**E-CONTENT**

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

**Topic : GOVERNMENT MEDIA ORGANISATIONS** (PIB AND AIR)

**Date : 8-02-2020, TIME : 1.00 P.M.-2.00 P.M.**

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**PIB (PRESS INFORMATION BUREAU)**

Patra Suchna Karyalya or Press Information Bureau is known as PIB in short. Its main job is to organize activities and functions related to government and make them reach newspapers. It also organizes press conferences from time to time. Its head office is located in shastri bhavan in Delhi. It has 4 main regional offices in Mumbai, Kolkata, Chennai and New Delhi and has 34 branch offices. PIB is running 10 information offices in our country which are situated in New Delhi, Srinagar, Jalandhar, Port Blair, and Imphal. PIB also prints a weekly titled as ‘humara desh’, which is published in 10 languages. PIB is a central organization which is a connecting link between government and press and works as a mode of communication. Its function is to interconnect government and the media that serves to provide the feedback to the government on different reactions of the public as reflected in the media. The modes of dissemination of information via PIB are done through press releases, press notes, features, articles, backgrounders and photographs. PIB has been implementing scheme of journalist welfare fund. The revised scheme came into effect in its broadest based form from 25th august, 2010. Assitance of up to an amount of five lakh can be sanctioned to the journalist under the scheme. In situations of death the relief can be provided to the family of the journalist. The website of PIB is www.Pib.gov.in which is an important source of information that was redesigned in 2010 to make it friendly with advanced feature. Regional offices of the bureau have separate websites in seven different languages viz Tamil, Malyalam, Kannada, Telugu, Bengali, Marathi and Mizo

**ALL INDIA RADIO**

All India Radio holds the whole responsibility of broadcasting in India. It is the unit of ministry of information and broadcasting. Indian broadcasting company started the work of broadcasting with the establishment of two centers in Bombay and Calcutta, in 1927. It was a private company. After implementation of this company in 1930, Indian government took the work of broadcasting under its own authority and renamed it as Indian state broadcasting. But it was closed on 9 October 1931. It was again started in May 1932. A new office of control of broadcasting was opened apart from already existing offices in Calcutta and Bombay, and a new center was opened in Delhi. On 8 June, 1936 its name was changed from Indian state broadcasting to All India Radio. Since then the proliferation of broadcasting is taking place regularly in country. Before independence some native Indian states had their own broadcasting centers. Post independence after the fusion of states Indian government took these centers under their control. After the acquisition of Mysore Akashvani in 1950, All India Radio changed its name to AKASHWANI. In 1947, the AIR had a network of 6 stations and now Akashvani has 197 centers. Akashvani is the top most comprehensive medium of communication. Many programs are broadcast by Aakashvani. Some of the Main programs are as follows- : Music, drama, news, timely topic, foreign broadcast services, vividh bharti and advertisement broadcast service, programs for particular listeners, yuvavani, sports and school broadcast, audience research, science program and program magazines.