**E-CONTENT**

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

 **Topic : GOVERNMENT MEDIA ORGANISATIONS (PHOTO DIVISION**

**, RESEARCH AND REFERENCE DIVISION)**

**Date : 15-02-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**PHOTO DIVISION**

Photo division is an independent body and is a subordinate office under the Ministry of Information and Broadcasting. It is the biggest production unit in the field of photography. The Division is responsible for documenting and organising photos for internal and external publicity. Photo Divisions plays an important role in documenting the process of social and economic transformation of the country. It is also responsible for managing the archival data in the form of old photographs. It also provides the ministry with important visual information for dissemenation and promotion of schemes and policies of the government. External division, DAVP and the PIB get the major publicity support and services provided by the photo division. PIB also gets a routine photo coverage of the internal VIPs activities for day to day publicity to the press through its website.

**RESEARCH AND REFERENCE DIVISION**

Research and reference division provides high quality research and reference services to the Ministry of Information and Broadcasting and its Media Units for planning media policies, strategies and campaigns for effective mass communication and to develop human resources of these media units to be at par with the best in the world. We also produce packaged information for the media persons and media researchers and Scholars. Set up in the year 1945, the division functions as information serving unit for the ministry of information and broadcasting and various media units under it. The division studies trends in mass communication and media and maintains reference and documentation service on it. The division compiles two annual reference works, India, Bharat in Hindi and reference annual, an authentic work on the development and progress made by the central ministries/ departments of state/union territory and mass media in India. The division successfully brought out the 56th edition of the reference annual India 2012. The division has a well stocked library with a large collection of documents on various subjects. The library was housed in Shastri Bhawan and has now shifted to the Soochna Bhawan. The national documentation centre on mass communication was created in 1976 as part of the division on the recommendation of an expert committee set up by the ministry. The national documentation center on mass communication was created in 1976 as a part of the division on the recommendation of an expert committee set up by the ministry.