

**CIRCULAR NO 18/2013**

Sub: Streamlining the function of the Police Information  
Centre- Instructions issued

Ref: 1. GO (Rt) No.707/09/Home dated 02-03-2009  
2. Circular No.13/2009 dated 15-05-2009

The Police Information Centre is an important functional unit of the PHQ, which is intended as a media cell as well as the information centre through which various information to the public and the press are to be disseminated.

The Police Information Centre is assigned with the following functions.

- Press release on behalf of the department, with prior approval of State Police Chief.
- Information to press on police programmes/events/campaign etc.
- Responsible for spreading awareness on all Police activities, in the Press/Media.
- Publication of the Police Directory.
- Publication of journals, Newsletters with the prior approval of State Police Chief.

To ensure that the Centre fulfills its responsibilities, a perfect system of regular and timely flow of information is very essential. Presently there is no such system and without timely information the Centre will fail to achieve its purpose. Hence the following instructions are issued for strict compliance.

- 01.** A constant data flow from every wing of the PHQ will enable the Centre to pass on relevant information to the media as well as the public as and when necessary. All sections of the PHQ will mark copies of all circulars, orders and other relevant data which are of public information value to



be released to the media. ADGP(A)/IGP(HQ) will decide on suitability of all such circulars/Orders etc for release to media with the approval of SPC.

02. The Zonal, Range, District and other subunits and various wings of the Police also should send important announcements and releases to the Police Information Centre via email everyday in the id [info.pol@kerala.gov.in](mailto:info.pol@kerala.gov.in) so that formal press releases can also be issued from the Centre too, if necessary with the approval of ADGP(A)/IGP(HQ)/SPC.
03. Reports, Features, Press Notes etc. on the functioning of various police units and report of progress of various plan schemes etc should also be given by The Zonal, Range, District and other subunits and various wings of the Police to the Police Information Centre to enable the centre to generate press releases and other publicity materials.
04. If any pamphlets and brochures and such other direct publicity materials on various police activities are to be prepared and published, the content matter should be send to the Deputy Director, Police Information Centre and he should initiate the work with the prior approval from the DGP. The published material should be distributed through the Police network as well as other agencies like the District Information Offices etc.

It will be ensured that all press releases are made with the prior approval of SPC.

Sd/-

**STATE POLICE CHIEF,  
KERALA**

To All Officers in the list 'B'

Copy to: All CAs in PHQ/All Section Heads in PHQ

" : Manager, AO, SFO, Circular Book & SF.

**Approved for Issue**

*Jaya shankar*  
22/1/17  
**Senior Superintendent**

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T. H. C. 16/1/22/17

( P-T.O )