

4500-7000

Proficiency in news writing, preparation of features, articles, write-ups, photo features etc. in English and Hindi, knowledge of the working of the Press and Press Relations in general with special reference to the Indian Railways.

Theory and Practis of public Relations and Publicity, copy writing for various types of publicity literatures, knowledge of the working of the Advertising Agencies etc.

Keen understanding of the role of Railways as the Life Line of the Nation and projection of its image through the press and various other publicity media.

Fair knowledge of production of publicity literature, preparation of lay outs, visuals etc.

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