

No.ADMIN-65013/28/2018-P.II (E-112411)  
Government of India  
Ministry of Environment, Forest and Climate Change

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Indira Paryavaran Bhawan,  
Jor Bagh Road, New Delhi-110003.  
Date: 04 December, 2025.

**OFFICE ORDER**

In pursuance of the Ministry of Information & Broadcasting's D.O. No. M-20011/10/2025-Press dated 12.11.2025, the following items of work are hereby assigned to Shri Virat Majboor, Chief of Media & Communications (CMC) of this Ministry with immediate effect and till further orders :

<b>1. Conceptualisation, Planning and Release of Funds (Paid Campaigns)</b>
<ul style="list-style-type: none"><li>i. Lead conceptualisation, planning and budgeting of all paid media campaigns.</li><li>ii. Coordinate with the respective Divisional Heads of MoEFCC/Heads of Organisations/Media Cell for fund earmarking, approvals and scheduling.</li><li>iii. Paid campaigns include advertisements through print, electronic, outdoor, digital, social media and other approved platforms.</li><li>iv. Coordinate assessment studies and impact analysis as required by MoEFCC.</li></ul>
<b>2. Media Plan and Execution</b>
<ul style="list-style-type: none"><li>i. Submit campaign requirements and budget to CBC in prescribed format in consultation with respective Wing/Divisional Heads.</li><li>ii. Examine and approve media plans prepared by CBC before sending it to MoEFCC.</li><li>iii. Ensure timely placement of funds with CBC for execution.</li><li>iv. Obtain rollout and feedback reports from CBC and place them before the MoEFCC.</li></ul>
<b>3. Creatives – Production and Approval</b>
<ul style="list-style-type: none"><li>i. Coordinate with the multimedia agencies already engaged by MoEFCC based on the list of empanelled agencies provided by CBC for production/approval of creatives as per requirements of various Divisions of MoEFCC.</li></ul>

<ul style="list-style-type: none"> <li>ii. Supervise creative development through empanelled agencies in consultation with Wing/Divisional Heads.</li> <li>iii. Obtain necessary approval from the competent authority and forward creatives to CBC</li> </ul>
<b>4. Campaign Strategy</b>
<ul style="list-style-type: none"> <li>i. Advise on campaign themes, messaging and target audience for flagship schemes and initiatives.</li> <li>ii. Ensure campaigns reflect Government communication priorities.</li> </ul>
<b>5. Press Releases, Rejoinders, FAQs, etc.</b>
<ul style="list-style-type: none"> <li>i. Prepare press release, rejoinders, FAQs, backgrounders and explainers in consultation with the respective Wing/Divisional Heads.</li> <li>ii. Issue press release, rejoinders, FAQs, backgrounders and explainers with approval.</li> <li>iii. Ensure factual accuracy and compliance with Government norms.</li> <li>iv. Coordinate with Research Units of PIB to prepare backgrounder and fact sheet.</li> </ul>
<b>6. Press Conferences and Media Interactions</b>
<ul style="list-style-type: none"> <li>i. Organise press conferences, briefings and interviews of HMEFCC, HMoS and Secretary, MoEFCC.</li> <li>ii. Facilitate interactions between MoEFCC and journalists to ensure effective media engagement.</li> <li>iii. Handle logistics, technical arrangements and talking points in coordination with respective Divisions of MoEFCC and Media Cell.</li> </ul>
<b>7. Media Liaison and Coordination</b>
<ul style="list-style-type: none"> <li>i. Maintain liaison with journalists, editors and bureau chiefs.</li> <li>ii. Respond promptly to media queries and clarify the Government's position on important issues in consultation with the respective Divisional Heads.</li> <li>iii. Ensure factual, balanced and positive media coverage.</li> </ul>
<b>8. Op-Eds</b>
<ul style="list-style-type: none"> <li>i. Facilitate publication of Op-Eds by HMEFCC, HMoS, Secretary, EFCC and Experts.</li> <li>ii. Coordinate placement in national, regional and Indian language media.</li> </ul>
<b>9. Fact checking</b>
<ul style="list-style-type: none"> <li>i. To collaborate with PIB Fact Check Unit to identify misinformation.</li> <li>ii. Issue factual clarifications, rejoinders and counter-narratives in consultation with the respective Divisional Heads, ADG, Additional Secretary, DG(F), Secretary, EFCC, as the case may be.</li> </ul>
<b>10. Media Plan for Events</b>

<ul style="list-style-type: none"> <li>i. Prepare detailed Media Plan in consultation with respective Divisional Heads for events organised by MoEFCC.</li> <li>ii. Issue curtain-raiser releases, invite media and manage media desks.</li> <li>iii. Prepare media kits containing press notes, backgounder, FAQ, etc.</li> </ul>
<b>11. Press Tours</b>
<ul style="list-style-type: none"> <li>i. Plan and organise press tours to project sites and field locations in consultation with respective Divisional Heads/Heads of Organisations.</li> <li>ii. Facilitate interaction between media and beneficiaries for ground level reporting.</li> </ul>
<b>12. Monitoring and Feedback</b>
<ul style="list-style-type: none"> <li>i. Monitor print, electronic and digital media for coverage related to MoEFCC.</li> <li>ii. Issue daily monitoring reports and perception analysis.</li> <li>iii. Prepare post event and post campaign coverage reports in consultation with Wing/Divisional Heads.</li> <li>iv. Provide timely feedback and communication insights to help refine the MoEFCC outreach efforts.</li> </ul>
<b>13. Inter-agency Coordination</b>
<ul style="list-style-type: none"> <li>i. Coordinate with Office of HMEFCC, HMoS, Secretary, EFCC and Media Cell for unified communication efforts</li> <li>ii. Work with Doordarshan News, All India Radio, CBC, PIB and other I&amp;B media units for integrated outreach</li> </ul>
<b>14. Administrative and Logistic Roles</b>
<ul style="list-style-type: none"> <li>i. Maintain updated media and press contact database</li> </ul>
<b>15. Budget and Accounting</b>
<ul style="list-style-type: none"> <li>i. Ensure placement of 40% Advertisement and Publicity funds to CBC</li> <li>ii. Obtain fund utilisation details from CBC.</li> </ul>
<b>16. Preparation of Positive News</b>
<ul style="list-style-type: none"> <li>i. Preparation of Positive News for HMEFCC before every Cabinet Meeting</li> </ul>
<b>17. Leave Approval, Link Officer Intimation and Reporting to PIB HQ</b>
<ul style="list-style-type: none"> <li>i. The CMC shall take prior approval of leave from the Secretary before availing of any leave</li> <li>ii. While submitting leave request, the CMC shall intimate the Secretary regarding – <ul style="list-style-type: none"> <li>a. Name, designation and contact details of the Link Officer who will look after the work</li> <li>b. Availability and readiness of the Link Officer during the leave period</li> <li>c. Details of supporting staff assisting the Link Officer</li> </ul> </li> <li>iii. After approval, the CMC shall forward the approved leave order to PIB HQ</li> </ul>

for record.

- iv. CMC shall ensure that media and communication work remains uninterrupted during the absence.

2. The CMC shall report directly to the Secretary, EF&CC, and coordinate with the concerned Additional Secretary/Joint Secretary, dealing with Information, Education, and Communication (IEC) matters in the Ministry.
3. This issues with the approval of Competent Authority.

Digitally signed by  
VIBHUTI PANJIYAR  
Date: 04-12-2025  
09:33:49

(Vibhuti Panjiyar)

Under Secretary to the Govt. of India

Distribution:

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