

Public Relations Department

West Central Railway



Public Relations department of West Central Railway acts as a communicator between the organisation and public through Press & Social Media. It plays an effective role in projecting the image of the Railway through Print and Electronic & Social Media. PR department briefs the Print and Electronic Media from time to time on matters of public interest about developmental, objective, informative and operational activities through press releases, press conferences, conducted tours, and meetings with the members of the press. It issues press rejoinders to mitigate the wrong conception created in the readers' mind.

The tender notices & other work-related advertisements are routed through the PR Department. It also advertises via display advertisements/notifications in newspapers on social awareness, developmental & objective themes and informative & operational themes. Exhibitions are also organised to inform the public about the railway's achievements in various fields.

