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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

Shastri Bhawan, New Delhi,
Dated: 14 June, 2022

OFFICE MEMORANDUM

Subject: Uniformity in nomenclature of BOC and its regional and field units and change therein – reg.

The undersigned is directed to inform that after integration of the three Media Units – Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song and Drama Division (S&DD), the Bureau of Outreach and Communication (BOC) was constituted as the Integrated Unit at the Headquarter level, while the Regional and Field integrated units were given the nomenclature of Regional Outreach Bureau (ROB) and Field Outreach Bureau (FOB).

2. The matter was considered in light of the need to have uniformity in nomenclature within the organisation and across its regional and field verticals. It has accordingly been decided that henceforth the new nomenclature of the organisation will be “Central Bureau of Communication (CBC)” at all levels- Headquarters, Zonal, Regional and Field levels as detailed here under:

Level	Name in English	हिंदी नाम
Headquarter Level	Central Bureau of Communication	केंद्रीय संचार ब्यूरो
DG Zone Level	Central Bureau of Communication (Zonal Office-Zone, Name of States in the Zone)	केंद्रीय संचार ब्यूरो (आंचलिक कार्यालय, क्षेत्र में राज्यों के नाम)
Regional level	Central Bureau of Communication (Regional Office, ROB Name (State's Name))	केंद्रीय संचार ब्यूरो (प्रादेशिक कार्यालय, आर ओ बी का नाम (राज्य का नाम))
Field Level	Central Bureau of Communication (Field Office, FOB Name (ROB Region))	केंद्रीय संचार ब्यूरो (क्षेत्रीय कार्यालय, एफ ओ बी का नाम (आर ओ बी क्षेत्र))

3. As an example, DG (East) Zone will have the nomenclature of "Director General, Central Bureau of Communication, East Zone, Kolkata", ADG (Region) Bhubaneswar will be called "Additional Director General, Central Bureau of Communication, Regional Office, Bhubaneswar, Odisha", and the Keonjhar Field Office will be called "Central Bureau of Communication, Field Office, Keonjhar, Odisha".
4. The above decision comes into with immediate effect and necessary action by all concerned may be taken at Headquarters, Zonal, Regional and Field levels.
5. This issues with the approval of Competent Authority.

Dkaur
(Dhanpreet Kaur)
Director (IP)

To
Shri Satyendra Prakash Pr. DG BOC
Soचना Bhawan,
New Delhi.

Copy to

P/S to HMIB/HMSIB,
Sr. PPS to Secretary
PPS to AS&FA/AS/Sr. Economic Advisor/ Joint Secretary I&B
All Heads of Media Units under the Ministry of I&B