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The Public Relations Officer is the bridge for information between the government and the public. The work covers turning departmental schemes and decisions into news, writing press releases, arranging press conferences,...



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वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



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व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

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कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

The Public Relations Officer is the bridge for information between the government and the public. The work covers turning departmental schemes and decisions into news, writing press releases, arranging press conferences, coordinating with newspapers and channels, planning government advertising and publicity material, and documenting and photographing what is being done in the district. The post belongs to the Information and Public Relations department, and at district level the Public Relations Officer is usually the person through whom the district's official information reaches the outside. For students drawn to journalism it is worth noting that this is one of the few routes where journalistic qualifications and experience convert directly into eligibility for government service — five years of journalism is one of the three alternative qualifications in the rules, and a diploma in journalism is another.

2 At a glance

Minimum qualification	A degree + 5 years of journalism, OR a degree + a diploma in journalism, OR a postgraduate in Hindi or English + 3 years of journalism (Service Rules 1966, Schedule I)
Recruiting body	Rajasthan Public Service Commission (RPSC), Ajmer — department: Information & Public Relations
Age limit	21 to 40 years — the upper limit is from column 7 of Schedule I, headed "Age limit for direct recruitment" — the upper limit is relaxed for reserved categories and for women (detail below)
Starting salary	The pay matrix level is not given in the service rules — see the advertisement
Demand	50% by direct recruitment, 50% by promotion (from Assistant Public Relations Officer on 5 years experience)

3 What you need

INTERESTS

- An interest in writing, news and communication
- Bringing government schemes and policy into everyday language
- Meeting people and public life

ABILITIES

- Clear and quick writing — in both Hindi and English
- Balance and judgement, because what is written becomes the government's public statement
- Working under pressure and to a deadline

KEY SKILLS

- News writing, press releases and feature writing
- Planning government advertising, publicity material and exhibitions
- Official correspondence and reporting
- Press conferences and media coordination
- Photography, video and management of social media
- Crisis communication — in disasters, accidents and disputes

4 How to get there

- 1 Pass Class 12 in any stream; the arts stream is the natural one for this route.
- 2 Take a degree in any subject. After that one of three conditions has to be met — and it helps to choose early, because the three take different lengths of time.
- 3 The first route — a degree plus five years of journalism on a national or state level paper, in a national news agency, or in a Central or State public relations or information and broadcasting department.
- 4 The second route — a degree plus a diploma in journalism from a recognised institution. This is the shortest route, because it does not require years of experience.

- 5 The third route — a postgraduate degree in Hindi or English plus three years of journalism. This suits students who intend to do an M.A. anyway, because it brings the experience requirement down from five years to three.
- 6 Your age must be between 21 and 40. Apply when the RPSC advertisement appears.

MAIN EXAMS

- Recruitment is by the Rajasthan Public Service Commission. The post is filled 50% by direct recruitment and 50% by promotion, and promotion comes from Assistant Public Relations Officer on five years of experience. That half the cadre is filled from inside is an important feature of this post — it means the posts advertised for direct recruitment are only about half the total vacancies.
- There are three alternative qualifications and all three are equally valid — any one is sufficient. This matters because a candidate holding a diploma in journalism does not have to wait out five years of experience.
- The age limit is not in the age rule itself but in column 7 of Schedule I, headed "Age limit for direct recruitment"; the Public Relations Officer row carries 40 years there. The rule states only the minimum of 21 and refers to that column for the upper limit.
- One caution when reading these rules: the document also contains a second table headed "SCHEDULE I (Prior to 15-02-1977)". That is the old, superseded schedule and it is laid out just like the current one. The figures on this page are taken from the live schedule.

- Note — this post is not in the Schedules to the CET Rules 2022, so a CET score is not required for it.
- Relaxation in the upper age limit — 5 years for male candidates of the Scheduled Castes, Scheduled Tribes, Backward Classes, More Backward Classes and Economically Weaker Sections; 5 years for women candidates of the General category; and 10 years for women candidates of those same categories. Which means plainly that the bare figure printed against a post understates a reserved-category woman's eligibility by a decade — if you are in that category, work out your eligibility only after adding the relaxation. In Rajasthan, 30% of the posts in direct recruitment are reserved category-wise for women candidates. Widows and divorced women have no upper age limit at all — the rules say it in those words. It is Rule 13(9) of the Rajasthan State and Subordinate Services (Direct Recruitment by Combined Competitive Examination) Rules 1999, it appears again as the same proviso in the Rajasthan Medical & Health Subordinate Service Rules, and RPSC advertisements reproduce it. A widow must furnish a certificate of the death of her husband from the competent authority, and a divorced woman the proof of divorce. The exact terms of relaxation and reservation are given in that recruitment's own advertisement.

5 Where to study

GOVERNMENT INSTITUTES

- Indian Institute of Mass Communication (IIMC) — the country's principal government journalism institute — New Delhi and regional centres (<https://iimc.gov.in/>)
- University of Rajasthan — Centre for Mass Communication — Jaipur, Rajasthan (<https://uniraj.ac.in/>)
- Government colleges with journalism and mass communication, and with M.A. Hindi or English — All divisions of Rajasthan (<https://hte.rajasthan.gov.in/>)
- Maharaja Ganga Singh University and MDS University — journalism courses — Bikaner and Ajmer

ONLINE

- सूचना एवं जनसंपर्क विभाग, राजस्थान — This is the department the post belongs to (<https://dipr.rajasthan.gov.in/>)
- Press Information Bureau — how government communication is actually written — Government of India (<https://pib.gov.in/>)
- स्वयं (SWAYAM) — जनसंचार एवं पत्रकारिता के निःशुल्क पाठ्यक्रम — Government of India (<https://swayam.gov.in/>)
- आर.एस.एस.बी. — पिछले प्रश्न-पत्र, उत्तर कुंजी व पाठ्यक्रम (निःशुल्क) — The Staff Selection Board's own site — the most reliable free preparation material there is (https://rsmssb.rajasthan.gov.in/show_archived?menuName=Xj4lCb9vGxpQnfls%2FxlZ2g%3D%3D)
- विभागीय सेवा नियम (कार्मिक विभाग) — पद की योग्यता व आयु मूल दस्तावेज़ में पढ़ें — The Department of Personnel publishes the service rules for every cadre. Read these before any coaching material — qualification, age and the method of recruitment are settled here and nowhere else. (<https://dop.rajasthan.gov.in/>)
- स्वयं (SWAYAM) — भारत सरकार के निःशुल्क ऑनलाइन कोर्स — Free (<https://swayam.gov.in/>)
- राष्ट्रीय डिजिटल पुस्तकालय (NDLI) — Free books and study material (<https://ndli.iitkgp.ac.in/>)
- एन.सी.ई.आर.टी. — निःशुल्क पाठ्यपुस्तकें — The foundation for general knowledge, maths and science (<https://ncert.nic.in/>)

FEES

A degree and an M.A. can be done at government colleges at very low fees. The diploma in journalism is the shortest route and is available at government fees at the Indian Institute of Mass Communication and at state universities — there is no need to go to a private institution. If you take the route with five or three years of experience, that period passes on a salary, so the time spent becoming eligible is not empty. The most useful preparation material is free: reading the department's own press releases and the PIB material shows what language and structure government communication is actually written in.

SCHOLARSHIPS

- Mukhyamantri Anuprati Coaching Yojana (free coaching, apply via SSO) (<https://sso.rajasthan.gov.in/signin>)
- Rajasthan Social Justice and Empowerment Dept scholarships (<https://sje.rajasthan.gov.in/>)
- National Scholarship Portal (NSP) (<https://scholarships.gov.in/>)
- Buddy4Study scholarship search (<https://www.buddy4study.com>)

6 What the work is like

WHERE YOU WORK

District public relations offices, divisional and state-level offices of the Information and Public Relations department, the secretariat, and wherever government programmes, visits and events take place.

WORK CULTURE

The work moves at the speed of news, so hours are not regular — a Chief Minister's or a minister's visit, a disaster, or a major announcement rearranges the day, and the material has to go out the same day. The post has a double character: on one side it is creative, public work much like journalism; on the other it is government service, in which every sentence written is taken as the government's official statement. That is why it demands both restraint in language and care with fact — speed and accuracy have to be carried together, and that is the real difficulty of the profession. In return, it is one of the few government posts where the ability to write is the main capital and is used every single day.

WHO HIRES

- Information & Public Relations Department, Rajasthan
- District and divisional public relations offices
- Public relations units of the secretariat and of departments
- State corporations, boards and autonomous bodies

DEMAND (2026)

Every district has a public relations office, and publicising government schemes, coordinating with the press and issuing information is continuous work, so the cadre is a permanent one. It should equally be clear that the cadre is not large and that half the posts are filled by promotion, so direct-recruitment vacancies are limited and the advertisement does not come every year. The most practical thing about preparing for this post is that all three routes to eligibility are themselves employment — journalism experience is built on a salary at a paper or an agency, and a diploma in journalism also works in private-sector communication and media roles. Preparing for this post does not mean pausing your livelihood. Keep in mind too that the number of posts describes the department's requirement, not your chances of selection. One thing to be clear about — the "demand" described above counts posts, not your chance of getting one. Selection is by open competition and the number of applicants runs to many times the number of posts, so most candidates are not selected in any given recruitment. That is not an argument against this career; it is an argument against making it your only plan. Keep studying or building a skill alongside your preparation, so that the year is not lost whichever way the result goes.

7 Career growth

- 1 Assistant Public Relations Officer — five years here is the condition for the 50% promotion quota of Public Relations Officer
- 2 Public Relations Officer — 50% by direct recruitment, 50% by promotion
- 3 Senior Public Relations Officer and Deputy Director level posts
- 4 Director, Information & Public Relations — the top of the department, which under the rules is filled by promotion or by transfer of an IAS or RAS officer

EARNINGS

Starting	विज्ञप्ति में घोषित पे मैट्रिक्स स्तर के अनुसार
Mid level	₹55,000 – ₹75,000 (भत्तों सहित, कुछ वर्षों बाद)
Senior level	₹90,000 से अधिक (भत्तों सहित, वरिष्ठ एवं उप निदेशक स्तर पर)

The 1966 service rules do not give a pay matrix level, so no starting figure is printed on this page — it will be in that cycle's advertisement. The mid-level and senior figures above are approximate and are not confirmed from any official document; read them as a direction, not a promise. One thing is worth noting — under the rules the Director's post can be filled either by promotion or by transfer from the administrative service, so the topmost step of this cadre is not always filled from within it. The starting figure is BASIC PAY, so that it can be compared directly against other careers. Dearness allowance (60% of basic since 1 January 2026) and house rent allowance are added on top of it, so take-home pay is appreciably higher. The mid-level and senior figures are approximate monthly income including allowances, not basic pay. Note — in Rajasthan a direct recruit is a probationer-trainee for the first 2 years and is paid a fixed remuneration, not the pay scale; dearness allowance and house rent allowance are not payable in those two years (Rajasthan Service Rules, rule 7(30A)). The full pay scale applies once probation is completed. The pay matrix level for this post could not be confirmed on this page from an official document — it is not in the service rules and not in the CET Rules 2022 schedule. No level is therefore stated here. The correct figure is printed in the official advertisement for the recruitment; check it there before applying. The figures above rest on the Rajasthan 7th pay matrix, which is what applies as of 17 August 2026. The Terms of Reference of the 8th Central Pay Commission were approved on 28 October 2025 and it must report within 18 months of its constitution. State governments normally adopt a Central Pay Commission with modifications, and later than the Centre does — so Rajasthan pay will be revised too, though by how much and when is not yet settled.

8 The good parts · The challenges

The good parts

- The ability to write is the main qualification, and it is used every day
- Three alternative qualifications — the diploma route is the shortest
- The period spent becoming eligible is itself employment, not empty waiting
- Work that keeps you close to public life and policy

The challenges

- Work that runs at the speed of news — the hours are irregular
- Half the posts are filled by promotion, so direct-recruitment vacancies are limited
- Every sentence written becomes the government's official statement — there is less latitude than in journalism
- The cadre is small and the advertisement does not come every year

9 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Rajasthan Administrative Service (RAS/RTS)
- Platoon Commander (Home Guards, Rajasthan)
- Contractual Safai Karmchari — Urban Local Bodies, Rajasthan

10 Sources & further reading

1. Department of Personnel, Rajasthan — Rajasthan Public Relations Service Rules, 1966 — [https://dop.rajasthan.gov.in/writereaddata/modulCategory/202307181210228580262DPRStatepdf_merged\(1\).pdf](https://dop.rajasthan.gov.in/writereaddata/modulCategory/202307181210228580262DPRStatepdf_merged(1).pdf)
2. Rajasthan Public Service Commission — advertisements — <https://rpsc.rajasthan.gov.in/advertisements>
3. Information & Public Relations Department, Rajasthan — <https://dipr.rajasthan.gov.in/>

4. Indian Institute of Mass Communication — <https://iimc.gov.in/>
5. Rajasthan Staff Selection Board (official) — <https://rssb.rajasthan.gov.in/>
6. Department of Personnel, Rajasthan — service rules — <https://dop.rajasthan.gov.in/>
7. 8th Central Pay Commission — Cabinet approval of the Terms of Reference (PIB, 28 October 2025) — <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2183289>

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