



No.A.11013/01/2009-EH

भारतीय विमानपत्तन प्राधिकरण  
AIRPORTS AUTHORITY OF INDIA

20 July, 2010

To

The Regional Executive Director  
Airports Authority of India  
NR/SR/WR/ER/NER  
Delhi/Chennai/Mumbai/Kolkata/Guwahati

The Executive Director(RCDU)  
Airports Authority of India  
New Delhi

The Airport Director  
Airports Authority of India  
Kolkata/Chennai

The Executive Director (Trg)  
NIAMAR, AAI  
New Delhi

The Principal  
CATC  
Allahabad

The General Manager (CRSD)  
Airports Authority of India  
New Delhi

The Executive Director (FIU)  
Airports Authority of India  
New Delhi

The General Manager  
E&M Workshop, AAI  
New Delhi

Corporate Personnel Circular No.23/2010

**Subject:-Strengthening of Public Relation Department in AAI.**

As the changed aviation scenario calls for enlarging the scope of functions to be performed by the Public Relations (PR) Department, it has been decided that in addition to its existing functions, the PR Department will perform functions having the following key units:-

- (i) **Media Relation Unit**:-The unit will deal with the electronic and print media for day-to-day PR functions including media briefings and the core public relation functions. It will be headed by professional PR personnel at the level of Senior Manager(PR)/ Manager(PR).
- (ii) **International Liaison Unit**:-The unit will deal with international bodies such as ACI, IATA, ICAO, CANSO, etc as well as international delegations. It will be headed by Senior Manager(PR)/ Manager(PR) and have persons who have exposure to the organizational set-up of such international bodies and are sensitive to the international protocol.
- (iii) **Protocol Unit**:-The unit will deal with requirements of handling official visits of various high level dignitaries of AAI at CHQ as well as visits of the Parliamentary Committees, Official Language Committee, etc. It will be headed by a professional officer at the level of Manager(PR).

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- (iv) **Content Management Unit**:-The unit will deal with availability of updated and authenticated information on a common platform to all concerned, corporate presentations, etc so as to avoid floating of two sets of conflicting information on the same issues. Senior Manager(PR)/Manager (PR) will head this unit.
- (v) **Seminars, Conferences, Publications and Advertisement Unit**:- The unit will deal with requirements to synergize corporate advertisements and plans of AAI and also process cases for participation in seminars, conferences, etc by nomination of AAI officers from appropriate departments. It will be headed by Manager(PR).
- (vi) **Coordination Unit**:-The unit will deal with coordination of corporate assignments pertaining to two or more major departments involving issues of time-bound nature such as Parliament Questions, VIP references, etc. It will be headed by Manager(PR).

2. **E**ach unit will have adequate supporting staff with sufficient exposure and experience in the relevant field.

3. **I**n view of the revised profile of the PR Department, the following qualifications are added in the R&P Guidelines in addition to the existing qualifications for recruitment of Junior Executive (PR)/Manager(PR) in the PR Department:-

**"MA(Public Administration)/Post Graduate Degree in  
Economics or Statistics or Mathematics/MBA(Marketing)"**

4. **I**n order to strengthen the PR Department one of the vacant posts of GM(Ops) of Delhi Airport, is diverted to the PR Department and is rechristened as GM(PR). The cadre of Airport Hostess is also placed under the PR Department for effective utilization.

5. **H**enceforth, the PR Department will function under GM(PR) who will directly report to Chairman, AAI.

6. **T**his issues with the approval of the Chairman, AAI.

  
(K.K. JHA)  
MEMBER(P&A)

**Distribution:**

- (i) Chairman/ Member(Ops)/ Member(Fin)/ Member(Plg)/ CVO  
(ii) All HoDs at CHQ, Operational Office, New Office Complex  
(iii) All Executives in the Personnel and Administration Directorates, CHQ