

ITPO/ITSD/I.T. Solutions/2019  
India Trade Promotion Organisation

Dated : 2 September 2019

Office Order No. 931/2019

**Subject :- Utilization of Social Media platforms in ITPO.**

ITPO organizes trade fairs/ events in India and abroad besides provide space to third party organizers for organizing trade related events in Pragati Maidan. Thus, the activities and functions of ITPO are centered towards benefitting the industry and public at large. To disseminate information related to ITPO's activities, market ITPO's activities and adopt citizen centric towards service delivery, the effective use of Social Media in ITPO's public relations (PR) strategy is need of the hour.

2. Government of India and Department of Commerce (DOC) are also giving thrust on effective utilization of the social media platforms by the departments/ organizations/ CPSEs under its administrative control. The social media handles of ITPO are closely monitored by DOC.

3. Nodal Officers have already been nominated with a mandate to identify and create contents, for Facebook and Twitter, pertaining to their respective departments. However, it has been observed that the nodal officers are not providing contents pertaining to their respective department despite issue of reminder.

4. The matter was reviewed at the level of ED and the following was decided :-

- (a) All nominated Nodal Officers alongwith their respective HODs must take this activity on utmost priority and seriousness.
- (b) The Nodal Officer(s) may disseminate information/ outcome of important decisions taken during important meetings, IECC review meetings, Board Meetings etc.
- (c) All Fair Officer(s) of domestic and overseas events must identify and create content for social media posts pertaining to their fairs. It is mandatory for the Fair Officer(s) to disseminate information about their fair/ event and engage focused community/ groups on social media. The Fair Officer must have posts (including video/ photographic content) at three different stages during viz. pre-event stage, during the event stage and post conclusion of the event.
- (d) In addition to above, various initiatives/ involvement/ active participation taken by ITPO in adopting Government schemes/ programs such as Swachh Bharat Abhiyan, Hindi Diwas, etc. may also be popularized on social media platforms.

5. In view of above, all nominated Nodal Officer(s) and Fair Officer(s) of domestic and overseas events are once again requested to engage in disseminate information pertaining to their jurisdiction by providing the relevant approved content to IT Department for uploading on social media platforms.

This issues with the approval of ED please.

  
(Vikas Malhotra)  
General Manager

To :-

- All HODs.
- All Nodal Officers.
- All Fair Officers of domestic and overseas events.

Copy to :-

- PS to CMD
- PS to ED