



**Ravi Urban Development Authority Public Relations and Media Policy (Amended)**

**Notification No. RUDA/LW/Notifications/09-24:** In exercise of the powers conferred under section 6 (xxvi) of The Ravi Urban Development Authority Act 2020 (amended) read with Section 9(6), the CEO of The Ravi Urban Development Authority is pleased to frame Ravi Urban Development Authority Public Relations and Media Policy with effect from 04<sup>th</sup> June, 2024.

**1. Short Title & Commencement.** - (1) This Policy may be cited as the Ravi Urban Development Authority Public Relations and Media Policy, 2024.

(2) It shall come into force at once

**PART I – GENERAL**

**1. Introduction.** -

The proliferation of electronic, print, and social media has created an environment of information overload. This can lead to speculation, misinterpretations, and the spread of disinformation.

Analyzing the complete news cycle requires specialized knowledge, and understanding of a news item's origin and intended purpose is crucial for accurate interpretation. In this context, it is essential for RUDA employees to exercise caution when engaging with the media to prevent misrepresentation by unauthorized individuals.

This policy aims to structure dissemination of information from RUDA to curb disinformation, speculation and misinterpretation.

This comprehensive Public Relations and Media Policy outlines RUDA's communication strategies across various platforms. The primary goals of this policy are to ensure transparency, accuracy, and consistency in all interactions with the media and public.

**2. Definitions.** -

- a. "Act" means The Ravi Urban Development Authority Act 2020 (XVII of 2020), including any amendments thereto made from time to time;
- b. "Authority" means the Ravi Urban Development Authority established under section 4 of the Act;
- c. "Board" means the Board of the Authority as defined in section 2(ca) of the Act;
- d. "CEO" means the Chief Executive Officer of the Authority;
- e. "Competent Authority" means the CEO and/or the Director Public Relations of the Authority;
- f. "Confidential Information" means any material, document, knowledge, information and data (verbal, electronic, written or any other form) concerning the Authority not generally known to the public consisting of, but not limited to business plans, projects, concepts, designs, blueprints, master plan, drawings, financial models, devices, equipment, apparatus, products, prototypes,





techniques, research projects, computer programs, software, hardware, business development and marketing plans, land acquisition and procurement details, pricing data, housing schemes under approval, information concerning investors, official negotiations with customers, suppliers, consultants, employees and any other concepts, ideas or information involving or related to the business which, if misused or disclosed, could adversely affect the Authority;

- g. “Confidential Undertaking” means a separate undertaking signed by RUDA employees.
- h. “Media” means all channels of communication, including everything from printed paper to digital data. Media comprises news, art, educational content, and any form of information that can reach or influence people, including television, radio, books, magazines, billboards and the social media platforms
- i. “Policy” means Ravi Urban Development Authority Public Relations and Media Policy.

### **3. Aims and Objectives. -**

- (1) RUDA prioritizes responsible communication to promote informed public engagement and safeguard sensitive information. RUDA commits to transparently sharing relevant information, adhering to all applicable laws and regulations prioritizing ethical conduct, implementing robust security measures and strict protocols to protect sensitive information.
- (2) Breaches will be met with swift response and corrective actions aligned with recognized best practices. Authority’s objectives are to:
  - a. Maintain a positive, consistent public image that reflects RUDA's mission, values, and commitment to urban development across all media platforms.
  - b. Establish clear guidelines for interactions with the media, public, and other stakeholders.
  - c. Protect sensitive information, adhering to legal and ethical standards.
- (3) Through responsible communication and information security, RUDA aims to build trust and transparency with the public, fostering their understanding and participation in our work.

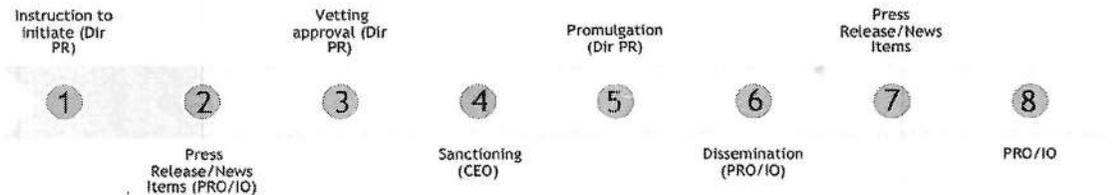
## **PART II – DISSEMINATION OF INFORMATION**

### **4. Internal News Cycle – Origination & Promulgation. -**

- (1) In order to ensure consistent and accurate disclosure of information and news, all media communications including press releases, press notes, features, op-eds, beepers, Sound on Tapes (SOTS), advertisements, posts, and blogs must be approved by the Director Public Relations (PR), RUDA before release to the media.
- (2) Once approved, RUDA shall disseminate news items exclusively through designated mechanisms and channels. Only information released through these official channels shall be considered authentic and representative of RUDA's views.



- (3) The Public Relation Officer (PRO), Information Officers (IO), and all PR Department' staff are prohibited from issuing any news items or information without explicit approval from the Director PR, and failure to comply with this shall result in a disciplinary action.
- (4) News cycle of Information dissemination will be in accordance with the following route:  
Instruction to initiate (Director PR) → Press Release/News Items (PRO/IO) → Vetting approval (Director PR) → Sanctioning (CEO) → Promulgation (Director PR) → Dissemination (PRO/IO) → Press Release/News Items → PRO/IO



**5. Advertisements. -**

- (1) All advertisements, with the exception of procurement-related advertisements must be approved by the PR Department. This will ensure accuracy of information, content, and distribution.
- (2) PR Department shall consider for approval a draft advertisement upon submission by any Directorate/Department of RUDA. After receiving advertisements for approval, the PR Department shall within seven (7) working days review the draft advertisement, and if approved, it shall advertise the same or return the draft with observations in case it is not approved.
- (3) The Directorate General of Public Relations (DGPR) will manage the dissemination of approved advertisements.
- (4) Procurement advertisements for goods, works, services and consultancy services are excluded from this requirement to avoid unnecessary delays in the procurement process. Procurement-specific advertisements shall be handled separately by the Procurement Department in accordance with prevailing regulations and policies.

**6. Social Media Policy. -**

- (1) RUDA's official social media accounts shall be managed exclusively by the PR Department, and only authorized individuals may post content on the official social media channels. The use of social media shall align with Circular No F. No. 1-2/2019-PDM-I Use Of Social Media By Government Servants .
- (2) If and when discussing RUDA on personal social media accounts, employees must maintain professionalism and discretion. Under no circumstances should confidential information be shared on either personal or official platforms.
- (3) To ensure the accuracy and reliability of information about RUDA, only information released through RUDA's official social media accounts shall be considered authentic. RUDA shall not be

held responsible for any statements, opinions, or information disseminated by its employees on their personal social media channels or other platforms that are not officially authorized by RUDA.

- (4) Adherence to guidelines set forth in Government of the Punjab in Guidelines For the use of social media By Government Servants: Reference No. SI.2-2/2023 Dated: October 30, 2023 will also be ensured.

**7. 1 Neutrality in Political matters. –**

- (a) **Political Neutrality:** As representatives of this organization, it is imperative that all employees maintain strict neutrality with respect to political affiliations. Engaging in any activity or conversation that could be perceived as supporting or favoring any political party is strictly prohibited within the office premises.
- (b) **Professional Conduct:** Gossiping, spreading rumors, or engaging in non-constructive discussions about colleagues, management, or organizational matters is strictly prohibited. All employees are expected to conduct themselves professionally at all times and to foster a respectful and positive work environment.

**8. Publication of Newsletter. –**

- (1) The PR Department shall undertake the publication of a newsletter intended to showcase the achievements, aspirations, and objectives of different departments. It is hereby encouraged that Departments provide updates on their progress, achievements, and tasks monthly . Such submissions shall form part of internal reporting and returns.

**9. Security of Information. -**

- (1) No one is allowed to pass any information related to tasks, operations, plans, and future projections to anyone not authorized to receive it. All departments heads shall ensure that all employees of concerned departments have been cautioned to that effect and have signed the Confidential Undertaking.

No media person/recording item (camera etc.) will be allowed inside office without the permission of Director PR. Such necessities will be timely intimated to Operations Department for security and administrative convenience at entry/exit points of RUDA premises.

**10. Confidentiality and Privacy. -**

- (1) Any department of RUDA may classify any document as confidential, and after this classification the document shall be treated as such. All employees of RUDA shall exercise due care in ensuring that confidential or sensitive information is not disseminated without proper authorization as provided in this policy. This applies across all media platforms.



<sup>1</sup> Inserted vide RUDA notification number RUDA/LW/Notifications/09/23, dated 04-06-2023, Substituted dated 20-08-2024.



- (2) Unauthorized disclosure of confidential information will result in disciplinary action as specified in the HR manual.
- (3) All employees of RUDA shall respect individuals' privacy and adhere to data protection laws, and shall handle personal information with utmost care to safeguard sensitive data.

### **PART III – MEDIA RELATIONS**

#### **11. Designated Spokesperson. -**

- (1) The CEO shall appoint a designated spokesperson, not below the post of Director, who shall be responsible for all official announcements, press releases, interacting with the media, addressing public queries and any other functions as may be delegated by the Authority from time to time.

#### **12. Authorized Spokespersons. -**

- (1) All departments of RUDA shall appoint one authorized spokesperson each. The authorized spokesperson shall be familiar with the work carried out by the relevant department and shall be able to answer any queries raised by the media or public.
- (2) The PR Department may at any time approach the authorized spokesperson to comment or provide clarification with respect to any query as may be referred by the designated spokesperson or PR Department. The authorized spokesperson may also be required to attend media interviews and provide clarification directly to the media provided that the authorized signatory shall not act without prior authorization from the designated spokesperson or the PR Department.
- (3) Authorized spokespersons may be required to attend regular media training sessions managed by the PR Department.

#### **13. Media Inquiries and Interviews. -**

- (1) All inquiries by the media shall be directed to the designated spokesperson or the PR Department. The employees of RUDA shall not comment or provide statements without proper authorization, and RUDA shall not be responsible whatsoever for any statements provided by unauthorized personnel.
- (2) The media shall contact the PR Department for all interviews to ensure alignment with RUDA's messaging and authenticity of all information.

### **PART IV – MISCELLANEOUS**

#### **14. Use of Cell Phone. -**

- (1) While responsible cell phone use for connectivity is valued, these devices can also be misused for unauthorized photography, potentially compromising sensitive documents, personnel, or



locations. To safeguard RUDA's interests, no employee is permitted to bring a cell phone into the offices of the Chairman, CEO, and COO without prior disclosure.

- (2) Employees caught violating this policy, including using phones to capture unauthorized photos or leak information, will face disciplinary action. Potential consequences include, but are not limited to, formal reprimand, suspension, or termination as per HR manual. This policy aligns with RUDA's commitment to protecting confidential information and maintaining the integrity of its operations.

**15. Compliance with law. -**

- (1) The Authority is committed to transparency and public accountability. In accordance with section 4 of the Punjab Transparency and Right to Information Act, 2013 (the “**Right to Information Act**”), the CEO shall designate a Public Information Officer as per section 7 of the Right to Information Act, with all enabling powers, who shall perform the functions provided in this Act.

**16. Review and Amendments. -**

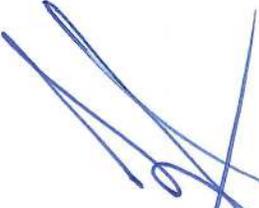
- (1) This Policy may undergo periodic reviews to ensure its relevance and effectiveness. Amendments may be made with the recommendation of Director PR and approval of Competent Authority.

**17. Implementation. -**

- (1) All RUDA employees are required to familiarize themselves with this Policy and strictly adhere to its guidelines across all media forums. Failure to comply shall result in disciplinary action.

**18. Conclusion. -**

- (1) This Policy will have blanket application as related to the matter pertaining to electronic, print, social, folk media and the advertisement as proffered by RUDA from time to time. It also explicitly applies to the control, management, security, secrecy and dissemination of information.

  
(Imran Amin)  
Chief Executive Officer  
Ravi Urban Development Authority

