**E-CONTENT**

**MJMC,  SEM-IV, PAPER-XIII (CC- 401)**

 **Topic : GOVERNMENT MEDIA ORGANISATIONS (Newsprint, FIELD PUBLICITY )**

**Date : 14-02-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**Newsprint**

 The current policy guidelines are as follows: a) Not less than one-third of the annual production of indigenous newsprint will be reserved for small and medium newspapers. b) Import of newsprint is allowed to actual users. 13.5.2 Import of Newsprint Any registered newspaper is eligible to import newsprint from outside. The publication house is required to have an eligibility certificate issued by RNI. Import of Printing Machinery/Material The procedures and guidelines for import of items are given in the Handbook of Rules and Procedures for Import and Export, issued by the Ministry of Commerce. The Press Registrar helps as an advisor to the ministry in terms of importing technology and resources from international markets. The publication house also has to pay the required custom duties to import foreign technology in the domestic market. The distributer/proprietor of a paper ought to submit yearly returns by 30th April for the period finishing 31st March, showing the amount of imported newsprint obtained and utilized amid the pertinent periods according to the Ministry of Commerce’s notification number 29, dated, 28.01.2004. The profits ought to be properly checked by a chartered accountant. Inability to present the profits in time or accommodation of false data will preclude the paper for validation of Certificate of Registration for import of newsprint.

**FIELD PUBLICITY**

Field Publicity was setup in 1953. It initially had 32 field publicity units managed by four regional offices. It was designed under the programme of “Five Year Plan Publicity Organization”. The Ministry had a direct control over the concerned offices. Later, the “Directorate of Field Publicity” was appointed to supervise and handle the operations of the regional offices and the publicity units. The Directorate of Field Publicity is engaged in publicizing important prtogrammes and policies of the government through 207 Field Publicity Units which is in control and supervision of 22 Regional Offices. It carries out routine and special awareness campaigns on various programmes and policies of Ministries and Departments of the Union Government. It is responsible for disseminating information, generating awareness and altering the attitudes of the people towards the government’s plans and policies. The directorate of field publicity function as three tier namely:

1. Main Headquarters (Situated in Delhi)

2. Regional offices

3. Field publicity Units