



सत्यमेव जयते

# CITIZEN'S CHARTER



फोटो प्रभाग  
PHOTO DIVISION

# PHOTO DIVISION

## Ministry of Information & Broadcasting

### Govt. of India

#### THE VISION

The Photo Division aims to document photographically, the growth, Development and the social changes in the country and to provide support by means of photographic visuals.

- Providing the visual support in terms of hard copies as well as through net for the publicity purpose.
- Developing a Digital photo Library of the collection of the Division.
- Providing visual support to its client.
- Encourage photographers for the promotion of photography.

#### THE MISSION

The mission of Photo Division is

- Over all publicity of the Government through photography.
- To document photographically the growth & development of the country.
- To provide visual support to its sister media units and other state and central government organization.
- Provide visual support to general public through its pricing scheme.
- To build a photographic archives for the posterity.

#### SERVICES STANDARDS

SERVICES STANDARDS		
SL. NO.	MAIN SERVICES	STANDARD
1.	Maintenance of the Photo Archive	Excellent
2.	Documentation of the day to day political activity (official)	Excellent
3.	Documentation of development in respect of Infrastructural, Political, Social, Financial changes etc.	Very good
4.	Support to the sister media units	Very good
5.	Administrative activities	Average & poor
6.	Disseminating visual information on day to day basis	Excellent
7.	Conducting National Photo Contest	Excellent
8.	Disseminating experience of the Division to	Excellent

	the State Govt. I&PR Deptt. North East & Isolated places like A&N, J&K, Lakshadweep etc. by means of workshop/symposium	
--	---	--

**SERVICES FOR NON-GOVERNMENT:**

- (I) AT LEAST TWO MAIN SERVICES RENDERED TO A STAKEHOLDER/CLIENTS EXTERNAL TO THE MINISTRY (ALSO INDICATE THE STAKEHOLDERS/CLIENTS);

**PHOTO DIVISION MAINTAINED A HUGE ARCHIVE CONTAINING MORE THAN 10 LACKS OF THE PHOTOGRAPHIC IMAGES FROM THE PRE INDEPENDENCE PERIOD TO PRESENT DATE. BESIDES THE GOVERNMENT DEPARTMENTS LIKE PIB, DAVP, MINISTRY OF EXTERNAL AFFAIRS AND MANY OTHER ORGANISATION, THERE ARE ALSO DEMANDS FROM THE GENERAL PUBLIC, PRIVATE ORGANISATION, SCHOLARS/RESEARCHERS, PRIVATE PUBLISHERS ETC.**

- (A) ACCESS TO LIBRARY IS OPEN TO ALL
  - (B) SUPPLY THE DEMAND OF THE STAKEHOLDER'S/CLIENT'S AS PER THEIR REQUIREMENT
- (II) PERFORMANCE INDICATORS FOR RENDERING SUCH SERVICES CLEARLY SPECIFYING THE TIME LINE IN NUMBER OF DAYS WITHIN WHICH THE SERVICE WOULD BE DELIVERED AFTER RECEIVING THE COMPLETED APPLICATIONS FROM THE STAKEHOLDERS/CLIENTS.

**DEPENDING ON THE VOLUME OF REQUIREMENT PHOTO DIVISION SUPPLIED THE IMAGES AS EARLY AS POSSIBLE, SOMETIME IF THE ORDER IS NOMINAL PARTICULARLY FOR OUTSIDER AND NUMBER OF REQUIREMENT IS LIMITED THEN THE SUPPLY IS MADE ON THE SAME DAY**

- (III) PROCESS INVOLVED IN GIVING SUCH SERVICES ALSO STATING:-
- (A) WHETHER THE SERVICE IS CHARGED;  
**YES**
  - (B) IF YES, THE AMOUNT OF FEE;

**FIXED RATES DEPENDING ON THE SIZE OF IMAGES STARTING FROM 5'X7' IMAGES AT RS.18/-. HOWEVER IN CASE OF THE PUBLICATION/PRINTING FOR COMMERCIAL PURPOSE ONE HAS TO MAKE AN ADDITIONAL PAYMENT OF RS.250/- AS REPRODUCTION CHARGE**

(C) MODE OF PAYMENT WHETHER BY CASH/CHEQUE/DEMAND DRAFT/ONLINE BY CREDIT CARD, AND

**PAYMENT RECEIVED BY CASH AND DEMAND DRAFT. THE PROCESS OF E-GOVERNANCE FOR ONLINE PAYMENT IS IN PROGRESS**

(D) WHETHER ANY DOCUMENT IS ALSO REQUIRED TO BE FURNISHED BY THE STAKEHOLDER/CLIENTS; IF SO, DETAILS OF SUCH DOCUMENTS.

**NO SPECIFIC DOCUMENT IS REQUIRED. HOWEVER ONE HAS TO FILL-UP A SPECIFIC FORM FOR THE PURCHASE OF IMAGES**

### **GRIEVANCE REDRESSAL MECHANISM**

The Address of the Grievance Redressal Officer of Photo Division is as follows:-

a. **Name and contact details of Public**      **Grievance Officer:**

**SHRI DEBATOSH SENGUPTA  
DIRECTOR**

Photo Division, Ministry of I&B,  
Govt. of India, Soochna Bhavan,  
Room No. 710, C.G.O. Complex,  
Lodhi Road, New Delhi-110003.

b. **Helpline number/Website url to lodge**      **grievance**

Telefax        :    011 24392136  
Website        :    www.photodivision.gov.in  
Email         :    division\_photo@yahoo.com

c. **Response to be expected by person lodging**      **the grievance**

Any person not satisfied by any service of Photo Division or is aggrieved by any other action of this Division can seek redressal of his/her grievances through Grievance Officer.

d. **Timelines for redress**

Every such person shall be entitled to information about the action taken on his/her grievance within a period of 30 days from the date on which the complaint is received in this office. If members of the public desire to meet the Grievance Officer in connection with their grievances, they can do so without any prior appointment on all Fridays between 02.00 p.m. to 03.00 p.m. in his office. In the absence of the Director, the public may meet the next senior officer available. If a person wishes to offer suggestion for

improvement of the services provided by Photo Division, he/she can send them to Grievance officer at the above address. He/she can also meet the Director, Photo Division who is available to general public between 02.00 p.m. to 03.00 p.m. on all Fridays without any prior appointment.

#### **Seek redressal of your grievance.....**

Any person not satisfied by any service of Photo Division or is aggrieved by any other action of this Division can seek redressal of his/her grievances through Grievance Officer. Every such person shall be entitled to information about the action taken on his/her grievance within a period of 30 days from the date on which the complaint is received in this office.

#### **Not satisfied....? You can personally meet the Grievance Officer....**

If members of the public desire to meet the Grievance Office in connection with their grievances, they can do so without any prior appointment on all Fridays between 2.00 p.m. to 3.00 p.m. in his office. In the absence of the Director, the public may meet the next senior officer available

#### **Still not satisfied .....? Meet the Grievance Officer in the Ministry.....**

If a complainant is not satisfied by the response of the Grievance Officer of Photo Division, he/she can refer the matter to the Grievance Officer of the Ministry of Information and Broadcasting, whose particulars are given below:

Shri V.B. Pyarelal, Joint Secretary (P&A)  
Room No. 552, 'A' Wing, Shastri Bhavan,  
Dr. Rajendra Prasad Marg, New Delhi – 110 001.  
Phone :23383857(O)

#### **Photo Division needs your suggestions to improve its services....**

If a person wishes to offer suggestion for improvement of the services provided by Photo Division, he/she can send them to Grievance officer at the above address. He/she can also meet the Director, Photo Division who is available to general public between 2.00 p.m. to 3.00 p.m. on all Fridays without any prior appointment.

For all suggestions you can e-mail us at: [division\\_photo@yahoo.com](mailto:division_photo@yahoo.com)

#### **STAKEHOLDERS/CLIENT**

Since no major grievance have been received from Stakeholders/Client, the service standard given is correct. In this connection it may be mentioned that on many occasion the Division has received appreciation from the clients for the excellent service provided.

## **Photo Division's major clients are**

- President's Secretariat
- Vice President's Secretariat
- Prime Ministers Office
- External Publicity Division of the Ministry of External Affairs
- Press Information Bureau
- Protocol Division of the MEA
- Directorate of Advertising and Visual Publicity
- All sister media units
- Central Govt. Ministries and Departments
- State Government offices
- General public collects materials for their own collection and also for the publication in book etc.

## **RESPONSIBILITY CENTRES AND SUBORDINATES ORGANIZATIONS**

Photo Division, a media unit of the Ministry of Information & Broadcasting is meant to documentation photographically and to provide visual support to all concerned for the publicity of the varied activities of the Government of India. Photo Division is the biggest production unit of its kind in the field of photography.

### **INDICATIVE EXPECTATIONS FROM SERVICE      RECIPIENTS**

Urgent and timely supply of photographs.

### **Month and Year for the next review of the Charter**

January, 2012

## **2.2 Concluding Remarks on Charter Format**

### **COMMITMENT FOR SUPPLY & DELIVERY OF WORK**

In addition to the routine work of supplying the material to PIB, DAVP, Photo Division supplies the Photographs to public and other agencies at large under its pricing scheme. The newspaper organizations are given photographs of 5"x7" free of cost on receipt of a requisition received through PIB. The time limits fixed for the substantive works are as under:-

<b>Sl.No.</b>	<b>Work/Job</b>	<b>Maximum number of working days allowed for disposal</b>
<b>1.</b>	Order booked under Pricing Scheme.	Delivery 1 to 7 days depending on the size of order
<b>2.</b>	Minister's Portrait	Delivery 1 to 7 days depending on the size of order
<b>3.</b>	Feature Assignment	Reference prints within 7 days
<b>4.</b>	News/Current affairs	Same day (if completed before 9PM)

	Assignments	
5.	Assignments relating to Vice President/Prime Minister's Function.	Same day
6.	Exhibition Prints for DAVP.	Five to Ten days Depending upon the size of order
7.	1 <sup>st</sup> copy of the album of visiting Heads of State	1st copy of the album for presentation to VVIP on the day of Departure of VVIP irrespective of the place of departure. Subsequent copies to Ministry of External Affairs within 7 days
8.	Cutting of CD of the digital image	Cutting of the CD in respect of the selected important assignment on the same day
9.	Cutting of CD of the other image	All other assignments within three days of the coverage

Photo division is committed to cater the need of hour through photographic visuals and other support

- As the photograph does not have the barrier of the cast and creed and a photojournalist can reach to any place, Photo Division is committed to make people of all level aware the growth and development of the country through its collection of huge number of photographs collected during the last forty years.
- Shares its experience in the field with sister photographers from the state as well as other central Government offices.
- Organizes National photo contest for the photographers in the country to encourage them in the development and advancement of the medium
- Organizes workshops time to time on different aspect of photography for the benefit of the state/central Government photographers

The Division has introduced the National Photo Awards on its completion of 50 years of existence in 2009 for the photographers in the country including the Life Time Achievement award to the longstanding and outstanding photographers to the country. It will continue with the National Photo Awards for the professionals as well as amateur to encourage them in the development and advancement of the medium. The Division also organizes workshops time to time on different aspect of photography for the benefit of the state/central Government photographers and especially for the Photographers from the North East Region.

\*\*\*\*\*