

Copy of G.O.Ms.No.957, Health Deptt., dt.28.4.1970

Sub: ESTABLISHMENT-PUBLIC HEALTH-O/O.DHS&FP-
TECHNICAL OFFICER-CHANGE OF DESIGNATION
AS TECHNICAL ASSISTANT DIRECTOR(MEDIA)
ORDERS-PASSED

Ref:G.O.Ms.No.137 Health dt.18.1.1960
From the DHS&FP R.No.189594/HEB/69
dt.2.12.69 and 15.12.69

Order:-

The Director of Health Services and Family planning has stated that the work load and the responsibility of the Technical Officer in his Office (who is incharge of the Media Division) has increased and that he has to overcome many problems for the successful working of the Media Division. To utilise the leadership and expert resources available in activities in the State, the Technical Officer has to tour independently in the Districts and he has to meet and discuss with experts for preparing the message to be included in the Media and the Health journals. He has to supervise and as well as the voluntary agencies to ensure proper utilisation of materials produced at district officers and conduct training programmes for effective use of the Media. The Director of Health Services and Family Planning has stated that the Technical Officer has therefore to be elevated to the status of Asst. Director of the Directorate like the Statistical Assistant Director. The present incumbent is a technically qualified person and has put in more than seven years of service and has gained considerable experience in all branches of Administration, Organisation and Accounts of the Department. The Director of Health Services and Family Planning has in the circumstances requested that the name of the post of "Technical Officer" may be changed into "Technical Assistant Director(Media)" so that the functioning of the Media Division may be more effective. The proposal does not involve any financial commitments to the State Government. The Director of Health Services & Family Planning has also suggested that certain powers may be delegated

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to the Technical Assistant Director(Media) and that he may be classified as a State Touring Officer.

2. The Government agree to the above proposals of the Director of Health Services and Family Planning and direct that the post of Technical Officer, Health Education Bureau in the U/o.the DHS&FP, be redesignated as 'Technical Assistant Director(Media)subject to be condition that the redesignation of the post should not lead to the revision of the scale of pay on a par with other Asst.Directors in that office. The Technical Asst.Director(Media)will be delegated with the following powers and functions' and be classified as a State Touring Officer.

1. He will tour independently and inspect all the offices of the public Health Department including PHCs in connection with the planning, production and distribution of all kinds of media.

2. He will be incharge of all the printed materials like journals, pamphlets, posters, flash cards, flannel graphs etc.

3. He will be incharge of all mobile and static exhibitions organised by the public Health Department and the Mobile exhibition Unit.

4. He will be incharge of purchase, maintenance and repairs of all the audio visual equipment like Projectors, tape recorders, filmstrip projectors, Photographic equipment etc., of the Public Health Department all over the State.

5. He will be incharge of all the publicity programmes including Radio programme.

6. He will directly control all the staff of the Media Section. The Technical Asst.Director will be under the direct control of the Addl.Director of Health Services and Family Planning as far as the Media Division is concerned.

3. This order issues with the concurrence of the Finance Department vide its U.O.No.42704/H&FP/70/1 dt.16.4.1970.

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Redesignated
as TAD
in G.O. MS NO 957 Hcl/28

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ANNEXURE:

S.No.	Name of Post:	Scale of sanctioned post.	No. of Posts
1.	Assistant Director of Public Health (Health Education Bureau)	Rs. 800-50-1,100	One
2.	Technical Officer	Rs. 350-25-650	One
3.	Sub-Editor	Rs. 250-15-400	One
4.	Public Health Nurse (Trained in Health Education)	Rs. 225-10-275-15-350	One
5.	Health Inspector (S.G.) (Trained in Health Education)	Rs. 200-10-300	One
6.	Superintendent	Rs. 180-5-200-10-300	One
7.	Home Science Assistant	Rs. 140-5-200	One
8.	Craftsman	Rs. 140-5-180-10-250	One
9.	Upper Division Clerk	Rs. 125-5-175	One
10.	Lower Division Clerk	Rs. 90-4-110-3-140	One
11.	Steno-typist	Rs. 90-4-110-3-140 Plus special pay)	One
12.	Driver (Heavy vehicle)	Rs. 75-1-85	One
13.	Driver (Light Vehicle)	Rs. 70-1-80	One
14.	Duplicating Technician	Rs. 55-1-70	One
15.	Cleaner	Rs. 50-1-60	One
16.	Peons	Rs. 50 50-1-60	Two

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