

H.P.BOARD OF DEPARTMENTAL EXAMINATION

Departmental Examination of other Gazetted Officers  
(Public Relations) Session June,2018

Paper No.-4

Time Allowed 3 hours

Maximum Marks 100

Note:Attempt any five questions. All questions carry equal marks.  
Question no.1 is compulsory. No books are allowed in the  
Examination Hall. Answers can be written in Hindi and English.

Q.No.1 Draft a Press Note from the material annexed as "A" and also give suitable caption.

20 marks

Q.No.2 The government has declare that the farmers income is to be doubled by 2022. What major steps are being taken by the government to double the income of farmers by 2022.

20 marks

Q.No.3 Explain in detail the first decision of the government to lower the age from 80 years to 70 years for providing old age pension to all without any income limit, who are not getting any other pension. Underline the impact of Social Security Pension Scheme being run by the State Government.

20 marks

Q.No.4 Prepare a speech of Chief Minister for Radio broadcast on World Environment Day with sepcial reference of Eco Tourism Policy of Himachal Pradesh.

20 marks

Q.N.5 (a) Discuss the importance of Public Relations in government, public and private sector.

(b) Elaborate the functions of Press Council of India.

10x2=20 marks

Q.No.6. Discribe the changing trends in journalism with special focus on New Media.

20 marks

Q.No.7. Today social media and electronic media is performing its duties according to ethics of journalism or misleading the people, discuss.

20 marks

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## New Initiatives for a Prosperous Himachal

Today, we are celebrating 70<sup>th</sup> anniversary of our beloved State. On this auspicious occasion, I extend my felicitations to the entire populace of the State and wish for their prosperous and bright future. We all know that on 15<sup>th</sup> April 1948, Himachal Pradesh came into existence with the merger of 30 big and small princely States. I pay my respect and tribute to all those great personalities, especially Dr. Yashwant Singh Parmar, the first Chief Minister and founder of Himachal Pradesh, who made immense contribution for providing a distinct identity and strong foundation to the State.

The auspicious occasion of Himachal Day is a day for celebrations and rejoicing on one hand, while on the other side it provides us an opportunity to introspect the developmental journey and achievements made during the last 70 years.

After its formation, our hill State of Himachal Pradesh passed through a series of challenges due to poverty, backwardness and lack of infrastructural facilities. At the time of formation, facilities of education, health services and roads were negligible in the State. Backwardness was considered to be the destiny of the people of hilly areas. I myself come from a remote area and can very well understand the difficulties and hardships that the people had to go through at that time due to poverty and lack of resources.

Starting its developmental journey almost from a scratch, Himachal Pradesh has not only emerged as a role model of development for hill States but has also shown the way to other States in various spheres. Increase in per capita income, gross domestic product and literacy rate especially women's literacy rate, etc bear testimony to the all round development of the State. The per capita income which was just Rs 240/- at the time of the formation has now gone up to Rs. 1,58,462, which is higher than the national per capita income. Gross Domestic Product has also increased manifold from Rs. 26 crore to Rs. 1,35,914 crore.

I congratulate the people of the State for the magnificent development as it had been made possible due to their sincere efforts and active participation in the developmental process. We are proud of the people of the State. We are thankful to the honest and hard working people of Himachal Pradesh who have entrusted the responsibility of serving the State to Bharatiya Janta Party with overwhelming majority in the Vidhan Sabha elections-2017. I express my gratitude to the Hon'ble Prime Minister Shri Narendra Modi Ji and the top leadership of the BJP for reposing their faith in me and giving me the responsibility of leading the government in Himachal Pradesh.

Service of the people is a 'Sadhna' for us and I assure the people of the State that their interests are paramount to us. Our government has started functioning with full devotion and commitment as a composite team with the guiding principle of 'Sabka Sath-Sabka Vikas'. On the very first day of taking over the reins of the government, we decided to make the 'Swarnim Himachal Drishti Patra-2017' of the Bhartiya Janta Party a policy document of the government. This vision document has been made a trail blazer to implement the developmental policies and programmes so that all public commitments are fulfilled in a time bound manner.

Senior citizens are an important part of the society and to provide them a better social security cover, our government has lowered the eligibility age of senior citizens for getting pension without any income limit from 80 to 70 years. About 1.30 lakh such elderly people have benefitted from this decision. In addition to sanctioning 32,808 new cases under the Social Security Scheme, the monthly amount of pension has been raised to Rs. 750 per month from 1<sup>st</sup> April 2018 benefitting as many as 4,46,805 people.

When our government took over, an atmosphere of fear, corruption and insecurity prevailed in the State. Our government took necessary steps to infuse a sense of safety and confidence among the people. In addition to various other measures for the protection of women, "Gudiya" Helpline-1515 and "Shakti Button App" were launched so that in the event of any crisis women could send information to the police immediately through these new technology based facilities.

Eliminating corruption is a priority of our government. "Hoshiyar Singh" Helpline-1090 has been started to strictly deal with forest mafia, mining mafia and drug mafia in the State and curb its menace. The Chief Minister's Office is monitoring this helpline round the clock.

Good governance and service to the people is the motto of our government. The "Chief Minister Dash Board" has been started and all the important departments have been linked to it with a view to actively implement welfare schemes and monitor their progress. "Online Services" have been started for numerous services to facilitate the people and provide them clean, transparent and responsive administration.

Our government contemplates to develop a work culture of good governance and time-bound implementation of schemes so that the benefits of developmental schemes could percolate down to the grass root level covering maximum people in a minimum possible time. In order to activate the government machinery and complete schemes and plans in a stipulated period, all the

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departments were instructed to set targets for 100 days. Officers were encouraged to think "out of the box" and prepare new and innovative schemes. I am happy to note that excellent work has been done at the departmental level and with this activism, a sense of dedication and cooperation has been infused and an atmosphere of work culture has been put in place.

The present government is working in close-coordination with public representatives so that viable schemes could be prepared in the larger interest of the people. We have prepared an annual plan of Rs. 6300 crore for the year 2018-19 which is 10.51 percent i.e. Rs. 600 crore higher than the previous year's plan.

Our government is committed to enhance the capability of the youth, ensure upliftment of the weaker sections, prosperity of the farmers and empowerment of women. In order to improve the quality of life of the people, our government has laid special emphasis on providing specialist healthcare services, quality education system and new opportunities of livelihood to the people of the State.

I had the opportunity to present my first budget in the Himachal Pradesh Assembly on March 9, 2018. In this first budget, we have tried to include most of the promises mentioned in Bharatiya Janta Party's vision document, so that the aspirations of the people could be met in a planned manner. We have proposed 30 new schemes for the welfare of all sections of people in the budget, which is a record in itself.

On assuming the charge of the government, we realized that many important projects in the State were hanging midway due to paucity of funds. Implementation of centrally sponsored schemes was also not being taken seriously. We took the initiative and provided additional funds for many such schemes, particularly 61 drinking water schemes where more than 75 percent of work had been done were completed within a short period of 100 days. More than one lakh people of 630 of habitats have benefitted from this measure.

We have proposed a Rs. 4751.24 crore project for water conservation to Govt. of India. Another Rs. 798 crore project for improvement of drinking water schemes completed before year 2000 has also been forwarded for central funding.

Similarly, we immediately released an amount of Rs. 100 crore for tarring and maintenance of roads. Detailed Project Reports of 123 roads have been completed. Works for 213 roads have been awarded during this period.

Investors were not investing in the State including tourism and hydel projects due to policy paralysis prevailing in the State. Centre government had approved 69 new National Highways for the State but even their DPR were not

prepared. We took the command and initiated the process. Letters of intent have been issued to 43 consultants for national highways during this period.

Hon'ble Prime Minister Shri Narendra Modi has a special attachment and affection for the people of Himachal Pradesh. The Centre government under the able-guidance of Shri Narendra Modi Ji has approved big projects and assured to provide all possible help and cooperation in various areas of development so that there is no shortage of fund for the development of the State. The Centre Government has approved several schemes for the development of the State on the pattern of 90:10.

Rs. 1000 crore Crop Diversification Scheme-II is proposed to be implemented in agriculture sector in the entire State. Similarly, Rs. 800 crore Forest Management and Livelihood Improvement Project will also be launched soon. Japan International Cooperation Agency (JICA) has agreed in principle to provide financial assistance for both these projects.

A Rs. 640 crore Himachal Pradesh Skilled Development Project will be implemented for the youth of the State, for which agreement has recently been signed between Government of India, Asian Development Bank and Government of Himachal Pradesh. Under this project, about 65000 youth will be given special training according to the national skill standards to provide employment.

We have decided to start new schemes in the field of tourism. A scheme of Rs. 50 crore named 'Nai Rahein-Nai Manjilein' is being started to enable tourism activities in unexplored areas and to increase the private sector participation in tourism sector. Under the scheme Udaan-II a feasibility survey has been conducted with a view to explore the possibility of 5 new helipads in the State.

Self-employment and empowerment of youth and women is one of our major priorities and we have already initiated efforts in this direction. There is a plan to implement Skill Development Programme in a big way. All Employment Centres are being converted into Skill Identification and Model Career Counselling Centres. This step will certainly help in employment generation for the youth. We have provided Skill Development Allowance to 4101 new youth and 1737 new youth have also been provided the facility of unemployment allowance during this period.

We are also putting efforts to provide employment to skilled youth through campus placement and 'Rojgar Melas'. During this short period, more than 1500 students got employment through such melas and for the first time, 138 students of different colleges have got placements as a result of the efforts of the education department. Two new schemes namely 'Mukhyamantri Swavalamban

Yojna' and 'Mukhyamantri Yuva Ajivika Yojna' are being started with the aim of encouraging the youth to adopt self employment under which provisions have been made to give special concessions on investment to start new ventures.

It is our endeavor that every household has a gas connection in the State. This will discourage the use of fuel wood for cooking and save time and health of the housewives besides conserving environment. A scheme named 'Himachal Grihani Suvidha' will be implemented for this purpose. Under this scheme, women of those families will be provided economic support for purchasing 'gas chullah' who have not been covered under 'Ujjawala Yojna'. Our aim is to provide kitchen gas to every household within next two years.

Education and Health are on the top priority list of our government. Our special emphasis will be on imparting qualitative education. We have already initiated steps in this direction. A scheme called 'Mukhyamantri Aadarsh Vidya Kendra' will be started under which where there are no 'Eklavya and Navodya Vidyalayas' available in the State, ideal schools will be set up with hostel facilities in phased manner in every assembly constituency.

Many reforms are being made in the field of health too. In order to overcome the shortage of doctors and other paramedical staff in health institutions, 262 posts of medical officers have been filled up in this period and the process of filling up 2000 posts of paramedical staff is in process. The process for filling up of 200 posts in Ayurveda Department is also in progress. 330 Generic medicines are being provided free of cost in Indira Gandhi Medical College, Shimla round the clock.

A new scheme called 'Mukhyamantri Aashirwad Yojna' is being started in the State under which a kit of Rs. 1500 will be provided to all newborn babies in Hospitals, in addition to an amount of Rs. 700 already being given in the State for institutional deliveries. Realising the importance of participation of private sector in health sector, we have announced the introduction of new scheme called 'Swasthya main Sehbhagita' under which provision of 25% investment grant on investment of Rs. 1 Crore, has been made for setting up private health institutions in rural areas.

Agriculture and horticulture have a special contribution in the State's economy. The State government has taken effective steps to diversify agricultural activities, strengthen and implement irrigational facilities and promote Zero Budget Natural Farming and organic farming. In order to promote Zero Budget Natural Farming, a new scheme 'Prakritik Kheti Khushaal Kisan' will be implemented at a cost of Rs. 25 crore. We have envisaged making Himachal an 'Organic Farming' State in next five years.

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State government is also committed for protection and enrichment of 'Gau-Vansh'. Government land will be provided on token lease of Rs. 1 for setting-up of Gau-Sadans.

Various improvements have also been made in horticulture sector. About 100 crore will be spent on horticulture activities this year. An agreement has been signed with New Zealand for technical cooperation in the field of horticulture.

We have decided to implement the new hydel and mining policy keeping in view the resource generation in the State. Provision of strict punishment for illegal mining has been made by making the mining policy more effective and transparent.

17 industrial units involving an investment of Rs. 456.43 crore have been approved under the single-window mechanism during this period. As many as 1610 people will get employment in these industries. International tenders have been invited for 31 hydel projects of 2001 MW capacity.

Special emphasis is being laid on environment protection in the State. Electric Taxies and electric buses are being plied in many cities particularly tourist cities. For the first time in the State, the scheme for setting up an eco-village has been started under which five eco villages have been selected in the first phase. An amount of Rs. 50 lakh each will be spent on these Eco villages.

Employees have a special role in implementation of welfare schemes. We have provided benefits of more than Rs. 960 crore in this short period in the form of interim relief and additional dearness allowance to the employees and pensioners. We have increased the maternity leave of female employees appointed on contract basis from 135 days to 180 days. This facility has been extended to daily wage workers as well as part-time female employees.

We all are distressed and shocked at the bus accident that happened recently near Nurpur. In this accident, 27 valuable lives were lost including 23 school children. We share the grief of the affected families and are with them. We are taking measures to ensure that such incident do not occur in future.

We can never forget the contribution of our freedom fighters, serving soldiers and ex-servicemen in maintaining the unity and integrity of our country. I express my reverence and respect towards these heroic fighters. Our Government has restored financial benefits to ex-servicemen for approved military services. The dependents of the martyrs in the army are given employment on compassionate grounds and on the same pattern the benefit will now be given to the dependents of the Himachali martyrs of the paramilitary forces.

In the Commonwealth games, sportspersons of the State have demonstrated their talent while representing the country and have won medals also. I extend my felicitation to these sportspersons.

Our government is the government of common man. We believe in taking everyone along on the path of development. Our goal is to make Himachal a prosperous and the best State in the country. On the occasion of Himachal Day, let us once again rededicate ourselves to serve the Nation and the State with dedication and commitment.