



**Bangladesh Power Development Board**  
**INTEGRATED MANAGEMENT SYSTEM**  
**(BASED ON ISO 9001:2015, ISO 14001:2015 & ISO**  
**45001:2018 STANDARDS)**

**PROCEDURE FOR PUBLIC RELATION AFFAIRS**



# INTEGRATED MANAGEMENT SYSTEM

Document No.:  
BPDB-IMS-PR-045  
Revision No.: 00  
Effective Date: 01-11-2021

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### 1.0 Purpose

- To uphold the image of BPDB.
- To discharge the functions of the directorate effectively.

### 2.0 Scope

Applies to Integrated Management System of Public Relation Affair of Bangladesh Power Development Board (BPDB).

### 3.0 Terms & Definition

#### Definition

None

#### Abbreviations

BPDB – Bangladesh Power Development Board  
MR – Management Representative

### 4.0 Roles and Responsibility

Tasks in Reference Clause nos.	Responsibility
5.1, 5.2, 5.3	Officers of PR Directorate
5.4, 5.5	Director
5.6	Director/ Deputy Director/ Deputy Director, Press/ Assistant Director-1
5.7	Deputy Director, Assistant Director-2, General/Accounts Section, Director
	Deputy Director, Director
5.11	DD, Press, Head of the Press Store Keeper,
5.12	Public Relations Directorate
5.13	MR

### 5.0 Procedure

#### 5.1 Plan of the procedure:

- The directorate of public relations has been serving as an important directorate of Bangladesh Power Development Board (BPDB) covering the following activities to build positive and transparent image of the organization:
  - Image Building
  - Communication and relations with Mass Media
  - Co-ordination with organizations
  - Co-ordination of Parliamentary Affairs

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- e. Publication
- f. Advertisement and Financial Management
- g. Event Management
- h. Protocol Function
- i. Advisory Function
- j. Running Printing Press

### 5.2 Image Building

- The sustainable image building activities of PR directorate in favour the board can be ascertained by the positive remarks of speakers in various meetings, seminars regarding BPDB, increasing support of development partners, reports of national dailies and electronic media and the impression of people of all strata of the society.
- The directorate works for presenting objective and reliable news about electricity and the organization considering the significance of the people's right to information.
- For this purpose regular briefings are arranged for national dailies and electronic media about all development and significant activities of BPDB.
- Besides, Public Relations Directorate arranges visits to power plants and other related installations for media people frequently.
- PR directorate arranges program of exchange of views with senior officials including heads of the organizations, interviews and talk shows in various television channels for presenting BPDB and power sector.
- To cope with wide expansion of print, electronic and online media in the country, public relations directorate adapts new and different techniques of PR by using print and electronic media for serving the purpose of national and organizational interest.
- Different events on power sector and national and international workshops, seminars and conferences are arranged by the public relations directorate. The directorate manages to enhance the image of BPDB to new height by arranging this sort of programs along with arranging huge media coverage.
- Other organizations/companies of power sector sometimes take assistance of public relations directorate of BPDB for their PR and publicity activities.

### 5.3 Communication and relation with Mass Media

- The word 'Communication' bears special significance in the field of Public Relations. Communication may be inter-personal, group or mass communication. It may happen among persons, groups, offices, mass people and it should be a continuous process.
- Public relations directorate of BPDB ensures all kinds of communication that means effective contact with mass media (print, online and electronic), civil society, power sector entities, government and nongovernment organizations or target people of all levels according to the need of the organization and direction of higher authority for effective communication.

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- The PR directorate continues professional relations with different mass media such as radio, TV, newspaper, online media and news agencies by keeping professional contacts; exchanging views and giving press releases on different events & activities and clarifications about telecast/published news, views etc. for effective communication.

#### 5.4 Coordination

- Public relations directorate acts as a bridge between BPDB and other organizations. Specially it maintains liaison with the ministry, concerned government and nongovernment offices for the interest of the organization for Good governance.

#### 5.5 Coordination of Parliamentary Affairs

- PR Directorate co-ordinates the preparations of reply to questions about BPDB and power sector by Honorable members of the Parliament while session is on, prepares reports on the basis of agenda for presenting in the meeting of different parliamentary committees including standing committee on Ministry of Power, Energy & Mineral resources for Good governance.

#### 5.6 Publication

- Preparation, editing and printing of annual report of BPDB, in-house journal the monthly 'Bidyut Barta', 'Weekly Tender Bulletin', telephone guide, calendar, greeting cards on various festivals, annual report and other publications of power division, arrangement of publishing supplementary in national newspapers on different occasion and other necessary publication including printing of different manuals, charters, various kinds of leaflet and brochure are done by PR Directorate for presenting BPDB as a quality organization.

#### 5.7 Advertisement and Financial Management

- The directorate of public relations arranges publication of all kinds of tender notice of BPDB, notice about recruitment and disciplinary matter etc. in national dailies and website. Besides, all tender notices are published in weekly 'Tender Bulletin' of BPDB to enable the organization to make all the works done through fair competition
- The directorate preserves clipping of power sector news, tender notices and other related publications, process the bills of all publication for payment, which involves huge financial management for transparency.
- Directorate also advises the concerned authority to do the needful on the basis of news publishes in the media for transparency.

#### 5.8 Event Management

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- The Public Relation Directorate engages itself in organizing discussion meeting, seminar, symposium, workshop, round table conference, natural function, agreement signing ceremony, Bilateral and international conference of power sector etc. Focusing the organization.
- Directorate also contributes significantly in arrangement and observance of 'National Energy Week' and other important occasion and events or presenting the power sector activities.

### 5.9 Protocol Function

- Protocols of the board and liaison activities are informed by the public relations directorate. Doctoral of the high officials of BPDB and foreign delegates related with BPDB and in some cases rawer sector are done by Public Relations Directorate to ensure smooth visit of entitled PDB officials and foreign delegates.

### 5.10 Advisory Function

- The public relation directorate sometimes comes forward with necessary advices to the board in policy matter since it works closely

### 5.11 Running a Printing Press

- All necessary forms/books which are required for administrative/financial management of the board are printed at central printing press.
- Materials printed and supplied by printing press are meter reading books, daily collection sheets (DCS), store/ledger, bill register, other registers, salary bill form, ACR form, cash and journal voucher pad, different prescribed format, revenue certificate, monthly 'Biddyut Barta', weekly Tender bulletin', different forms according to requirement of medical center, various forms and certificate of schools of BPDB, log sheet and production register of • power plants, forms and cash book according to requirement.^ .payment office, greeting cards, annual report of BPDB and power division and more than hundred types of forms about administrative and revenue collection purpose.
- Printing Press Process
  - Requisition comes from various offices.
  - Requisition is then approved by the Deputy Director, Press to process the work order.
  - Issue voucher of items are prepared against approved requisition.
  - If the required item(s) are available in stock then the items are given to the authorized person by taking receiving signature on requisition.
  - If there is no stock of required items then order is passed to press for printing by Note sheet or Chahidapotro.
  - After printing items are sent to store.
  - Required item is then given to authorized recipient.

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- Record is kept in ledger book after every transaction.
- Materials needed for Printing are purchased as per financial authority of Director, Public Relation and Deputy Director, Press as required. After purchasing materials are receipt, inspected and sent to the store.

### 5.14 Implementation & Internal Audit

- Excepting the aforesaid functions public relations directorate has to engage itself in almost all the external affairs & activities of the organization.
- Procedure for Public Relation Affairs and its effectiveness after implementation of its decisions will be checked and reviewed during internal audits.
- Review consideration will be raised in MRC Meeting for decision

### 6.0 References

None

### 7.0 Appendix

None

### 8.0 Revision History

SI No.	Revision Number	Section	Change Made	Date of Revision

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