the intermediate station is allowed, if required.
- (d) For local travel/visits, taxis, including A/C taxis, may be hired depending on the place and season of Media Tour, as per the reasonable rates, with the approval of Principal DG (M&C). This includes travel from residence of the journalists to airports and vice versa.

5. Financial Sanction and drawal of advance:

After the composition and itinerary of the Media Tour and financial expenditure/budget is approved/sanction by Principal DG (M&C), Regional Heads of PIB and Additional Director General (MOP) shall have the authority to issue expenditure sanction for the media tour, within the limits prescribed under the guidelines and subject to availability of funds placed at their disposal by Principal DG(M&C) for the purpose. The Conducting Officer may draw 'On Account' advance equivalent to the amount sanctioned for the purpose. The Conducting Officer should send the names of the journalists being taken for the press tour in advance. Any deviation/change in the names should be informed before departure.

6. Expenses:

- (a) **Expenses on lodging:** Expenses on lodging at places of halt shall be sanctioned by Principal DG (M&C) keeping in view the local conditions and facilities and will be regulated as per SR 190. Member of the press party will be entitled for maximum expenses up to the entitlement of an SAG level officer of Government of India or the actual expenditure whichever is less. All the members of the media party (official and non-official) will be treated equally in terms of all entitlements.
- (b) **Expenses on boarding and food:** Expenses on boarding and food and places of halt shall be sanctioned by Principal DG(M&C) and will be regulated as SR 190. The members of the press party will be entitled for a maximum expenses up to the entitlement of an SAG level officer of Government of India or the actual expenditure whichever is less.
- (c) **Misc. Expenses:** Misc. expenses to meet expenses like hiring of photographer/videographer for photo/visual publicity, parking, toll tax, medicines, drinking water/snacks, mementoes for dignitaries and other contingent and unforeseen expenditure will be actual on the basis of bills/cash memos subject to a maximum of Rs. 10,000/-per tour. Photographer/Videographer is to be hired locally and not from originating place. Conducting Officers may carry laptop & data card during the tour for dissemination of information/feedback and may claim expenditure under Misc. if not covered in office expenses.
- (d) Bills should preferably be GST inclusive or the vendor should certify that the vendor is exempted from GST.

7. Deviation from Itinerary:

- (a) Where a journalists etc. is to join the Media Party from a place other than the place from where the Media Tour originates, mode of journey would be by the shortest route for onward and return journeys and single day's halt, if required, at the place from where the tour starts before the commencement of the tour and /or following the conclusion of the tour will be allowed.
- (b) Members of the party who normally reside outside the place from where the tour starts, should as far as possible, be requested to join the party enroute, instead of coming to the place where the tour starts if the programme permits of such an arrangements.

8. Conducting Officer for the Tour:

- (a) The Conducting Officer will be treated as a member of the party. He will travel with the party and stay with it at the same hotel/guests house, etc.
- (b) The Conducting Officer, if needed, could be accompanied by one support staff to assist him in matters such as settling bills, payment of bills and maintain of accounts, etc. and will be treated as a member of the press party.

(c) Regional/Branch offices of PIB destination place would provide local logistics support to the visiting team.

9. Responsibilities/Powers of Conducting Officer:

The Conducting Officer will be responsible for disbursement of cash and payment of bills within the limits defined in these guidelines and for submission of accounts with bills, cash memos etc., within 15 days from the date of conclusion of tour. The Regional Head will scrutinize the bills, vouchers, etc. submitted by the conducting officer and invite clarifications where necessary and settle the accounts. The Conducting Officer will also render account against the 'On Account' advance drawn by him within the stipulated time of the drawal of the advance.

10. Outcomes /Reports of the Media tour:

Identification of projects to be showed to the media would be done by the PIB offices of the destination. The Press party would also call on the dignitaries/Chief Ministers/Governor, senior officials of the Destination State.

The Conducting Officer will submit a report to the Regional Head within 15 days of completion of the tour. The report shall include the Actual Statement of Expenditure incurred, places covered during the tour together with the write ups of journalists and also the press clippings. Reports must clearly state the outcome of the visit and constraints faced, if any. The Report from Regional and Branch Officers must be sent to the Principal DG with the comments of the Regional Head.

11. No expenditure will be incurred from Government funds on serving alcoholic drinks.

12. These Guidelines will supersede the earlier guidelines for media tours and will be in force w.e.f. 20th December, 2022.

13. This issues with the approval of Principal Director General, PIB.


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