

# **PHOTO DIVISION HANDBOOK**

## CHAPTER –I

### **THE PARTICULARS OF ORGANIZATION,FUNCTION AND DUTIES:**

**ABOUT THE ORGANISATION :** Photo Division, unit for visual support for the varied activities of the Government of India is a subordinate office was established in sixties by amalgamating the photo studios working under the Publication Division, Press Information Bureau, and Directorate of Advertising and Visual Publicity. The Division is responsible for preparing photographs both in Black & White and Color for both of internal and external publicity on behalf of the Government of India. Photo Division is basically meant for document photographically, the growth, development and social changes in the country. Photo Division caters to the needs of Photo Publicity of Prime Minister's office, Vice President's Secretariat, XP Division of Ministry of External Affairs, DAVP, PIB, Sister Media Units of Ministry of I&B and other Ministries and Departments of Government of India. Press Information Bureau and DAVP, as well as the External Publicity Division of the Ministry of External Affairs get the major chunks of the services provided by the Photo Division. While PIB uses the picture taken by the Division for the day-to-day release to the Press, DAVP depends on the visual support from the archives of the Division, which is developed during the last four decades for the preparation/production of various kinds of Exhibition/advertising materials to be circulated amongst the large population of the country. On the other hand External Publicity Division of the Ministry of External Affairs takes a major chunks of its production for the external publicity of the Government of India. The Division has well equipped laboratories and equipment for handling different kind of photographic production and assignments in Black & White and Color both in conventional system as well as the state of art Digital technology at its Headquarters in Delhi. News Photo Network for transmission of images has been installed in the head quarter of the Photo Division, at Soochna Bhawan, New Delhi

**Objectives:-** Providing the visual support in terms of hard copies for publicity purposes. Providing visual support and quality Photographs to its clients. To ensure smooth and satisfactory relationship with client Departments & Public Sector Undertakings etc. To keep pace with the technology for better and quick transmission of Photographs. Document photographically the growth, development, and social & Political changes in the country and provide support by means of photographic visuals. Over all publicity of the Government by means of Photographs. Encourage photographers for the promotion of photography. To build a photographic archives and preserve the visual history for the posterity, researcher, historians and generations to come.

**Functions & Duties of Photo Division** Developing a Digital Photo Library of the collection of Photo Division for the sake of posterity and extending the service to Researchers for academic use. Posting the Digital Photo images of Government functions on the net for publicity of Government's developmental programmes and policies for use by Newspapers & Journals. Classification & documentations of photo images acquired. Building up of Archives with the worthy photographic images & preserve the moments for the new generations. Supply of photographs to public for display as pictorials and souvenir under pricing scheme. Develop a repository of Photographs on Social Sectors, growth of Country and various developmental programs launched by various Ministries and departments of Government of India for Intelligent users. To prepare the Spatially content based indexed data of Photo images, it's loading on cumulus server and image –compression in five resolutions for easy retrieval from Archives to provide test bed or support of researchers, historians etc.. Accelerate the

management of New Photo images being acquired in conventional format into digital format in house. To cover the visits of VVIPs and visiting heads of states. Provide visual support to XP Division of Ministry of External Affairs. To cover the visit of Vice President of India in country & abroad. To cater to the Photo Publicity needs of Prime Minister of India and his visit in the country & abroad. To cater to the Photo Publicity needs of Speaker of Lok Sabha. Supply of Photographs to Department of Posts relating to their stamps for their exhibitions etc. Special feature coverage of the programmes launched by Ministry of Human Resource development on their request for Photo Publicity and their presentation before various Committees To help Ministry of Surface Transport and DAVP to prepare a Road Transport Calendar by making them available the necessary Photographs acquired specially for them. Supply of Photo Albums to Ministry of External Affairs in respect of foreign Heads of States visiting the country. To Cover the various treaties, MOU signing ceremonies of different Departments of Government of India and Foreign dignitaries visiting the country. Provide visual support to DAVP for putting up exhibitions on various themes and on Developmental activities of the Government. Providing of Albums of documentation of their visit to the Head of State's & VVIP. Conversion of conventional Photos in to CD format. Digitize all new pictures acquisitions as well as significant feature coverage for future use and to build archives. Coverage of News & current affairs assignments. Coverage of Features assignments. To organize the National Photo Contest. To scan digitalize and store the photo images and create new capability for News Photo Network for quick transmission of Photo images. Administrative & Personnel management of Officers/ employees besides vigilance, budget & accounts matter pertaining to Photo Division. Providing of photos of Government programmes/ Functions to the Press & public through net for publicity. Set Up of Photo Division at Headquarters In order to perform its functions and accomplish its objectives the Division has several Sections like Color Printing, Black & White, Pricing Unit, Negative Library, Album Unit, Photography, LED Unit, Store, Administration & Accounts. Set Up Outside Headquarters The Division has Four Regional Offices at Mumbai, Guwahati, Kolkatta and Chennai to meets the Regional Photo Publicity needs of PIB, DAVP, and other Departments of Government of India.

## CHAPTER –II

**POWERS & DUTIES OF ITS OFFICERS & EMPLOYEES:** The Director Photo Division is the Head of Department. Director is responsible for proper and efficient management of the affairs of Photo Division and is responsible for co-coordinating with the Media Units, Ministry and all other related organizations for the smooth running of Photo Division including implementing the Policies & Schemes. The brief duties / responsibilities of officers and employees of Photo division are as under:- SI No. Designation Duties

1. Director Head of the Department, overall incharge of the Photo Division.
2. Deputy Director Head of Office. He works under the direct supervision of the Director and co-ordinate all activities and also controls the Modernization of Photo Division and selects the Photographs suitable for various publications and Exhibitions. He assists the Director in all technical matters and co-ordinates for the procurement of various stores in consultation with Photographic Officer (Admn.)
3. Senior Photographic Officer Incharge of the Regional Office. Selects Photographs for feature / articles and illustrated publications in Region and undertakes Photo Coverage of news and feature of developmental activities. One of the Sr. Photo Officer at (HQ) has been entrusted with the work of digitization of Photo images.

4. Photographic Officer(Admn) Photographic Officer (Admn.) acts as the co-coordinator between the Technical work and Administration. All the proposals for acquisition or disposal of stores are routed through him and files of Administration & Accounts are submitted to the Director, Dy. Director through him.
5. Photographic Officer Photographic Officer cover news & feature assignments. Senior most Photo Officer is designated as Duty Officer and distributes the assignments. He has to take care of the day-to-day production including the basic planning of assigning the officials for the coverage including PMO for covering his engagements.
6. Administrative Officer. Administrative Officer Supervises / handles all the administrative / establishment work in the Division. He also assists the Director in all matters of Administration and staff welfare. He also handles the matters relating to complaints.
7. Accounts Officer. Accounts Officers supervises all accounts work and assists the Director in Accounts matters. He also makes arrangements for necessary funds/ budget required for the Division and acts as Drawing & Disbursing Officer.
8. Production Assistant. Assists the Photographic Officer/ Sr. Photo Officer in production Work in dark room and maintain the quality of work. He distributes the work among dark room staff. One of the Production Assistant has been made incharge of the Pricing Unit.
9. Senior Photo Assistant In exigencies SPA covers the assignment. He is responsible for processing and enlarging of prints, finishing and retouching and developing of reels etc.
10. Junior Photo Assistant They assist the Senior Photo Assistant in processing of films /printing and LED/ digital work. He also prepares the albums for VIPs.
11. Photo Glazers They handle glazing and drying of photographic work and printing in LED Unit.
12. Photo Trimmer They handles glazing and drying of Photographs, trimming of photographs besides delivery of photographs and other class IV jobs.
13. Accountant Scrutinizes all the TA bills and distributes the work among the UDC/LDC in Accounts Section.
14. Head Clerk Distributes the work among UDC/ LDC and supervises their work . He also maintains the CR dossiers of Non Gazetted staff.
15. Sr Stenographer He is attached with the Director and gives necessary stenographic Assistance.

**ACTION TAKEN REPORT ON REQUESTS RECEIVED FOR INFORMATION  
UNDER RIGHT TO INFORMATION ACT 2005 FOR THE PERIOD ENDING  
31.03.2010**

1 Number of requests received	26
2 Number of applications under process	NIL
3 The number of appeals referred to Central Information Commission for review, the nature of appeals and the outcome of appeals:	NIL
4 Details of disciplinary action taken against any officer in respect of administration of this Act:	NIL
5 Amount of charges collected by each public authority under this Act:	30
6 The details to indicate efforts made by the public authorities to administer and implement the spirit and Every possible efforts are being made to implement the Act in its letter and spirit.	

## RTI OFFICERS

Name/Designation

Telephone/Fax

<b>Apellate Authority</b>	<b>Mr. Debatosh Sengupta, Director Photo Division</b>	<b>24392136 (TeleFax)</b>
<b>CPIO</b>	<b>Mr. Mahesh Shankar, SPO, Photo Division</b>	<b>24362473</b>