**E-CONTENT**

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

**Topic : GOVERNMENT MEDIA ORGANISATIONS** ***(PUBLICATION DIVISION)***

**Date : 10-02-2020, TIME : 1.00 P.M.-2.00 P.M.**

**PREPARED BY : AMIT KUMAR**

**PUBLICATION DIVISION**

It is a repository of books and journals for highlighting matters of national importance and India’s rich and diverse cultural heritage. Every year it publishes more than 200 books. Apart from printing polices of government it publishes Aajkal, Bal Bharti, Kurukshetra, Yojana, Indian and foreign review, Bhagirathi etc. It holds the exclusive mandate for preserving national heritage and disseminating information through the production and sale of low priced, quality reading material on subjects of national importance. The subjects range from art, history, culture, biographies of eminent persons, land and people, flora and fauna, children’s literature, science and technology and Gandhian Literature to work of reference like India – A Reference Annual. The Division also brings out selected speeches of the Presidents and Prime Ministers of India. With headquarters at Delhi, the Division functions through its various field units – Sales Emporia at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad, Thiruvananthapuram and Yojana Offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad and Bangalore. The offices of Employment News and Journals Unit are located in New Delhi. The Division, which has descended in some ways from the department set up by the British Government to conduct propaganda against the Axis Powers during World War-II, brought out periodicals in not only English, Hindi and Urdu, but also in some foreign languages, e.g. Persian, Arabic and Russian. In 1943, it was shifted under ministry of information and broadcast and was named as publication division in the year 1944.

It has 3 branches- : a. editing branch, b. production branch, c. sales branch.

Apart from books, the division publishes 21 periodicals in English, hindi and regional languages. Some of the publications are:

1. Bal Bharti: The popular children monthly Bal Bharti in Hindi is being published regularly since 1948.

2. Aaj Kal: The prestigious literary magazine Aaj kal in Hindi and Urdu covers different aspects of Indian culture and literature. The magazine has entered into its 68th year of publication.

3. Yojana: The flagship publication seeks to carry the message of planned development to all sections of society and serve as a forum to promote a healthy discussion.

4. Kurukshetra: It is a leading magazine on the rural development issues. It enjoys one of the highest circulation in its catogery of magazines.

5. Employment news: It was launched in 1976 with the objective to provide information on the recruitment vacancies of the Govt. under both Centre and State.