

**PROJECT SUBMISSION**  
**DEPARTMENT OF PUBLIC RELATIONS**  
**NORTHEAST FRONTIER RAILWAYS, MALIGAON,**  
**GUWAHATI**



**TOPIC: "Social Media of N.F. Railway and Ways & Means  
to improve it for better Public Relations"**

**Submitted By:**

**Name: Ankita Bhowmick**

**Roll no. : MCM20006**

**Programme: Masters in Mass Communication & Journalism**

**Department: Mass Communication & Journalism,**

**TEZPUR UNIVERSITY**



NORTHEAST FRONTIER  
RAILWAY

TOPIC: **SOCIAL MEDIA** OF **NORTHEAST FRONTIER RAILWAY** AND WAYS AND MEANS TO IMPROVE IT FOR BETTER **PUBLIC RELATIONS.**



## ACKNOWLEDGEMENT

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## An Overview of Indian Railways

**Indian Railways** has a long and illustrative history dating back over 160 years. The first passenger train was operated by The Great Indian Peninsula Railway which ran between Bari Bunder (Bombay) and Thane on April 16, 1853, covering approximately 34 kilometers and was hauled by three steam locomotives, named Sahib, Sultan and Sindh with 400 people in 14 carriages. The Southern, Central and Western zones were established in 1951, when Indian Railways were divided into regional zones. Subsequently, developments including fans, lights, sleeping arrangements, computerized ticketing and reservation as well as air-conditioned coaches in trains were made by Indian Railways.

Indian Railways is a central government entity under the Ministry of Railways, headed by the Union Rail Minister and the Rail Board.

- Shri Ashwini Vaishnaw, Union Minister for Railways.
- Shri Danve Raosaheb Dadarao, Minister of State (MoS), Ministry of Railways.
- Smt. Darshana Jardosh, Minister of State (MoS), Ministry of Railways.

It is one of the world's largest railway networks and out of all the country's transportation networks, are the most essential, carrying roughly 80% of total goods traffic and 70% of total passenger traffic. Over the years, the railway system has expanded to become Asia's largest and the world's second largest in terms of route length.

The Indian Railways do not come to a halt here. Indian Railways' rolling equipment included 2, 93,077 freight wagons, 76,608 passenger coaches, and 12,729 locomotives as of March 2020. In India, IR owns locomotive and coach manufacturing plants in many places. As of March 2020, it employed 1.254 million people, making it the world's eighth-largest employer. India's entire rail network will be electrified by 2023-24, with the goal of becoming a "net-zero(carbon emissions) railway" by 2030.

## Structure of Indian Railways

**Indian Railways** divides its operations into 18 zones which are further sub-divided into 71 divisions, each having a divisional headquarters and headed by a Divisional Railway Manager (DRM) who further reports to the General Manager (GM) of the zone. The Railway zones include the following:

- Central Railway
- Konkan Railway
- Northern Railway
- North Central Railway
- North Eastern Railway
- Northeast Frontier Railway
- North Western Railway
- Eastern Railway
- East Central Railway
- East Coast Railway
- Southern Railway
- South Central Railway
- South Coast Railway
- South Eastern Railway
- South East Central Railway
- South Western Railway
- Western Railway
- West Central Railway

The services offered by Indian Railways include Passenger Railways, Freight Services, Parking lot operations, Parcel Carriers, Catering and Tourism as well as other related services. The divisions are primarily involved with trains running but also have locomotive sheds, coaching and wagon depots.

The Rail Board, which is headquartered in Rail Bhawan in New Delhi, is made up of one Chairman, seven members of the railway board, a finance commissioner and hundreds of servicemen who look after the smooth departmental operations.

Indian Railways offers a variety of travel options, including air-conditioned and non-air-conditioned trains, as well as trains with additional amenities. The fares differ depending on the same. Local trains run between districts, with stops at the railway stations along the way. Rail tickets are required for passengers to go from one location to another. It has been noted that the fare for IR is lower than many other land modes of transportation, making it the most popular mode.

### A Brief Introduction to Northeast Frontier Railway:

The **Northeast Frontier Railway** is one of the zones of Indian Railways and is headquartered at Maligaon, Guwahati, headed by General Manager Shri. Anshul Gupta. It is responsible for the operation and expansion of the rail network throughout the Northeastern States, as well as in some parts of Eastern Bihar and Northern West Bengal.

**Jurisdiction of NFR:** The NFR consists of Five Divisions namely Lumding, Rangia, Alipurduar, Tinsukia and Katihar Railway division.

A Divisional Railway Manager, a senior administrative grade officer with the rank of Joint Secretary to the Government of India, oversees each of these divisions. The GM is assisted

Passenger and freight trains travel between regions, serving the goal of this government service, which is also a welfare scheme. Every financial budget approved by the Ministry of Finance includes distinct budgetary allocations for railways, which are used to further the cause.

## The Great Indian Railways Network



## Learning Experience in N.F Railway Internship

**N**ortheast Frontier Railway is one of the most renowned organizations in the country, and being able to be a part of it is a huge accomplishment in itself. Before joining the organization, I had no knowledge about N.F Railway, however interning with this prestigious organization has been a truly educational and eye-opening experience. The N.F Railway's Public Relations Department has been instrumental in informing me about the departments and offices operational systems. During this month-long voyage, I learnt a lot about the country's complete railway network as well as the many responsibilities of the Public Relations Department in maintaining a positive relationship with the general public.

### Essay on Indian Railways & N.F Railway:

On the very first day of our 30-day internship, we were briefed about Indian Railways and N.F Railway, its jurisdictions, structure and operations including all the zones of Indian Railways and Divisions of N.F Railway. We were assigned a task to write an **outline of Indian Railways as well as NFR** in about 100-150 words including all the detailed information that were explained to us by our supervisor. The same was completed and appropriate corrections were done. The zones, divisions and other certain fundamentals were also mentioned in the brief write up. The language that we used initially was that of a novice.

### Scanning of Newspapers:

As Public Relation requires tight interaction and coordination with the media, **Scanning of Newspapers** was taught to us. This necessitates the close monitoring of various Regional and National Newspapers in a variety of languages. The news content would be discussed in the Headlines, and the information and data would be included in the daily report. This is intended to gather the total number of both Positive and Negative news clippings related to N.F Railway for the day.

### Translation of News Items:

A Diverse range of mother tongues/ Languages can be found in the entire Northeast Region. This geographical location has a very rich history, culture and Tradition. Thus, in order to remove any Linguistic barriers that may exist, **Translation** is extremely crucial to reach out to the maximum number of readers. Our Supervisor emphasized on this as well and we were trained to translate news items or any information related to Railways from Assamese, Hindi, Bengali to English and Vice Versa.

### Writing of Press Releases:

N.F Railway fosters good relations with media-persons or journalists in order to ensure close collaboration and cooperation with them. It is thus customary to send out **Press Releases** on a regular basis, along with related images of the events. We, the team of interns, have also been trained how to write the same on various topics and situations like



train Cancellations, Accidents, Rescheduling, Diversion, Augmentation, Short Termination and on different events such as Independence Day and Republic Day celebration by NFR.

### **Writing of Rejoinder:**

Any newspaper that publishes a false story or news item that is factually incorrect receives a retraction or a **Rejoinder** from the Chief Public Relations Officer. This is to provide official clarification on a previously published news item. An internal investigation of alleged incorrect reporting is conducted, and further communication is pursued. Errors are marked, with a request that the fixed issue be published. With reference to the published report, an official letter is sent to the Editor of the concerned media outlet. It's possible that news clipping of the same is also attached. Following that, the Editor, or a representative of the media organization, is expected to make the appropriate corrections.

### **Social Media Functionality & its use to achieve Departmental Growth:**

With the rapid growth of science and technology, as well as the increased use of the internet, **social media** usage has expanded in recent years. It is one of the most powerful weapons in today's world to reach out to the mass audience. Smart phones, laptops, and desktops are all connected to the internet, and both young and old surf for various reasons throughout the day. N.F Railway uses social media platforms such as Twitter, Koo, Facebook, LinkedIn, YouTube, and others to meet its awareness and public relations goals. Regular updates aid in reaching out to netizens, ensuring two-way contact at all times. We were enlightened by our supervisor on **Social Media's functionalities** and how it is used by the PR department of N.F Railway to enhance their Public Relations.

### **Arranging Press Conference:**

One of the most successful ways to communicate with the media is to hold or **Arrange a Press Conference**. Journalists from various media houses are invited through the editor. Invitation Letters are sent to the editors to send their potential journalists to the venue, where they will receive a briefing on a topic or topics of interest from concerned authorities. Live Coverage is often seen in electronic and digital media. The Coverage of this Press Conference would be published in the pages of Newspapers and Magazines the next day for Print Media. Thus, we were taught the detailed procedures to arrange a Press Conference as well as to write and draft invitation letters to the Editors for Coverage.

### **Preparation of Invitation Cards:**

Along with this, we were also made to practice to create the official **Invitation card** for every program. Before printing, these cards must go through a comprehensive inspection. The first draft is written with the intention of polishing it later. For a reason, kind and cordial language is employed to invite any personality.

### **Preparation of VIP Program Display:**

The NF Railway Department of Public Relations also conducts a full build-up to an event prior to the visit of a VIP. Aside from inviting the media, there is also public awareness and outreach. The creation of a **VIP program display** is an element of event management, and the public relations staff makes every effort to make such events a success. Hence, we were accordingly were instructed and apprised to prepare VIP program display.

### **Technicalities, Proceedings & Arranging VIP Program:**

Certain online or offline programs or events feature high-ranking officers, legislators, educators, and others. Another subject given to us by our supervisor was the **technicalities, procedures, and arrangements for VIP programs**. A VIP is a very important individual, and the activities leading up to them are unquestionably more significant. This includes things like appointments, invitations, and confirmation. Therefore, we the interns were informed about how to take appointments of important persons and the procedures of sending invitation letters and receiving confirmation from their end.

### **Event Management:**

Having an experience and knowledge about how to arrange and successfully carry out an event is extremely vital. Creating events occasionally provide an incredible opportunity to promote one's organization. Thus, we the team of interns was enlightened on various steps that are involved in **Event Management** and at the same time the importance of Event Management in Today's growing world.

### **Preparing Minute to Minute Program:**

Call it timeliness, but time is always a significant factor. And, whether formal or informal, meticulous planning is still the order of the day when it comes to executing a program. Preparing a **minute-by-minute schedule** aids time management and contributes to the goal of being on time. The event's time distribution is mentioned in this paragraph. We were thus taught the importance of time and how to wisely divide and use time for better management of a program.

### **Photographic Theories, Technicalities & Art of capturing stories:**

**Photography ideas, technicalities, and the art of capturing stories** are another area that our supervisor emphasized on. A thousand words are said to be spoken by a picture. A gist the camera technicalities like camera angles, timing, brightness exposure, shutter speed, and other factors were explained to us. Also, we were elucidated about how a single picture can itself convey a story. Official camerapersons, armed with cameras, are stationed at NF Railway who captures all the events of the organization.

## Editorial Writing:

**Editorial writing for various in-house journals, periodicals, and other publications such as Annual Issues of Magazines or Newsletters** is an art form that necessitates considerable intellectual engagement. This was focused and explained to us by our supervisor. We, the interns were therefore instructed on the ways to write an editorial. Also, we learned the preparation of an editorial for a newsletter.

## Article Writing:

Learning and gaining knowledge from others' experiences is one of the most important aspects of article writing. **Article Writing** allows you to reach out to a global audience and is significant since readers can appropriately relate their own experiences and opinions to the content of these pieces. We at NF Railway were taught to write articles on various topics to enhance our creative writing ability and also to learn the subtle language usage for the same.

## Making of Newsletter:

A newsletter is a low-cost way to keep in touch with clients and consumers on a regular basis. They provide vital news and updates, as well as other pertinent data. Our supervisor explained us about the newsletter and we were asked to **prepare one newsletter** each and also include an editorial in it. We thus got to learn how to make a newsletter as well as how to arrange all the information in it.

## Film Shooting:

Films are considered as an important art form, a source of popular entertainment and a powerful medium for education. **Film shooting** also is carried out in Indian Railways as well as NF Railway premises. We were explained about the rules and guidelines that the director and the team of the concerned film needs to follow during their shooting in the mentioned premises and were enlightened about the entire procedure of film shooting.

## Speech Writing for Various Programs:

Writing down a speech is beneficial since it aids in better understanding the issue, better organizing your thoughts, preventing any errors in your speech, increasing your familiarity with it, and improving its overall quality. This was also the focus of our internship at N.F Railway, where we were assigned a task to **create speeches** for important figures in the corporation for various events.

## Exhibition – Arrangement & Participation:

Any **exhibition** that features the display of railway products, such as train engines, rail track, signals, compartments facilities, food availability, etc aids in the promotion of NF Railway's services. This is also useful for attracting people to events. During the displays, railway officials are on hand to explain everything to the guests. A Shatabdi Express sample set-up at a large exhibition stall, for example, provides tourists with a tangible experience.

The one who engages in public explanation would answer commons' questions, dispelling concerns and piqued curiosity. Both the Railway and those who use it benefit from the entire process.

### **Preparation of Brochures:**

Despite the prevalence of the digital world all around us, having a well-designed brochure is still crucial. It's important information about your products and services that a potential consumer may take with them. A **brochure** keeps your company's face in their hands – and in their minds. It serves as a gentle reminder of your services. As a result, during our internship, we were taught how to design brochures for the N.F Railway.

### **Keynote Speech:**

**The keynote speech** should preferably be delivered at the start of the conference and should cover the main theme or themes of the event. However, keynote speaking has grown so specialized that just a few speakers are engaged to begin a conference with the express purpose of showcasing what the gathering will discuss over the course of its many days – and to do so in a thought-provoking and argument-provoking manner. As a result, our supervisor has also directed us on how to prepare the keynote Speech.

### **Preparation of Dias Plan:**

We the interns at N.F Railway have also learnt about **the preparation of Dias Plan** which also means the arrangement of the VVIP program and the required procedures along with the other important technical arrangements that needs to be taken care for the successful execution of the program.

### **Proximity Pass:**

Our Supervisor has also explained us about the Proximity Pass which refers to the pass that is given out to the significant personalities who too will be present at the Dias along with the VVIP. We were therefore taught how to prepare a proximity pass for the significant individuals and what contents & language the pass must have.

### **Railway Products:**

We were also imparted knowledge on the various types of Railway Products which are basically various types of trains namely, Passenger Trains, Freight Trains, Special Trains, Rajdhani Express, Shatabdi express, Local Trains, Vande Bharat Express, Toy Trains, Semi High Speed Trains, Express Trains, Luxury Trains, Super Fast Trains, Metro Rail, Suburban Railways, Monorail, etc.

## Social Media Handles of Northeast Frontier Railway

As we all know, social media is critical in today's environment for reaching the most number of people possible. With the usage of digital platforms, the world has changed throughout time, and it is our responsibility to adapt to these changes and make the most of them for the benefit and success of our company. Northeast Frontier Railway's (NFR) internet presence has recently been able to provide a boost to public relations efforts. When used correctly, the Internet, as a proponent of publicity, has shown to be a godsend.

### Twitter with 39.5k Followers. (@RailNf)

NF Railway's official Twitter account has received a lot of attention. N.F. Railway joined twitter on 2014 and has grown huge overtime with nearly 40k followers. On the home page NF Railway's website is also mentioned. It's followed by names like Eastern Railway, East Central Railway, West Central Railway, Western Railway, Northern Railway, Indian Railways Seva, North Western Railway, Assam Police, and others. Most of the important updates are given on the Twitter handle so that common people can know about the workings of the organization without much effort.

### 717k followers on Instagram (@railminindia)

The Ministry of Railways' Instagram account, which has roughly 5021 postings as of this writing, is another social networking platform. Ashwini Vaishnaw, the Union Minister for Railways, is among the many notable accounts that follow it, including Prime Minister Narendra Modi, the Indian Cricket Team, the Indian Navy, the Indian Air Force, the Indian Army, the Vice President of India, and many others. The instagram account is also utilized to reach out to the general public and to keep the various media outlets informed about the organization's activities.

### Over 94k likes on Facebook (@NFRailway)

N.F Railway uses Facebook, one of the most popular social media platforms, to communicate with the general public. On Facebook, NF Railway posts regular updates and information about trains, new facilities, cancellations, restorations, augmentations, various NFR events, improved Connectivity conferences, Railway Covid 19 standards, and so on. "The purpose of this page is to give you general information on the Northeast Frontier Railway. This is not a complaint-resolution forum," they state on their website. The Facebook page also has all other pertinent information, such as the email address, office location and hours, and the office website. Their cover image is also a photograph of Guwahati Railway Station.

### Koo has a following of almost 10,000 people. (@nfrailway)

N.F Railway also uses the freshly launched social media application "Koo." On Koo, the Northeast Frontier Railway refers to itself as the "National Transporter." On its description, it says, "In service of eight Northeastern states, in service of northeast." NF railway joined this platform in February 2021, according to Koo.

## **Suggestions: Ways & Means to Improve N.F Railway Social Media for Better Public Relations**



The social media sector is increasing every day, and it isn't going away anytime soon, therefore your company should take use of these channels. You can simply reach out to current and future customers, and you can utilize social media to develop your business quickly, cheaply, and effectively. Thus, in order to succeed in this highly competitive market, it is critical for a company to keep up with and manage their social media accounts wisely.

### **Captions of the Posts:**

Many of NF Railway's Tweets, Instagram, and Facebook postings have been discovered to be missing captions. Basically, the newspaper clippings that are shared on social media are mainly presented in their original form. While tweeting, a two-three liner may get the attention of the general public. The captions of a photograph provide crucial information on who is doing what, when, where, and (sometimes) why. Captions that are well-written and include interesting images can pique a reader's interest in a full-text piece. People form their own ideas about a photo without captions.

### **Regulatory & Consistency:**

The NF Railway's social media sites are constantly updated. Increased consistency in the same can, however, result in higher interaction and attract a larger social media audience. There are days when a platform isn't updated, or when the administrator doesn't post anything, resulting in a statistical hit. To acquire momentum with your target demographic, you must be identifiable in everything you do, from your message tone to the aesthetics of your accounts. With further work, this may be investigated.

### **Engagement of the audience:**

In order to keep the visitors engaged with the department, the NF Railway social media team may consider running quizzes, opinion polls, sharing stories in the story section of Instagram and Facebook, put up reels using train videos like the Vistadome train or the toy trains or some special trains and asking input from the audience in the comment section from time to time. If possible, appreciation and constructive criticism may be responded to. There have been instances where netizens have used social media to fix a problem or provide feedback.

## **Using Social Media Tags (Hashtags)**

Northeast Frontier Railway, as a well-known brand, may use official handles, as well as hashtags, when sharing photographs or videos on social media. Users can quickly become overwhelmed by information overload in today's social media world. Using hashtags allows us to break through the digital noise and focus just on the information we need. These hashtags help to attract potential internet-data users, hence increasing the statistical engagement for the NF railway. Hashtags have been more popular in recent years, with students and youths joining part on a voluntary basis. Users that find the hashtag useful will notice your message if it has a unique hashtag.

## **Graphical creativity:**

Today's youths primarily use the internet. Youth dominate social media platforms such as Facebook, Twitter, and Instagram. In the previous decade, the popularity of social media platforms has surged, with billions of people having accounts on at least four of the top ten platforms. Graphic design is becoming increasingly crucial in not just promoting brand exposure and recognition, but also in grabbing the attention of users. Graphical creative can be provided in time intervals to allow for two-way organic dialogue. The greater usage of graphics also helps to catch people's attention.

## Conclusion

**S**ocial media usage has become a crucial everyday activity in today's culture. With advances in science and technology, Internet usage has changed. Youths and the elderly are increasingly observed on a variety of social media sites. Not only do social media play an important role in connecting people and building relationships with key influencers and journalists covering a company's industry, but it also provides a great opportunity to establish customer service by gathering input, answering questions, and listening to their feedback. As a result, it is critical for a company to monitor its social media accounts on a frequent basis.

In addition, any organization's public relations department is critical, and maintaining well ties with the media aids in this. It is critical that it has two-way communication. Public relations are all about getting the appropriate message to the right people in the right place at the right time, resulting in a better brand reputation. Effective public relations are the key to obtaining outstanding publicity. Public relations can also play an important role in crisis management. When something awful happens, public relations can help you limit the damage and reverse the tide by determining the best course of action. Given this, public relations can be a smart investment for any company.

The Department of Public Relations, N.F Railway, provided me with a 30-day internship opportunity, which was a fantastic learning opportunity. We the interns have been enhanced with a wide range of technicalities as well as hands-on experience. We learned a lot about the public relations department, its importance, and its contribution to a company.

This project has also been quite intriguing, and it is hoped that the relevant authorities would take the proposals forward and work together to improve the NF Railway's social media capacity.

Thanks and Regards.

**Ankita Bhowmick**



## DECLARATION

I, **Ankita Bhowmick**, a student of **Mass Communication and Journalism (MCJ)** at the **Department of Mass Communication and Journalism (MCJ)** at **Tezpur University**, Assam; hereby declare that the submission to assignment titled, 'Social Media of NF Railway; And, ways and means to improve it for better Public Relations is an all-original work, and is submitted to **the Department of Public Relations**, NF Railway for acceptance in fulfillment of the 30-day Internship carried out at the said office. The same is entirely original and exclusive; has not been submitted to any other institution or organization.

Thanks and Regards.

Dated: 31/08/2021

Location: Maligaon, Guwahati.

(ANKITA BHOWMICK)