

National Documentation Centre
on
Mass Communication

**Report
of the
Committee of Experts**



MINISTRY OF INFORMATION & BROADCASTING
GOVERNMENT OF INDIA
NEW DELHI.

P R E F A C E

Documentation is indispensable to the efficient and optimal use of information in any field, more so in mass communication. The varied requirements of users, whether they be media personnel or administrators or researchers, and the volume and complexity of mass communication literature make easy and quick access to information a problem.

The existing library and documentation facilities in mass communication in India are woefully inadequate. The various committees appointed by the Government over the years have drawn attention to this. A survey conducted by this Committee of Experts for the preparation of the project report on the establishment of a National Documentation Centre on Mass Communication has also revealed this inadequacy. The proposal, therefore, to set up such a Centre has not come a day too soon.

The report is a modest but comprehensive attempt to present a blueprint of the project. This would not have been possible but for the willing cooperation of the Members who have given liberally of their mind and time in drawing up this report. In particular this Committee acknowledges the hard and sustained effort by Shri T.S. Rajagopalan and the Member Secretary.

सत्यमेव जयते

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Chairman

New Delhi.
1 August, 1975

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1 INTRODUCTION

1.1 Genesis

A scheme to set up a National Documentation Centre on Mass Communication (NDCMC) during the Fifth Five Year Plan was approved, in principle, by the Ministry of Information and Broadcasting and the Planning Commission. A token grant of Rs 20,000 was sanctioned for the scheme, out of which a sum of Rs 10,000 was made available in 1974-75 for preparing a project report on the establishment of the NDCMC.

1.2 Committee of Experts

In pursuance of the proposal, an ad-hoc Committee of Experts consisting of mass communicators and documentalists was constituted by the Information and Broadcasting Ministry vide letter No. G.29011/4/72-Admn. dated 15th July, 1974 for a period of six months. Since the Committee could not finalise the report within the prescribed time, the Ministry of I&B vide letter No. G.29011/4/72-Admn. dated 18th March, 1975 extended tenure of the Committee by another six months.

The members of the Committee at the time of initial constitution were:

1. Shri S. Dayal, Chairman
Director,
Research & Reference Division,
Ministry of Information & Broadcasting,
New Delhi.
2. Shri K. Sarwar Lateef, Member
Assistant Editor,
'Statesman',
Connaught Circus,
New Delhi.
3. Shri T. S. Rajagopalan, Member
Scientist,
Indian National Scientific Documentation
Centre (INSDOC),
Hill Side Road,
New Delhi.

4. **Shri Girja Kumar,** **Member**
Librarian,
Jawaharlal Nehru University,
Near Mehrauli Road.
New Delhi.
5. **Shri D.S.Mehta,** **Member**
Director (Publicity),
Directorate General Resettlement,
Ministry of Defence,
Maulana Azad Road,
Officer's Hostel,
New Delhi.
6. **Shri R.Tripathi,** **Member**
Indian Institute of Mass Communication,
D-13, South Extension, Part II,
New Delhi.
7. **Shri S.N.Sadhu,** **Member-Secretary**
Documentation Officer,
Research and Reference Division,
Ministry of Information & Broadcasting,
New Delhi.

Shri Sarwar Lateef resigned on August 19, 1974 as he was proceeding abroad. Shri A.K. Kidwai of National Herald was made member in lieu of Shri Lateef.

1.3 Terms of Reference संयमेव जयते

The following terms of reference were assigned to the Committee:

1. To define objectives, functions and scope of the proposed Centre;
2. To draw up a detailed project report for establishing the National Documentation Centre on Mass Communication in a phased manner during the Fifth Plan period, including the following aspects:
 - (a) Staffing and budget requirements;
 - (b) Physical facilities and equipment;
 - (c) Building up of library collection;
 - (d) Organisation of library and documentation services;
3. To survey and assess the information resources and potential available in the country and the information requirements of all types of persons

engaged in Mass Communication studies at all levels with a view to provide a basis for planning an integrated National System of Information for Mass Communication;

4. To suggest measures for liaison and collaboration in the field of mass communication documentation with government and other reputed information agencies in India and abroad;
5. To suggest measures for obtaining necessary assistance and equipment from national and international agencies for establishing the National Documentation Centre on Mass Communication;
6. To determine the administrative character of the proposed Centre and suggest the composition of membership of its Governing/Advisory bodies;
7. To study the pattern of the membership of the Centre whereby government and other organisations may be able to enrol themselves as institutional members for obtaining the facilities in the Centre for their sponsored scholars;
8. To assist in the development of documentation techniques and resources of state government and non-government agencies engaged in Mass Communication activities;
9. To establish a Data Bank on Mass Communication as a part of the proposed Centre; and
10. To examine the procedure and methods for document collection, storage, handling, retrieval and dissemination so that information on Mass Communication available within the country and abroad is at the disposal of media operators, administrators, planners, research scholars and others who are interested in it.

1.4 Account of Work done by the Committee

The Committee of Experts met three times. Two types of questionnaire were prepared - one addressed to individuals and the other to professional institutions and organisations engaged in mass communication in India,

for assessing the information resources and potential available in the country and the information requirements of various individuals and institutions engaged in mass communication studies at all levels with a view to provide a basis for planning an integrated National System of Information for Mass Communication.

A Sub-committee consisting of S/S D.S.Mehta, T.S. Rajagopalan and S.N.Sadhu was entrusted with the task of preparing a list of specific activities which the centre should undertake and a project report for establishing the NDCMC. The present report outlining detailed proposals for the establishment of the NDCMC is the outcome of work of this Sub-committee. The Sub-committee met 15 times.



सत्यमेव जयते

2 MASS COMMUNICATION IN INDIA AT A GLANCE

Mass Communication media have made significant progress during the last twenty seven years of independence. All the major media of communication, viz., the press, radio, TV, film, advertising, publications and field publicity, are used to provide entertainment and information to the people and motivate them for the venture of economic development/social progress.

2.1 Organisation

The Ministry of Information and Broadcasting functions through its constituent units. These are: All India Radio, Press Information Bureau, Films Division, Directorate of Advertising and Visual Publicity, Publications Division, Song and Drama Division, Registrar of Newspapers for India, Central Board of Film Censors, National Film Archive of India, Directorate of Field Publicity, Directorate of Film Festivals, Photo Division, and Research and Reference Division. These media units are the channels for keeping the different audiences all over the country informed about Government's policies and activities. They also keep the Government informed of press and public reactions to its policies and programmes, and provide liaison with State Governments and their organisations working in the field of information and publicity. The media units operate throughout the country through regional offices and mobile units. The Ministry co-ordinates the operations of these media units and provides guidance on matters of policy.

Every State and most of the Union Territories have Departments or Directorates of Information and Publicity headed by Directors. These Departments undertake public relations, general and press publicity, field publicity, song and drama programmes and advertising work on behalf of their governments.

2.2. Press

The number of press publications stood at 12,653 at the end of 1973. They include 839 dailies, 68 tri-/bi-weeklies, 3,875 weeklies and 7,860 other periodicals. Out of these, Central Government published 244, State Governments 199 and joint stock companies 534 newspapers or periodicals. During 1973, the newspapers together had a total circulation of 352,70 lakh copies.

There are four news agencies. The Press Trust of India and the United News of India supply news in English and the Samachar Bhaskari and the Hindustan Samachar are multi-lingual news agencies. In addition, there are 14 feature and pictorial material services to newspapers and magazines.

2.3 Radio

The All India Radio is now the biggest media organisation of the Ministry of Information and Broadcasting. Its programmes are received by 14 million radio receiver sets in India. At present, there are 10 stations, four auxiliary studio centres and the two Vividh Bharati/Commercial Centres, which cover all the important and linguistic regions of the country. Their 'home service' programmes are transmitted for 2.70 lakh hours every year (more than 740 hours per day), excluding 1.33 lakh hours of Vividh Bharati Programmes. The external service transmissions present programmes in 16 foreign and 3 Indian languages for 52 hours daily to project India's view-point on important issues to listeners abroad.

News is broadcast daily through 240 bulletins in 18 Indian languages, 12 foreign languages and 14 local dialects. Of these, 82 bulletins are beamed in the 'home service' from Delhi and relayed by most of the AIR stations; 98 regional bulletins are broadcast from regional stations and 60 bulletins are beamed to listeners abroad.

AIR gathers its news by subscribing to the news agencies and by monitoring major broadcasting stations in the world. Nearly a third of news coverage is accounted for by AIR's own corps of about 60 correspondents in India.

and abroad. In addition, there are 100 part-time correspondents in India and abroad to supplement the news coverage by full-time correspondents. Taped programmes are supplied to broadcasting organisations of various foreign countries including 17 countries with which India has entered into cultural agreements.

Programmes relating to music, plays and features, family planning, current affairs, sports, children and youth, women, science etc. are broadcast regularly. AIR has preserved 75 hours of recorded voice of Gandhiji, nearly 3000 tape-recordings of about 600 hours duration of Jawaharlal Nehru's speeches and the voice tapes of Tagore, Utagi, Rajaji and Sardar Patel.

AIR brings out eight programme journals in English, Hindi and other regional languages in addition to 11 other journals intended for the overseas listeners.

2.4 Television

The TV media is now on the threshold of rapid expansion. Besides the television centre at Delhi, which was commissioned in 1959 three other centres at Srinagar, Amritsar and a relay centre at Poona which transmits programmes of the Bombay centre, were set up in 1973. The Bombay centre itself was opened in 1972.

The Delhi TV Centre has a reception range of 60 km, while the Bombay centre has a range of 95 km. The relay centre at Poona has extended the range of Bombay TV programmes by 65 km. The Amritsar centre has a range of 79 km. The TV centres cover an area of 83,000 sq. km. and a population of 2.57 crores.

The Delhi and Srinagar centres telecast programmes for 4 hours and Bombay and Amritsar for 3 hours every day.

The number of TV receiver licences was 1,63,446 at the end of 1973. Nearly one lakh sets are now produced every year.

Space technology will be used for television broadcasting from the latter half of 1975 when USA's NASA starts lending its geo-stationary satellite ATS-6 for one year for conducting the Satellite Instructional Television Experiment (SITE) in India. Instructional programmes of 1,500 hours' duration could be beamed to the satellite from earth stations, which would then be received by direct reception TV sets in 2,400 selected villages of 20 districts of Andhra Pradesh, Bihar, Karnataka.

Madhya Pradesh, Orissa and Rajasthan. Programmes for the primary schools would be telecast in the morning transmission every day, while the evening transmission would present programmes on improved agricultural practices, hygiene, family planning, national integration and allied topics. The experiment would provide a system test of broadcast satellite television for national development.

2.5 Film Industry

Indian cinema has registered remarkable growth during the last seventy-eight years. Over the years, more than 12,260 feature films and 3,500 documentary short films have been produced. With an annual output of more than 400 features, India now leads the world in the production feature films.

Following the keen interest taken in the film industry by both the central and state governments, the industry now encompasses the whole gamut of film creation from features, documentaries and newsreels to quickies, animation, experimental and advertising films. After the advent of Independence, production of feature films has rapidly increased. During 1973, nearly 448 feature films were produced. The number of films produced in colour has increased and as many as 171 of the 448 feature films produced in 1973 were in colour. Films are now produced in regional languages also. At present there are 7,798 cinema houses in India with an estimated seating capacity of 49.27 lakhs.

On the recommendation of Shri S.K.Patil's Report (1951), the Government of India took a number of regulatory and promotional steps in order to promote film industry. The Film Finance Corporation (1960), the Hindustan Photo Films Manufacturing Company (1960), the Film and Television Institute of India (1960) and the National Film Archive of India (1964) were set up for the promotion of film industry. The collection of a National Film Archive of India consisted of 1,003 films, 4,628 books, 150 magazines, 7,456 photographic stills, 2,112 film posters and 958 disc records as on 31 March 1973.

In 1948, the Government set up the Films Division for the production, distribution and exhibition of a weekly Indian news review, cartoon films, quickies and documentaries required for public information, education and instruction. The Division produces 200 films yearly. It has arrangements with 21 foreign newsreel organisations for free exchange of important international events.

The Children's Film Society was set up in 1955 to undertake, aid, sponsor, promote and co-ordinate the production, distribution and exhibition of films suited for children and adolescents. During the last 18 years, it has produced 88 films including 40 feature films besides shorts, cartoons, and puppet films. Of them, 12 films have won national and international awards. Many schools, social welfare centres and industrial establishments are members of the Society and regularly borrow films for screening in their premises for the benefit of children. Over 12.50 lakh children saw these films in 3,467 non-commercial shows that the Society organised during 1972-73.

Indian films are exported to nearly 90 countries in the world. During 1973, export earnings amounted to Rs 54 million.

Several State Governments are implementing schemes for the development of film industry in their respective regions.

National Awards for Films were instituted in 1953. These awards are given for best feature films, technical excellence, children's films and regional films.

2.6 Advertising

Advertising is essentially a form of communication through such diverse media as handbills, newspapers, magazines, billboards, letters, radio, television broadcasts and motion pictures. The advertising industry is divided into three principal types of organisation - advertisers, advertising agencies and the media of communication. These three main types of organisation are aided by many specialists such as typographers, engravers and artists and by film companies and research agencies.

In India there are more than 300 accredited and non-accredited advertising agencies. There are a number of trade and professional associations whose aim is to promote healthy competition and a high standard of advertising.

The Directorate of Advertising and Visual Publicity is the central agency of the Government of India for undertaking mass publicity campaigns on behalf of all the ministries and the departments and some of the autonomous bodies, excluding railways. All the States and the Union Territories conduct publicity through their respective Departments of Information and Publicity.

During 1972-73, the DAVP's publicity business was worth about Rs 20 million. A further sum of Rs 30 million is estimated to have been spent by State Governments. Estimates place other advertising - classified advertisements, public notices and advertisements placed direct with media etc. - around Rs 100 million. It is estimated that including agency billings the total business done in advertising during 1972-73 was Rs 670 million.

2.7 Oral Communication

The Directorate of Field Publicity uses various channels of mass communication such as films, song and drama items, printed publicity material, and oral communication programmes, debates, seminars and essay and elocution contests to disseminate information.

Similarly, oral communication is conducted by Publicity Departments of the Governments in States and Union Territories.

2.8 Book Publishing

India is among the five major book producing countries of the world and ranks third in the production of books in the English language. In the decade ending in 1970, about 125,000 books in English were included in the Indian National Bibliography, followed by Hindi (19,454), Marathi (12,016) and Bengali (11,960). An average of 11,220 titles are published every year and nearly a third of these are in the English language.

In 1971, India imported books and periodicals worth Rs 40 million and exported books of the value of Rs 20 million.

The Government of India have set up various organisations like the National Book Trust, the Sahitya Akademi, the Publications Division, the National Book Development Board etc. with the object of producing good literature at low price and fostering book-mindedness in the country. The State Governments have their own publishing organisations. The private publishing trade is also on the increase in recent years.

The College of Vocational Studies of Delhi University has included Book Publishing as one of the subjects. The All India Federation of Booksellers and Publishers Associations conduct occasional courses on book selling.

2.9 Training and Research

Fourteen Indian universities conduct degree or diploma course in Journalism. A few universities have included journalism as one of the papers at degree level. In addition, there are nearly 15 institutions/organisations conducting diploma courses in Journalism.

The Indian Institute of Mass Communication was set up in 1965 as a centre for advanced study and research in mass communication. The Institute has seven faculties; developmental communication; print medium; radio, television and speech communication; visual communication; advertising and campaign planning; and traditional media and communication research. Apart from various short courses for in-service personnel, it conducts every year eight-month post-graduate diploma course in journalism for developing countries. Upto the end of 1973, the Institute had conducted 62 regular and specialised courses, which were attended by 1,177 trainees.

The Audience Research unit of AIR undertakes regular survey and analysis of listeners' reaction to various types of programmes broadcast on the AIR network. It provides data for determining the rates of 'Spots' and sponsored programmes in the commercial service, and also surveys the reception quality of various stations.

The Research and Reference Division of the Ministry of Information and Broadcasting studies in depth problems of national significance and provides reference service to the media units of the Ministry of Information and Broadcasting and others. The compilation of India - A Reference Annual is a major activity of this Division. The Division's regular services include "Background to the News" and the "Bulletin on Film" which records every month of main trends in India and foreign film industry. The Division also prepares 'Reference Papers' on several topics.

3 INFORMATION SOURCES IN MASS COMMUNICATION

3.1 Growth and Complexity of Literature

Documentation and information services began to gain in importance on account of growth and complexity of literature. Information explosion, information crisis, etc., are by now familiar phrases to express the alarming rate of growth of literature. There are also a great variety of forms in which literature appears. The pattern of communication of information adopted by scholars is also changing. The literature relating to mass communication fields is not an exception to this general trend. The extent of literature sources is a factor for making adequate provision of documentation and information services because information contained in various sources is/to users by means of documentation services, which help in turn, to create new information. This process is known as information transfer chain.

Quantitative studies on the output of literature have been made already for a number of subjects. But no study appears to have been made for literature relating to mass communication. However, the succeeding sections give some data on the output of literature in mass communication.

3.2 Indian Literature

3.2.1. Books

The annual volumes of the Indian National Bibliography (1958-72) and the Indian Books in Print 1973 have been scanned to estimate the output of Indian literature on subjects relating to mass communication. The data is presented in the following table:

<u>S.No.</u>	<u>Subject</u>	<u>No of books</u>
1.	Journalism and Press	82
2.	Radio and Television	46
3.	Theatre	34
4.	Motion Picture	18
5.	Public Relations	1
6.	Advertising	11
7.	Photography	10
8.	Book Industry	30
Total		232

3.2.2 Periodicals

The Press in India, 1974 gives the number of Indian periodicals currently published in Mass Communication fields.

<u>Subject</u>	<u>No. of Periodicals</u>
Journalism	25
Motion Picture	324
Theatre	22
Radio & Television	44
Public Relations	2
Advertising	17
Book Industry	5
Photography	6
Printing	16
<hr/>	
Total	461
<hr/>	

3.2.3 Periodical Articles

By scanning the issues of "Guide to Indian Periodical Literature", "Index India" and "Indian Press Index", it is estimated that more than 4,000 articles are being published on various aspects of mass communication in a year in English language alone. In fact this is not a comprehensive estimate of periodical articles published in India, because these indexes do not cover all newspapers and periodicals.

3.2.4 Newspaper Clippings

The Documentation Unit of the Research and Reference Division has been collecting press clippings on mass communication subjects. For this purpose it scans 19 important daily newspapers and collects about 3,000 clippings in a year. This coverage gives an idea about information on mass communication that can be had from newspapers.

3.2.5 Theses

It is estimated that about 250-300 dissertations/theses on various aspects of mass communication have been submitted in the past to various Indian universities for award of higher degrees. (Source: Mass Communication in Asia - To be published by AMIC, Singapore)

3.3 Foreign Literature

It has not been possible to make a quantitative study of foreign literature in a thorough manner. However, some idea on the subject is given in following sections.

3.3.1 Books

The following account gives the number of English books on mass communication published during 1971-73. The sources for the data are the British National Bibliography (year 1971, 72, 1973) and the Cumulative Book Index (Year 1971, 1972, 1973). (Some of the main subjects under mass communication have been considered.)

	<u>1971</u>		<u>1972</u>		<u>1973</u>	
	<u>BNB</u>	<u>CBI</u>	<u>BNB</u>	<u>CBI</u>	<u>BNB</u>	<u>CBI</u>
Journalism & Press	50	215	65	303	70	371
Radio & Television	65	294	82	375	90	473
Theatre	80	215	89	325	105	375
Motion Pictures	98	250	104	315	115	415
Public Relations	10	25	17	35	22	53
Advertising	40	75	50	112	65	175
Photography	30	119	38	123	40	183
Book Industry	35	215	43	311	42	375
Total	408	1408	488	1899	549	2120

3.3.2 Periodicals

The following account gives the number of world periodicals currently being published in mass communication fields. The Ulrich Periodicals Directory 1974 has been used as the source for collecting data.

<u>Subjects</u>	<u>No. of Periodicals</u>
Journalism	200
Motion Picture	700
Theatre	115
Radio & Television	211
Public Relations	55
Advertising	158
Book Industry	315
Printing	211
Photography	170
Total	2635

3.3.3 Periodical Literature

The "Readers Guide to Periodicals literature" March 1971 - February 1972 indexed nearly 7,000 articles on mass media.

At present there is no service which indexes exclusively periodicals published in mass communications. On the basis of number of periodicals published in the field of mass communication it is estimated that about 20,000 items of information appear every year.

3.3.4 Theses

By examining the "Bibliography of Doctoral Dissertations in Television and Radio", it has been found that 352 dissertations were completed at American Universities upto December 1961.

The following account gives the number of doctoral theses accepted by American universities in various fields of mass communication.

Subject	1970-71	1971-72
Journalism & Press	25	30
Radio & Television	105	114
Theatre	30	35
Motion Picture	35	42
Public Relations	30	38
Advertising	15	22
Photography	12	14
Book Industry	14	16
Total	266	311

Source: Dissertation Abstracts - 1970-71, 1971-72

4 DEVELOPMENT OF DOCUMENTATION SERVICES

4.1 India

Though impetus to the provision of documentation and information services came only after the country attained Independence, universities and research organisations established in the country in the early part of this century were building up their libraries as a first step towards providing information service to scholars. Systematic documentation activities began to be undertaken in some special areas especially in scientific subjects before the fifties. The Forest Research Institute took up documentation of literature on forestry and allied subjects in the thirties. Similarly, the Central Board of Irrigation took up documentation of literature on irrigation. The Indian Standards Institution Sub-Committee on Documentation (EC-2) set up in 1947, is perhaps the first organisation to take interest in the promotion of documentation activities in the country. In the field of Social Science, the Ministry of Labour and the Indian School of International Studies were pioneers in offering documentation services. However, it was only with the establishment of the Indian National Scientific Documentation Centre in 1952 that documentation and information services in the modern sense began to take shape in the country. In view of the increasing tempo of research and development activities in science and technology, scientific documentation services have all along been receiving greater attention.

4.1.1 Interest of the Government

The Government's interest in developing documentation and information-services as a necessary infrastructure support to R&D activities was evident in the setting up of a number of committees, since the fifties, to consider the matter. The Krishnan Report (1955), the Thacker Report (1958), The Ranganathan Report (1959), the Library Advisory Committee Report (1959), the Kothari Committee (1960), the Lazer Report (1964), the UGC Report on University and College Libraries (1965), the Ray Committee Report (1967), the Vidyalankar Committee Report (1963), the Chanda Committee Report (1964) and such other committees have all considered in some form or other the problem of organising documentation activities on scientific lines.

4.1.2 National Information Centres

India has been or is in the process of establishing national centres of information in science and technology, medicine, agriculture, defence science, nuclear science, patents, standards, small industries, social sciences etc. Some of the already established centres are well

known nationally and internationally for the progress they have achieved. These national information centres are mission-oriented and are responsible for organising and providing service at national level for large sectors of national endeavours.

4.1.2.1 INSDOC

The Indian National Scientific Documentation Centre (INSDOC) was established in 1952 to provide a full range of documentation services to national laboratories, scientific and technological institutions, universities, industries, etc. The activities of Insdoc are run by the following sections: Document procurement; Bibliography and Information, Translation; Indian Science Abstract National Science Library; Union Catalogue; Information Retrieval; Training; Russian Science Information Centre; Regional Centre; Photography; Printing; Liaison; Publicity and Sales; Planning and co-ordination; and Administration. Over the years the services of Insdoc have grown considerably, providing valuable infra-structure support to R&D activities.

4.1.2.2 DESIDOC

The Defence R & D Organisation has established the Defence Science Information and Documentation Centre in Delhi to cater to the information needs of R&D, Headquarters and R&D, establishments; to collect, collate and disseminate scientific and technical information on all aspects of Defence Science to those entitled to receive such information; to act as repository for all technical and research reports of India and foreign origin, particularly those connected with Defence Science; and to translate literature and reports from foreign languages.

4.1.2.3 NML

The National Medical Library has assumed responsibility to build up an exhaustive collection of medical literature in all important languages of the world and to offer bibliographical and information services to medical scientists.

4.1.2.4 ICAR

The Indian Council of Agricultural Research is supervising and developing library and documentation facilities of agricultural institutions. In 1969, an Indo-American Joint Study Team worked out a plan for establishing a National System of Agricultural Information with a National Agricultural Library at the apex. The present Library of the Indian Agricultural Research Institute is expected to assume the role of National Agricultural Library.

4.1.2.5 SENDOC

The Small Enterprises National Documentation Centre was set up in 1971 at the SITE Institute, Hyderabad. The work of SENDOC is organised into various sections, namely, Library, Documentation, Audio-visual, Publications, Organisational Communication and Data processing.

4.1.2.6 ISI

The Indian Standards Institution has a good collection of national standards of many countries and is fully equipped to offer standards information service.

4.1.2.7 BARC

The Library and Information Services of the Bhabha Atomic Research Centre have been conceived, planned and organised as an integrated set up for offering technical information services in the nuclear field.

4.1.2.8 Social Science Documentation Centre

The Indian Council of Social Science Research, set up in 1969, has taken up as one of its first tasks the establishment of a National Social Science Documentation Centre. Since its inception the Centre is actively engaged in several bibliographical and documentation projects, by undertaking them directly and through grant-in-aid programmes.

4.1.3 Subject Specialised Information Centres

In addition to national centres, specialised information centres devoted to various disciplines are gradually emerging. Though they are developed around the facilities available in individual institutions, they are capable of providing national service in their fields of specialisation. Many of them have already developed a strong information base and are in a position to extend their resources and facilities to others. Though such specialised centres are being fostered in a greater measure in science and technology fields, information centres in social sciences for disciplines like economics, international relations, demography, management science, education, etc., would also come into being sooner or later. These discipline oriented information centres constitute an important link in our national network of information centres. The one on mass communication being conceived in this report belongs to this category of information centres.

4.1.4 Local Documentation Units

About 1,000 special libraries, information centres, and documentation centres may be operating in our research and technical institutions, government departments, learned societies and associations, industrial enterprises, business firms, etc. More such local information units are developing continuously. The local information units are of varying scope, standard and efficiency. Their services are essentially directed towards the actual work in progress in their institutions. It is a happy augury that important institutions in our country realise the importance of adequate information facilities and are making necessary investment in setting up documentation/information units.

4.1.5 Training in Documentation

The Indian National Scientific Documentation Centre (INSDOC) (New Delhi) and the Documentation Research and Training Centre (Bangalore) are running specialised courses in documentation. In addition, a number of universities are offering library science courses at masters and bachelor's, degree levels. These courses include study of documentation techniques. Thus, the need of trained manpower for undertaking documentation services is being met to an extent.

4.2 Abroad

Information has come to be regarded as a vital resource. The value of documentation and information services having been realised, governments of many countries are spending large sums of money in developing these services. While the advanced countries have made considerable progress, the developing countries are also not lagging behind to develop documentation and information services. International organisations such as Unesco have played a useful role by helping in setting up national documentation centres in a number of developing countries. The International Federation for Documentation is also actively interested in promoting and developing documentation services throughout the world.
follow

The countries / either a centralised organisation or a decentralised organisation or a mixture of both in offering documentation and information services. There are national centres of information, regional centres of information, subject specialised information centres and local information units. With the advent of computer applications in information work, information centres at the different levels are no longer considered in isolation and the network concept is gaining currency. Many countries are in the threshold of establishing well coordinated and articulated national information systems. Presently, the idea of a world information system is actively being taken up, thanks to the United Nations World Science Information Systems (UNISIST) programme of Unesco. The UNISIST programme aims towards global control and free exchange of information. The nations of the world, on their part, are developing their national systems of information to enable them to derive full benefits of the UNISIST programme. The evolution of National Information Policy is under consideration of many countries so as to ensure systematic provision of resources and facilities for undertaking documentation and information services.

Modern developments in information work have revolutionised the concepts of information services to be offered. The increasing stockpile of world information in various subjects in machine readable form (magnetic tape services) makes it possible for all to have access to required information expeditiously and exhaustively. The advance in reprography technology has also opened up opportunities to have copies of literature across time and space.

The information services in science and technology fields have advanced tremendously. The social sciences and humanities are also not lagging behind and equal attention is now being given. Information services have now attained a wider context and are looked upon as vital support not only for research and development activities and for academic pursuits but also for management, decision making, planning and policy framing and for social, political and economic development activities. Therefore, information centres are far too numerous now. More and more are continuously springing up. It is neither necessary nor feasible to describe here the information systems of all countries. However, mention is made of those which are mainly devoted to the subject of our interest:-

1. International Association for Mass Communication Research, 27 rue Saint-Guillaume, Paris;
2. Asian Mass Communication Research and Information Centre (AMIC), Singapore;
3. Documentation and Information Retrieval Centre, Leicester University (Great Britain);
4. East-West Centre, Honolulu; and
5. Centre for Documentation and Communication Research, Western Reserve University, Ohio.

4.3 Document Activities in Mass Communication in India

4.3.1 Research and Reference Division

The Library of the Research and Reference Division, Ministry of Information & Broadcasting was established in 1954-55. In 1958, the Library of the Press Information Bureau was merged with it. The staff of the Research and Reference Division, the Ministry of Information and Broadcasting and its media units are the main clientele of the Library. However, accredited press correspondents, research scholars, journalists, etc., are also allowed to use the library. The library has a stock of nearly 35,000 volumes. It receives about 150 periodicals. All leading Indian newspapers and a few foreign newspapers are also received. The Library has a good collection of

reference books. It particularly specialises in books on India - its land, people and Government, political, social and economic life, etc. In addition to loan services, the library has built up capabilities for offering intensive reference service. It compiles subject bibliographies from time to time and also undertakes literature research for the publication India: A Reference Annual. A photocopier has been installed in the Library to provide photocopies of reference material whenever required.

The Documentation Unit undertakes press clippings service. This Unit collects nearly 3,000 clippings on mass communication in a year. For this purpose it covers 19 leading Indian newspapers. The clippings of previous years are preserved in bound volumes. The Unit prepares and maintains an index of selected news and articles of reference value from 'The Hindu' a daily / 1951. It also prepares an Index of select articles of reference value, from more than 100 Indian and foreign periodicals.

4.3.2 Indian Institute of Mass Communication

The Indian Institute of Mass Communication was set up in 1965 for the purpose of undertaking training programmes and organising seminars. It is also expected to undertake project oriented research. The Library of the Institute has presently a stock of 7000 volumes and receives 126 current periodicals and newspapers. The Library offers conventional services such as consultation, lending and reference services mainly to the students and faculty staff.

The Documentation Unit of the Institute undertakes documentation of periodical literature and maintains press clippings. It is also engaged in compiling an Annotated Bibliography on Mass Communication in India which will be a part of the publication "Mass Communication in Asia" to be published by AMIC. This bibliography includes books, theses, dissertations and AIR Listener Research Reports. Articles published in newspapers and periodicals are not included. The Institute has press clippings on current topics which are preserved for a limited period.

4.3.3 Press Institute of India

The Press Institute of India undertakes indexing of periodicals and keeps press clippings on a limited scale.

4.3.4 Other Documentation Activities of Interest to Mass Communication

Various organisations in India are bringing out indexing journals such as 'Guide to Periodical Literature' (Quarterly) cumulated yearly; "Index India" (Quarterly); - 'Indian Press Index'; "Indian News Index" (Yearly) and Times of India Index (Quarterly). These journals cover some items relating to mass communication.



5 ROLE OF DOCUMENTATION SERVICES IN MASS COMMUNICATION

5.1 Value of Documentation and Information Services

Information is now recognised as a vehicle for transfer of knowledge and, therefore, a basic resource. It is an essential ingredient of scientific, technical and academic pursuits, as well as of decision making and production processes of all kinds. It is acknowledged that the sheer volume and weight of information which has now become available over the last few years, have serious implications that can no longer be ignored. Information has become the essential basis for the maintenance of modern society. Documentation and information services began to be offered first in science and technology fields, mainly to support research and development efforts. Then, the services began to emerge in the field of social sciences. Now, the scope of information services extends to achieve a society in which citizens, individually and collectively can cope with the problems of everyday life, learn how to channel the generation of information wisely and to organise its distribution effectively and make full exploitation of the knowledge available for the progress of human civilization and society.

5.2 Importance of Documentation and Information services

5.2.1 Multidisciplinary Character

Mass Communication study is multidisciplinary in character and as stated earlier covers diverse fields. Press, film, radio, TV, advertising, publications and field publicity are subjects falling under the purview of mass communication. Further, puppetry, drama, dance and oral communication are also employed in mass media. The mass communicators are interested in all these subjects, though specialisation in specific fields is not uncommon. The present stage of knowledge / these subjects is of different standards. Factors like these have their influences in information gathering habit and in information usage. The information services to be offered to mass communicators have therefore to embrace all subject fields.

5.2.2 Various Levels of Users and Their Requirements

The users of information in mass communication may belong to different disciplines as stated earlier. They may be engaged in research, teaching, management, planning, field work, etc. They may be journalists, film producers and artists, advertisers, publishers and publicity and public relations personnel. The information requirements of these different categories of users are naturally varied in subject, purpose, content and level. At present, the users do not have access to proper information facilities. It is difficult to imagine what the mass communicators have missed for want of adequate information facilities. There is a genuine need to provide them access to information they require and as quickly and expeditiously as possible.

5.2.3 Volume and Complexity of Literature

In chapter 3 the extent of output of literature in the fields relating to mass communication has been given. The annual addition of knowledge and/or information is continuously on the increase as is common with every discipline. It is no longer a feasible task for an individual mass communicator to know first of all what is being published in his field and then to have access to literature of value to him. Apart from quantity, the multiplicity of sources such as books, periodicals, periodical articles, newspapers, theses, reports, micro-films, audiovisual material etc. pose problems in identification, selection and acquisition. The mass communicators should also have recourse to unpublished information which is usually buried in government files and reports. They are difficult to locate and obtain. Further, the mass communicators require all types of data for their day to day work. While published data may be available to some extent for direct use more often, raw data have to be extracted, analysed, evaluated and served. At present, no such facility is available to mass communicators and it is a serious handicap. The volume of information is also by no means uniform and it is of varying standards. This has to be kept in view while meeting the particular information requirements of users. The volume and the complexity of literature are such that an individual worker can no longer hope to know all that has been published in his field. He is in need of a service to know exhaustively, expeditiously and pin-

pointedly what is being published in his field of interest. But for the service, he will be lost in the flood of literature to locate information of his interest and he will have very little time left for actual reading and professional work.

5.3 Inadequacy of Documentation Services in India on Mass Communication

It should, on all accounts, fall to the share of responsibility of the Ministry of Information and Broadcasting to organise documentation services on a national scale in the field of mass communication. The role of mass media in influencing the minds of men and in speeding up the process of social, economic and cultural transformation is well known. The operators of mass media, administrators, planners and others require information on various aspects of mass media. They are now ill served and are thereby seriously handicapped in performing their duties efficiently. At present, library and documentation services offered in the Research and Reference Division are alone available however inadequate they may be. As at present conceived and organised, the Library and Documentation Unit of the Research and Reference Division are essentially meant for satisfying departmental needs. They are not capable of offering services on a national scale unless the resources and facilities are augmented considerably.

5.3.1 Vidyalanker Committee (1964)¹

"It is a misnomer to call the existing Research and Reference Division a research division, providing as it does mainly reference service. Its research activity should be reoriented for scientific communication research...." Inter alia, this recommendation is indicative of the need for setting up a documentation centre.

1. Report of the Study Team on Five Year Plan Publicity: pp 132

5.3.2 Ford Foundation Team

The basic recommendation of the Report of the Mass Communication Study Team (1963) sponsored by the Ford Foundation was for establishment of a Centre of Advanced Study in Mass Communication. One of the important functions assigned to this Centre was provision of reference services. It recommended building up of a reference collection and related materials for the use of information officers, teachers, students and planners. It had also suggested establishment of exchange relations with foreign institutions for receiving their reports of research results. The Report had also indicated that films, tapes, newspapers, journals, bulletins, posters, exhibits, models and other samples of communication should be collected. The objective was to make this collection as easily and widely usable as possible. Preparation of abstracts, annotated bibliographies, summaries of research results, etc. was also recommended.

5.3.3 Chanda Committee (1964)²

The Chanda Committee, while considering the working of the Research and Reference Division, had recommended that "research, reference, library and documentation services now dispersed in many units (of the I&B Ministry) should be coalesced under a single organisation, the Research and Reference Division." At the same time, the Committee also observed that the Research and Reference Division is handicapped by paucity of resources, trained personnel and inadequate library and documentation facilities.

5.3.4 Recommendation of the Adviser (Information)³

The Adviser (Information), Ministry of Information and Broadcasting, in his memorandum, dated 18.4.67, on the reorganisation of the Research and Reference Division

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2. Committee on Broadcasting and Information Media, Ch. IV,; pp 28.
 3. R & R D File No. 2/3/67-Admn.(Pt.D) pp 99

had suggested the strengthening of documentation work in the Division. He felt that work in the news field should become comparable to the work of Insdo.

5.3.5 Administrative Reforms Commission⁴

"The Research and Reference Division attached to the Ministry of Information and Broadcasting is doing very useful work in providing not only the other Departments of Government but also the Press and supplying reference and other information which may be required. We would like that this Section should be strengthened and the press encouraged to make use of its services to larger extent. It is only a few newspapers in the country that have well equipped libraries and reference files....."

5.4 Assessment of Information Requirements and Potential

The study of mass communication covers diverse fields such as press, radio, TV, film, advertising, publications and field publicity. The mass communicators who would be the main users of information services, are also drawn from these diverse fields. They function at various levels and are scattered all over the country. They belong to either public or private institutions. Their information requirements are, therefore, of varying scope. Their nature of work is such that they may not always have access to nearby institutional facilities, such as good library or documentation/information centre for meeting their information requirements. An essential factor in planning the establishment of National Document- Centre on Mass Communication is to assess the information requirements of mass communicators and the information potential already available to meet them. Clause 3 of the Terms of Reference of the Expert Committee, therefore, provides that a survey of information resources and potential available in the country and of the information requirements of all types of persons engaged in mass communication studies at all levels be conducted with a view to providing a basis for planning an integrated National Information System for Mass Communication.

4. Administrative Reforms Commission Report of Study Team on relations between the Press and the Administration: Appendix III

5.4.1 Assessment of Information Requirements

5.4.1.1 Institutional

In order to assess the information requirements of institutions engaged in mass communication studies, an attempt was made to obtain data through a questionnaire. A copy of the questionnaire is reproduced in appendix I. It was circulated to 150 institutions, including 30 institutions offering journalism courses, 27 Central Government institutions, 29 State and Union Territory institutions, 9 professional associations, 11 news and feature agencies and 21 advertising agencies. A list of these institutions is given in appendix II. The questionnaire, among other items of information, provides for furnishing details about library facilities and the services presently offered. Of particular importance for finding information requirements is question no. 10 which states "In what directions would you expect the National Documentation Centre to assist in information requirements for supporting the programmes of your organisation. " Twenty-four institutions furnished information to this question specifically. They point out to the existing inadequate facilities and to the need for offering information services on a national scale. Further, the types of services needed have been identified. Of the 24 respondents, 18 (or 75 per cent) maintain their own libraries but they are ill-equipped to meet their requirements. As many as 13 organisations prepare press clippings for reference work. Their library budgets are meagre as compared to their total budgets indicating that they are not in a position to provide sufficient funds for documentation and reference services. None of the respondents, except the Times of India, has adequate staff for library or documentation work.

An organisation-wise analysis of the suggestions given by the respondents is given at appendix III. Most of the suggestions have already been incorporated in the activities envisaged for the NDCMC.

A few suggestions which are not feasible in the initial stages will be taken up later when the Centre gets into stride. For instance the suggestion of the Poona University (Deptt. of Journalism) and the Director of Public Relations, Chandigarh Administration that short term or refresher courses should be conducted for the Documentation Personnel working in mass communication organisations, can

be considered after the NDCMC is well established. . Similarly, the suggestion of M/s Everest Advertising (P) Ltd. of Bombay that seminars and symposia on different aspects of reference services may be occasionally organised, can be taken up only at a later stage. All these valuable suggestions received in response to the questionnaire have been taken note of for consideration at the appropriate time. The replies received have been analysed and are given in a tabular statement, appendix IV.

5.4.1.2 Individual Users

Similarly, an assessment of information requirements of individual users was also sought. A copy of the questionnaire framed in this connection is reproduced in appendix V. It was circulated to 72 well known experts in mass communication (appendix VI). This questionnaire was more specific and tried to elicit information as to how the mass communicators find their information now, the difficulties presently faced, the gap in meeting their information needs and in what manner they expect the proposed National Documentation Centre to serve their requirements. Nineteen respondents furnished replies and a gist of them is given in appendix VII. It may be seen that there is a general appreciation for starting the proposed services of the National Documentation Centre. Quite a few respondents made suggestions for undertaking additional services. Of the 19 respondents, however, stated that the services envisaged by the proposed National Documentation Centre would be useful for their work. A majority of the respondents (12 out of 19) said that the NDCMC services need not be free, and may be available on payment basis. The charges should however, be on a minimum scale. Seven respondents were of the view that the services should be available at subsidized rates.

The respondents who observed that library facilities, available to them for mass communication work, were inadequate were the same as those who commented on inadequate documentation facilities, i.e. 13 out of 19 (69 per cent).

The analysis of the questionnaire reveals that the NDCMC will meet a felt need of the media operators. Their suggestions regarding the activities of the Centre have been given in appendix VII. The replies received have been analysed and are given in a tabular statement appendix VIII.

5.5 Need for Documentation Services in Mass Communication

It has been pointed out in sections 5.2 as to how the multi-disciplinary character of the study of mass communication field, the different requirements of users and volume and complexity of mass communication literature pose problems in having access to information. The inadequacy of existing library and documentation facilities in mass communication has also been brought out. The various committees appointed by the Government have also emphasised the need for provision of good library and documentation facilities. The survey conducted by this Committee, as reported in earlier sections, for assessing the information requirements and potential available in the country also reveals the inadequacy of existing resources and facilities and points out to the need for provision of efficient documentation and information services on a national scale.



6 DESIGN FOR ESTABLISHMENT OF NDCMC

6.1 Objectives

The broad objectives of the National Documentation Centre in Mass Communication (NDCMC) would be to collect, analyse, interpret and disseminate information relating to Mass Communication studies and problems. The mass communicators engaged in diverse aspects of mass communication work all over the country would be provided with information they need, and this as economically and expeditiously as possible. Since existing library and documentation facilities in mass communication are grossly inadequate, the NDCMC would aim at collecting information sources extensively and disseminating on a national scale current information of value to mass communicators. There has been considerable advancement in mass communication techniques and activities and the mass communicator will find it extremely rewarding to be kept abreast of such advancements. The mass communicators are also in need of information which can help in tackling problems they face in their day to day work. They would also like to know about the previous knowledge available on their subjects of interest. All these tasks are expected to be taken care of by the NDCMC.

6.2 Scope

The scope of the NDCMC may include the whole gamut of mass communication subjects such as press, radio, T.V., film, advertising, puppetry, drama, etc. This means that the Centre will not be confined to a narrow specialised field but would draw on diverse disciplines having a bearing on mass communication. The NDCMC would engage itself in data collection and data service. It may also take interest in collecting posters, exhibits, models and other communication aids.

6.3 Functions

The NDCMC would be assigned the following functions:

1. To collect and retain all publications relating to mass communication;
2. To maintain a depository of all Indian literature on mass communication, both published and unpublished;
3. to inform mass communicators and others of current literature of value by bringing out documentation lists;
4. to offer documentation services, including translation and reprography services;
5. to serve as a channel through which the work done in India on mass communication is made known and available to all those interested;
6. to answer specific enquiries on the basis of information resources available in the centre;
7. to maintain a referral centre for directing the users to existing information sources and services;
8. to prepare annotated bibliographies on various aspects of mass communication;
9. to compile and bring out National Union Catalogue of holdings of literatures relating to mass communication literature;
10. to index and abstract articles, keep clippings, microfilms and documents on subjects that have a direct or indirect bearing on mass communication; and
11. to establish and maintain international cooperation with documentation and information centres on mass communication.

6.4 Organisation

The NDCMC will be established and administered by the Ministry of Information and Broadcasting. Mass Communication activities are now undertaken by a number of Central Government ministries, State Government departments, autonomous government bodies and private agencies. However, to the Ministry of Information and Broadcasting, mass communication is the principal area of responsibility. All the mass media units of the Central Government function under the auspices of the Ministry of

Information and Broadcasting. Appropriately it falls to the share of responsibility of the Ministry of Information and Broadcasting to establish and develop the NDCMC. In addition to exercising plenary authority for the management of the NDCMC, the Ministry of Information and Broadcasting has to ensure provision of financial resources and other facilities for development of the NDCMC. It is suggested that the ultimate objective should be to develop the National Documentation Centre on Mass Communication as an autonomous body of national status.

6.4.1 Administration

The responsibility for administering the NDCMC should be entrusted to the Research and Reference Division of the Ministry of Information and Broadcasting. The various committees which had gone into the question of organisation of mass communication services had recommended that the Research and Reference Division may play an increasing role in providing documentation services. All enquiries on mass communication are presently handled by the Research and Reference Division. The Library of the Division provides a nucleus for the NDCMC. Further, the Research and Reference Division is in continuous contact with mass media workers in the country and this helps to develop user oriented information services. It is, therefore, proposed that the Research and Reference Division may assume responsibility for administering the NDCMC.

The recommendation now made for the administration of the Centre would be valid for the formative years of the Centre and the pattern of its administration in later years (after about seven years) would be decided by the Ministry of Information and Broadcasting according to the rules applicable to other Government sponsored autonomous national institutions.

6.4.2 Coordination with the Indian Institute of Mass Communication

The Indian Institute of Mass Communication, which is primarily engaged in academic programmes may also offer scope for running the NDCMC. However, the Research and Reference Division has a wider sphere of activity on mass communication and it may be advantageous to locate the NDCMC under its

auspices. But care should be taken to ensure that the resources and the facilities available in the Indian Institute of Mass Communication are kept in view while planning the establishment of NDCMC in the Research and Reference Division and that there is no undue duplication of effort. Information, documentation, and library services being undertaken by the Institute for its own requirement should be dovetailed in the overall programme of the NDCMC, to obviate overlapping in services.

6.4.3 Administration and Technical Supervision

The Director of the Research and Reference Division would be the executive head of the NDCMC with powers for taking decision on all matters connected with the functioning of the NDCMC. He will guide and supervise the working of the Centre. Since the Director, R&RD will be overall incharge of NDCMC his status should be that of other Media Heads of I&B Ministry.

The Deputy Director (Documentation) would be the technical head with responsibility for technical management and routine administration of the Centre under the supervision of the Director, Research and Reference Division.

6.4.4 Advisory Committee

An advisory Committee, consisting of experts in documentation and representatives of mass media units and of user institutions may be constituted to advise and frame policies on all matters connected with the functioning of the NDCMC. The Director, Research and Reference Division and the Deputy Director (Documentation) would be Chairman and Secretary of the Advisory Committee respectively. In addition to advisory functions, the Committee will also recommend provision of necessary input by way of staff, budget and other facilities. It may also review the progress being made by the NDCMC. The Committee, which may meet twice in a year, would report to the Ministry of Information and Broadcasting. The role of this Committee would be advisory and it may not assume any executive responsibility.

6.4.5 Organisational Structure

As already stated, the NDCMC will be developed around the nucleus of library facilities available in the Research and Reference Division. The work of the NDCMC

would be organised in four main sections, viz., (i) Library, (ii) Documentation Section, (iii) Data Centre; and (iv) Reprography and Printing Section. These sections will be manned by experienced and trained personnel; The sections will be broken down into smaller units on a functional basis.

6.4.6 Housekeeping

The Administration Section of R & R D will look after the administrative and accounts work, of NDCMC. The present staff will have to be strengthened simultaneously to cope up with increased work.

6.4.7 Staff for Spade Work

Pending the decision of the Ministry of Information and Broadcasting on this project report, the Committee recommends that posts of one Documentation Officer, two Documentation Assistants, one LDC/Typist and one Daftry, from among the proposed staff, may be sanctioned and filled immediately for undertaking the spade work required for the Centre. The Research and Reference Division has built a compendium of knowledge on mass communication and allied subjects and has a sizeable collection of press clippings and indexed cards from 1954 onwards. All this documented material is a valuable collection but it has not so far been handled by trained documentalists. It has to be scanned and rearranged so that it may serve the reference needs of mass media operators. It requires a great deal of effort and the above staff should be in position immediately so that a foundation for the National Documentation Centre on Mass Communication may be ready by the time the Ministry is able to process the report and formally sanction the project.

7 LIBRARY RESOURCES AND SERVICES

The Library has to serve as the base for undertaking documentation services. Adequate attention may, therefore, have to be paid towards its development in the plan for the establishment of the NDCMC. All the documentation services have to be backed up by the provision of actual literature and this requirement has to be taken care of by the Library. The present Library of the Research and Reference Division would be the Library of the NDCMC and for this purpose, its resources and facilities may have to be augmented.

The Library of the Research and Reference Division is presently a general reference library. It caters to the research and reference needs of personnel in government, mass media units, journalists and others. The collection of the Library/accordingly been planned and built up for their needs. On the other hand, the scope of the NDCMC is restricted to mass communication studies mainly. However, the Library even when it is a part of the NDCMC would have to continue its reference function and the future development of library should have to take note of this original function.

7.1. Library Resources



The Library of R & R D is presently having a collection of 35,000 volumes. It receives about 150 periodicals, 25 newspapers and 50 annual reports. At present, the Library has nearly 1000 books, bound volumes etc. on various fields of mass communication. Since it has been proposed that this Library would be part of NDCMC, in its future development, the rate of acquisition, in the field of mass communication, is to be stepped up and it is expected that in the fifth year, the library will have a collection of 5000 volumes, 300 annual reports, and receive 500 periodicals, 150 newspapers for the NDCMC. In addition, it will acquire microfilms and photo-copies, bulletins and pamphlets and other material. Table No. 12 gives an account of document collection, in mass communication to be built in five years for NDCMC. This will be in addition to what R & R D Library is presently acquiring.

7.1.1 Exchange

The Library would endeavour to establish exchange relations with foreign institutions engaged in mass communication studies for receiving their publications. In this connection, attention would be paid to receive particularly periodical publications in exchange. The Ministry of Information and Broadcasting and more particularly the Publications Division and the Research and Reference Division are bringing out a number of regular and special publications and they could be offered in exchange.

7.2 Library Services

7.2.1 Consultation Service

At present, consultation facilities are given to accredited journalists and bonafide scholars, in addition to the personnel in the Ministry of Information and Broadcasting. The Library may continue these facilities even under the NDCMC. In this connection, the Library being housed in the security zone, may be a hindrance to many to use it freely. This problem may be solved to some extent by enrolling all the interested users formally as members. It may be then ensured that bonafide members are allowed entry to the library without any restriction. सत्यमेव जयते

7.2.2 Loan Service

The Loan service is now available to the staff of the Ministry of I&B and accredited correspondents. It may be extended to others who have formally enrolled themselves as members of the Library. For receiving loan facilities, outside members may be requested to pay a deposit amount. As the Library would also be fulfilling reference functions, the types of material to be loaned may have to be decided carefully.

7.2.3 Inter-Library Loan Service

The Library may offer inter-Library loan service to other libraries. Since this is reciprocal, the Library of the NDCMC can also borrow books from other libraries for meeting the requirements of its clientele.

7.2.4 Reference Service

The Documentation Section would cater to intensified reference service, information service, literature search, compilation of bibliographies, etc. The Library may therefore, be left with only routine reference service such as assisting readers in locating the information, helping the readers in utilising the collection to maximum extent, answering oral reference questions of fact finding type, etc.

7.2.5 Monthly List of Additions

It is proposed that a Monthly List of Additions to the NDCMC library be brought out regularly, to inform about new acquisitions. It may be a mimeographed list with entries arranged under broad subject headings. The list may be circulated to all potential institutional clients.

7.2.6 List of periodicals

The library may also bring out a mimeographed list of current periodicals and newspapers being received by the Library at the beginning of every year. It would be also useful to bring out list of back volumes of periodicals and newspapers available in the Library.

7.2.7 Guide to the Library

The Library may bring out a "Guide to the Library", highlighting the collection and the services offered and incorporating instruction and guidance in the use of the library, library rules, layout plan of the library, etc.

8 DOCUMENTATION WORK AND SERVICES

The work relating to documentation activities may be broadly classified as Input preparation or Information Processing and Output Operations or Documentation Services.

8.1 Information Processing

The work relating to information processing will consist of acquiring documents, scanning and selecting information, classifying and indexing, and maintaining a Central Information File.

8.1.1 Acquiring Documents

The Research and Reference Division Library as an integral part of the NDCMC, would take care of acquisition of documents. The Documentation Section may, however, help the Library by offering suggestions from time to time with regard to selection of documents for acquisition. All important books, periodicals, newspapers, bulletins, pamphlets, theses, seminar and conference reports etc. on Mass Communication have to be acquired.

8.1.2 Scanning and Selection of Information

All new arrivals of documents in the Library, individual issues of periodicals, reports, newspapers, and other micro documents, abstracting and indexing periodicals, bibliographies, indexes etc. have to be systematically scanned and information relating to mass communication studies carefully selected. This work requires judgement and knowledge of the subject fields and of the information needs of users. Criteria regarding the types of information to be selected may have to be established in advance and systematically followed.

According to present estimates, about 7,000 bits of information may be available for selection in a year.

8.1.3 Preparing Index Entries

Details regarding selected information have to be recorded in a uniform and standardised manner for building up the information profile. The bibliographical descriptions of selected information may be recorded in 5" x 3" index cards. The rendering of the bibliographical description should conform to international standard practice. The entries in the card may be preferably typed. The languages to be used in preparing index entries may be English and Hindi.

8.1.4 Organising the Information

The selected information items have to be properly organised, so that they could be retrieved for use. There are many indexing and retrieval systems. - conventional and non-conventional - with varying degrees of efficiency. The non-conventional methods (or mechanical methods) are ruled out for the present as we are still in the initial stage of development for introducing them. Semi-mechanical methods and unit term indexing systems are not suitable for a large organisation as that of the NDCMC. Therefore, we are left with the choice of using either a classification scheme or an alphabetical subject indexing system.

Using a classification scheme for organising information is undoubtedly the most helpful method. The information can be organised in a logical and filistery sequence. The method is the most efficient for undertaking generic searches. The recall ratio will also be high. But it would be a time consuming operation to classify micro-literature co-extensively especially when the volume of information to be organised is considerable. A good number of trained and experienced staff would be necessary. Among the existing schemes of classification the Universal Decimal Classification scheme and Colon Classification scheme offer scope for classifying micro-literature. In both the schemes, depth schedules for classifying micro-literature in mass communication studies have not yet been developed. Therefore, there would be many practical problems in using a classification scheme for organising information. The NDCMC may be well advised to take steps to develop classification schedule in various fields of mass communication in collaboration with organisations such as the Documentation Research and Training Centre, Bangalore. Till such time as the schedules are developed, it may not be feasible to use a classification scheme for organising information.

The other alternative of using alphabetical subject indexing system is thus available for the present. The alphabetical subject indexing system has, no doubt, its limitations. It is not as efficient as classified index for undertaking generic searches. The indexed information will not be organised in a logical and filiatory sequence according to subject content, and like subjects would be disbursed under various alphabets. But the system is simple to construct, maintain and use. It is convenient for undertaking specific searches. Some of the drawbacks could be minimised by following certain set of prescribed rules and by establishing an authority file and following it for maintaining consistency in indexing. The question of organising the file for generic searches also may be solved to some extent by employing some special techniques, such as see also reference entries. It is not necessary here to discuss the mechanics of constructing alphabetical subject indexes. There are many published manuals and guides on the subject. Thus, adoption of alphabetical subject indexing system is recommended for the present. However, switching over to classified arrangement at a more appropriate time may also be kept in view.

8.1.5 Central Information File

The index entries prepared for all the selected information may first be made use of for various services to be offered. After that they may be eventually merged into a perpetually cumulated file, known as the Central Information File. This may be undertaken as a monthly operation or at convenient intervals. The file which consists of index cards will be kept in catalogue cabinets. The index cards will be filed alphabetically according to subject headings. They will be provided with guide cards. Cross reference entries would be recorded in coloured cards for easy identification.

As the Central Information File grows over the years, it will have a large volume of readily indexed information. It will be found useful for undertaking retrospective search of information and for compiling bibliographies, reviews, and so on.

8.2 Documentation and Information Services

Documentation services are offered in anticipation and against demand. They are in some cases in the form of secondary publications for disseminating information. The National Documentation Centre on Mass Communication can organise a number of services for meeting the information needs of mass communicators, researchers, teachers, administrators, planners etc. The services that are proposed for the NDCMC are mentioned in the following sections.

8.2.1 Current Awareness Service

The object of this service is to promptly inform users about current information appearing in their fields of specialisation. It saves time and effort of the users in going through current material for selecting information of interest for further study. The service will feature pinpointedly, exhaustively and expeditiously current published information. It is an alerting service to let the users know of information of value to them. The service would stimulate use of current information.

Information from current material scanned, selected indexed and organised in the operations mentioned under 8.1 would be assembled together and featured through a mimeographed or printed publication. The service may be given the title 'NDCMC List of Current Literature on Mass Communication'. The entries in this service will contain bare bibliographical description of source documents containing the information. The entries may be arranged under broad subjects. The frequency of the service may be monthly to begin with. The issues may be numbered serially as volume nos. and issues nos. This list may be circulated as widely as possible both in India and abroad, free of charge in the first year to stimulate interest. In the next year, it may be nominally priced. In later years, it should be possible to recover fully the cost of production by increasing the subscription appropriately.

8.2.2 Selective Dissemination of Information Service

It is a personalised service to be offered to the specialists in the field of mass communication. It is expected to provide information which, as closely as possible,

meets the interest profile of the individual mass communicator. The information requirements of the specialists in the field of mass communication would be ascertained after careful query analysed and reduced to descriptors, representing the subject of their interest. It is called user profile. It would be maintained for each specialist user. In the earlier operations under 8.1 current information from all incoming source documents in the NDCMC would have been indexed and organised according to subject terms or descriptors. This would constitute the 'document profile' and is already available readily. This file would be supplemented by scanning published indexing and abstracting services and including items of potential value.

The user profile and the document profile would be matched and items of information matching the specific requirement of every user concerned would be passed on to him. Such a personalised and pinpointed service may be offered periodically, depending upon the availability of information matching the interest of the user. Though this service is more amenable to machine operation, it can also be undertaken by manual method. The NDCMC may have to undertake the service by manual methods for the present. The most important consideration is to maintain user profiles according to specific requirements so that information served would be relevant. Constant feed back will help the process.

8.2.3 Abstracting Service

Selected scholarly articles or research articles would be taken up for preparing abstracts for use by the specialists in mass communication. The abstracts compiled by other institutions in India like those of the IIMC would also be pooled in the centre for ready reference. The language of the abstract will be English to be supplemented by Hindi wherever necessary. The abstracts may be written down or typed in cards and maintained in a file. The abstracts may also be featured through a mimeographed or printed publication, if the service is to be made available to a large clientele in many places. Abstracting service is costly and time consuming. Further, all articles may not be amenable for abstracting. Therefore, the abstracting service would be selective in coverage. As stated earlier, it may be restricted to research and scholarly articles. It may also cover foreign language information as well as regional languages. The abstracts would be sufficiently informative to enable the user to decide whether or not it would be necessary for him to go through the original. International standards available for abstracting work would be followed.

8.2.4 Information Service for the Top Administrators

This service is intended specially for the top management/administrative personnel in the Ministry of I&B, like the Minister, Dy. Minister, Secretary, Jt. Secretary and other senior officials. The top administrative personnel are very busy persons and they would hardly find time to come to the NDCMC and consult original sources of information and avail of the various information services. However, they are in need of information for their policy and decision making role. Information has to be served to them at their desk in a well digested form, so that they could be posted with all significant developments. In this service the most important and striking information culled out from current literature would be digested and served. The information to be served would be essentially relevant to the responsibilities assumed by the top administrative personnel. The digest would be so prepared that the need to go through original sources is obviated. The digest will carry the bibliographical description of source document. The service may be offered as often as necessary, depending upon the availability of information to be disseminated. It would be a typed list and circulated to all the top management/administrative personnel.

8.2.5 Bibliography Service

The Centre will prepare (i) bibliographies on various aspects of mass communication in anticipation and (ii) bibliographies on specific subjects against demand by users. It would be the responsibility of the NDCMC to undertake, against specific requests, exhaustive literature search on topics engaging the attention of users in the field of mass communication. Anticipatory bibliography service would be an ad-hoc assignment devoted to subjects of topical significance. For bibliography compilation work, the centre may have to procure and use secondary periodicals such as "Index India", "Guide to Periodical Literature", "Indian Press Index" etc. and also international abstracting and indexing services. The bibliography compiled in anticipation would generally be on major topics / wide appeal. It may be therefore, worthwhile to bring them out as printed publication. Bibliographies supplied against request could be on narrow specific topics for particular requirements and they may be brought out in typed copies.

8.2.6 Foreign Broadcasts on Mass Communication

Journalists and other mass media functionaries often listen to foreign broadcasts for general information and professional assignments. While BBC and VOA supply their programme schedule to some Indian listeners, a majority of the listeners, however, listen to foreign programmes more by chance than by choice. In order to help the mass communicators plan their listening to these various important foreign broadcasts, the NDCMO will bring out a consolidated quarterly schedule for the ensuing quarter containing the highlights of the programmes etc. in the field of mass communication. It will cover BBC, VOA, Radio Australia, Voice of Germany, Radio Moscow and Tashkent, and such other important broadcasting organisations. After establishing liaison with these organisations the Centre may make efforts to procure and preserve scripts of selected broadcasts on mass communication for ready reference by users.

8.2.7 Trend Report on Special Topics

This service is meant to review and evaluate the developments in a specific field of mass communication. For preparing this service, all relevant original documents should be consulted, evaluated and reviewed in the form of a narrative bibliography. The review may cover a period of one year or more. Its scope may include Indian as well as foreign contributions or either of them. The programme of bringing out the Indian Yearbook on Mass Communication belongs to this category. Collection of information would have been already taken care of by the earlier operations under 8.1. The task here would be to attempt a narrative account of significant information, backed up by a list of reference sources reviewed.

8.2.8 Newspaper Clipping

Clippings would be prepared from important newspapers and from such journals or bulletins which are not required to be preserved as a whole. The scope of the service in regard to subject content would be determined in advance and followed systematically. The collection may also be supplemented by procuring press clippings from the PIB and the Directorate of Public Relations of State Governments.

The clippings would be classified according to subjects and kept in shelves or clip files. The organisation of the clippings would be such that they are self-catalogued and that there is no need to maintain any special index. At the end of every quarter, the collection would be reviewed and the clippings of abiding value would be selected for preservation in bound volumes.

8.2.9 Reference Information Service

It will be a routine service, but an intensified one in depth and analysis. It is not only in the nature of answering fact find enquiries concerning persons, places, events etc., or seeking statistical data but also undertaking intensive search of information and providing background material on topics of interest. It is more in the nature of providing actual information than directing the users to sources of information. It is in fact equivalent to long term reference service offered in libraries. A record of major reference queries will be maintained for possible feed back.

8.2.10 Document Procurement Service

This service will be essential in the case of documents required by users but are not available in the NDCMC. It will involve locating the availability of the sought document in another library or documentation centre in India and abroad and procuring reprint or photocopy or microfilm of the same and passing it on to the person who has asked for the copy. The Library of the NDCMC would itself build up information sources adequately to meet a major part of the requests. However, no library or documentation centre would be self-sufficient in literature resources. There is need to provide a service for procurement of non-available documents from other agencies by concluding suitable arrangements. For undertaking this service, the NDCMC should have a good collection of union catalogues and other location tools. It should also establish contacts with other national and international agencies for drawing upon their resources. The NDCMC should also have adequate reprography facilities.

8.2.11 Translation Service

Mass Communication literature appears not only in English but also in other languages. The demand for translation of documents in foreign languages other than English may often arise. The Centre may also be required to set up translation facilities in our Regional languages. It may, therefore, be necessary to set up a translation service. The translation work requires both subject knowledge and proficiency in the languages concerned. The Centre may form a panel of suitable translators in various languages and get the job done on payment for meeting the present requirements. The work for full-fledged translation section may be examined after some years. The translation service is not only costly but also time-consuming. In this context, it has to be considered, whether or not, the facilities of other translation centres could be made use of till such time the workload justifies the creation of a separate translation section.

8.2.12 News Brief

This service is to disseminate general information of likely interest to, and pertinent to the functions and work of, institutions and personnel in the field of mass communication. It is meant to focus important items of information appearing in current newspapers. In this service emphasis will be laid on current, general and non-technical information. The sources of information for this service will be daily newspapers, weeklies and professional periodicals containing such information. This service may be rendered on a monthly basis. It may be in the form of cyclo-styled sheets listing the important news briefs.

8.2.13 Technical digest

The NDCMC will compile a half-yearly digest of developments in the technology of mass communication. New methods of newspaper production, film projection, etc., are being developed and information about these developments is not available to mass media functionaries in India. The documentation of this information will prove very useful for practical work at all levels.

8.2.14 Mass Communication Standards

The Indian Standards Institution and its counterparts elsewhere in the world have evolved standards for book production, library furniture, papers, photographic material etc. Information about these should be consolidated and documented so that mass communication personnel may have necessary guidance in their work. Procuring world standards on the subjects will help us in developing Indian standards on those aspects of mass communication materials in which standards have not so far been evolved.

8.2.15 Abstract of Doctoral Theses

Preparation of synopses of doctoral theses in the field of mass communication, approved by the Indian Universities from the beginning to December 31, 1974 will be one of the activities of the NDCMC. The synopses will be maintained in the Centre for reference. These may also be brought out as a publication. Steps will also be taken to maintain the information upto date. The Universities would be requested, to send one copy of the doctoral theses on mass communication to the Centre. If this is not possible, arrangements would be made to make and maintain microfilm copies.

8.2.16 Future Events in Mass Communication

A calendar of coming events in mass communication is a long-felt need of media operators. At present, mass communicators are unable to appreciate the significance of these events because they are caught unaware. In the emerging Asian and African societies, the influence of mass communication programmes has to be studied by social scientists with a great deal of pre-planning and pre-programming. The NDCMC will, therefore, compile a quarterly or bi-monthly calendar of future events for information of all those engaged in mass communication research and programme planning.

8.2.17 Digest of International Conventions

There are a number of international conventions that are applicable to mass communication activities. There are some conventions which India has ratified, while

there are others which India has not. Detailed information about all these conventions and the countries which have ratified them should be available in the NDCMC. An annual digest of these conventions would be issued for the information and guidance of all those engaged in mass communication work.

8.2.18 Referral Service

n Information may not have always been published. It may be held in one of the thousands of files and data banks. These files are only partly used, because of their being unknown to potential users. Some effort is to be made to publicise the location and content of these sources. Sometimes, information can be obtained quite easily from specialists in the field concerned by direct approach. A service is necessary to know who the specialist is and where to find him. Those who are in need of information should be able to know as to what sources they should consult. A referral centre, where an inventory of all types of information sources in the country is maintained, would be necessary to direct the enquirer to the sources of information for the purpose of establishing direct contact quickly.

8.2.19 National Union Catalogue

Compilation and publication of National Union Catalogue of books and periodicals on mass communication in various libraries in India would be a worthwhile attempt. There are nearly 14 Indian Universities and 17 Institutions/Organisations conducting journalism courses. In the first instance, these universities and institutions will be requested to send lists of their holdings of books and periodicals in the field of mass communication. Standards for rendering entries will be established by the NDCMC and information about them supplied to each university and institution. If need arises, the Centre may send a professional member of the staff to verify physically the holdings of the libraries. At present, the following subjects of mass communication will be covered: (1) Press; (2) Radio; (3) T.V.; (4) Motion Picture and (5) Advertising. The NDCMC would also endeavour to maintain the union catalogue up to date. At a later stage, efforts would be made to cover other libraries which are likely to have material on mass communication.

8.2.20 Legislation in Mass Communication

Press laws, film censorship laws, etc., including case laws on various aspects of mass media in India and abroad, require to be documented so as to promote serious study and research by media operators. The availability of this information concerning India is considered necessary for replying to the many questionnaires that are received from UNESCO and other agencies every now and then. Such information would also help in achieving uniformity in Central and State legislations on the subjects.

8.2.21 Whos' Who of Mass Communicators or Roster of Specialists

The Centre will collect and maintain bio-data of mass communicators engaged in press, film, TV, Radio, advertising, publicity, public relations and research scholars. The bio-data would have to/kept updated always. From this data base, it is possible to bring out a roster of mass communicators at desirable intervals or as a regular activity.

8.2.22 Honours Conferred on Mass Communicators

There are a number of organisations in India and abroad which confer honours on journalists, film artists, etc., for distinguished record of service and achievements. There are for example, Durga-Rattan awards, Republic Day awards, Sahitya Akademi awards, etc. The data base should include information which will help the work of compiling biographies of mass communicators.

8.2.23 Market Information

Indian mass media materials like newspapers, magazines, films, cinema, photographic equipment, etc. are being marketed abroad. Data about them are necessary for the work of export agencies. It is acknowledged that there is a considerable scope for the export of Indian film magazines to Indonesia and some other East Asian countries. The data base will be of help in undertaking market research in such fields. Similarly, information about foreign mass media material imported into the country will be also useful for research

and management purposes. The data base should include such information about import also. It is possible that with the information available as data base, a market bulletin devoted to mass media material can be brought out as a regular service.

8.2.24 Cultural Agreements

The many cultural agreements being entered into by our country with other countries include quite often the area of mass communication subjects. Details about them should be maintained by the NDCMC.



9 DATA CENTRE SERVICES

In every sphere of activity, data are needed for planning and development. They are essential for decision making and for formulating plans of action. We require data at national, planning, administration and execution levels. The requirement of data therefore varies with purpose. In data organisation, emphasis is given to analysis of information for extracting relevant data and meeting the requirements of users.

9.1 Coordination with National Data Centre

It is learnt that the Government is actively considering a proposal to set up in Delhi a National Data Centre or National Information Centre, with UNDP assistance. This National Data Centre will have the facility of a most modern and sophisticated computer. It will be a major centre for collection and dissemination of all kinds of data required for governmental work. The NDCMC would be able to avail of the facilities of the National Data Centre for all its requirement of general purpose data. The data centre of NDCMC will be concerned with only mass communication data.

9.2 Types of Data

There are various types of data such as technical data, techno-economic data, business data, industrial data, manpower data, socio-demographic data etc. The NDCMC is interested in these types of data only in so far as they relate to mass communication studies and problems. For example, the data centre of NDCMC may collect the following data relating to mass communication studies and problems:

Agencies engaged in mass communication activities:

Government
Central
States
Public

Research work in Progress in India Abroad.
Investment made in R & D in mass communication.
Expenditure on mass communication.

Workers in mass communication.
Experts in mass communication.
Market service in mass media materials.
Standards for mass media materials.
Extent of the use of mass media materials.
Training facilities in mass communication.
Statistical Information on various media such as newspapers, radio, television etc.

The above list is only illustrative. It will be drawn up comprehensively on the advice of the Advisory Committee and users.

9.3 Data Collection

A suitable machinery has to be established to collect data directly from the various sources generating the data. For this purpose, it is necessary to know the generating sources. Then, arrangements can be made with them for collecting the data automatically (as soon as they are generated). For this purpose, suitable formats and standards for data input should be established. There should also be a mechanism for updating the data from various published secondary sources. For this purpose, all data type publications may have to be acquired.

9.4 Selection and Extraction of Data

From the sources mentioned above, the data have to be selected on the basis of the requirements of the users of the system and extracted. Unnecessary or redundant data are to be avoided to cut down processing and the storage efforts. Careful examination of the source is therefore essential in the input stage. Assessment of users' requirements should be made to enable a proper selection of data to be put into the system.

9.5 Data Organisation

It is envisaged that the data will be organised using conventional techniques as computer processing is not considered a possibility in the immediate future. The data organisation may take the form of a card file. For the various subjects or topics in which data are available,

discriptors or key words may be used. For each of those key words or descriptors, a card, suitably designed, may have to be provided. The actual data extracted according to earlier operations have to be posted on the cards. The sources consulted for extracting the data and also the time span of the data have to be indicated. Provision should exist in the card for updating the data whenever required. For multi-faceted subjects, duplicate cards, with the actual data incorporated therein, may have to be prepared for each facet. The card file may be maintained alphabetically. Synonymous and hononymous terms have to be controlled. For purpose of generic searches, cross references to broader terms and narrower terms may be necessary. As an alternate to the method of organising the data according to subject terms, any convenient system of classification or coding may also be devised. As mentioned earlier, the data card has to be suitably designed and a standard format should be adopted. In view of the need to post the actual data the card may be of the size of 7" x 5". Visible index equipment such as 'Kardex' would be suitable for maintaing the file of cards.

9.6 Data Services

The data services to be offered will be on demand, and on a regular basis. The information that may be supplied can be numerical data or short descriptive notes relevant to the enquiries on demand. For undertaking service against demand, the data base must be quite comprehensive and include all data of potential value to the users of the system. As regards data services in anticipation and on a regular basis, the collected and analysed data may be synthesized in such a manner as would be required and disseminated in the form of some regular services. Some of the products of data services are those described under 8.2.6, 8.2.14, 8.2.16, 8.2.17, 8.2.19, 8.2.20, 8.2.21, 8.2.22, 8.2.23 and 8.2.24.

10 REPROGRAPHY UNIT

The technique and method of document reproduction broadly defined as Reprographic Methods have become a basic necessity in the field of communication and dissemination of information. There are many systems and designs to cater to the demand of specialised individual requirements. They differ in quantity, quality and economy. The choice of the system should, therefore, receive careful consideration. It is suggested that this unit should be set up in the third year.

10.1 Need and Importance

Reprography services are of great value to help those who require information from published sources by way of copies of short articles or publications not accessible. They are also useful where information which is otherwise accessible, has to be duplicated for one reason or the other to meet the requirements of scholarly clientele. From the storage point of view, one of the reprography methods, viz., microfilming has proved extremely economical. Vast stock of reading material in libraries which otherwise would occupy enormous space could be stored in a compact manner by microfilming. As such microfilm has established for itself a permanent place in any library or information centre as physical media of communication.

10.2 Reprography Services

The following are the reprography services expected of the NDCMC:

- 1) Provision of hard copy or microfilm copy of documents which are unavailable and have to be procured vide document procurement service, described under 8.2.10,
- 2) Provision of hard copy or microfilm copy of current information as a back up service for the SDI and CAS services,
- 3) Provision of multiple copies of documents required by scholars for their retention, and
- 4) Storing in microfilm files of newspapers and journals as a measure of economy of space.

10.3 Workload

The NDCMC may be expected to produce approximately 10,000 microfilm stops and make as many as 25,000 enlargements from microfilm, microfiche etc., and another 10,000 print by electro static method.



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11 PRINTING UNIT

Keeping in view the nature of publications which the NDCMC would be called upon to produce and the time schedule it has to maintain, it is considered necessary to go in for an in-house printing facility. Among the various processes of printing, lithographic printing is found most suitable of any in-plant printing unit. Further, any good typewriter neatly handled could be used as composition base in lithography. It is proposed that the printing unit should be set up in the fifth year when the services of the NDCMC would be in full swing.

11.1 Printing Services

The following are the jobs expected of the Printing Unit of the NDCMC:

1. Undertaking regular printing of all information publications of NDCMC,
2. Undertaking printing of conference and symposia papers and proceedings, and
3. Undertaking production of multiple copies from existing documents.

11.2 Workload

The NDCMC is expected to have production of the order of about 7,000 pages per annum and the number of copies required of each publication would be 300. It is assumed that the workload is spread over the year uniformly on the basis of 250 working days and 6 hrs per day.

12 PERSONNEL AND EQUIPMENT

12.1 Staff

The staff requirement has been estimated on the basis of quantum of work involved in major operations such as library service, information processing, documentation services, reprography and printing services. The requirements for supporting staff have also been worked out.

12.2 Deputy Director (Documentation)

The Deputy Director (Documentation) will be the technical head of the NDCMC and will be responsible for management of the Centre under the overall supervision of the Director, Research and Reference Division. The grade of Rs 1500-1800 is suggested for this post. The details of the expenditure are given in Table No. 3.

The duties of the Deputy Director (Documentation) would be: (i) to be responsible for planning and developing the Centre; (ii) to guide, supervise and coordinate the activities of various units of the NDCMC; (iii) to function as Secretary of the Advisory Committee; and (iv) to maintain liaison with mass communication agencies in India and abroad.

The qualifications for the post of Deputy Director (Documentation) are suggested as :

At least second class post-graduate degree and second class degree/diploma in Library science or second class degree in any subject and second class Masters degree in Library Science. Persons having worked in the field of mass communication for at least 10 years should be preferred.

12.3 Documentation Unit

This unit will have to sections: (i) Information processing; and (ii) Documentation and Information Services;

12.3.1 Information Processing

It is estimated that the number of items on Mass Communication for scanning, indexing, classifying and abstracting from periodicals and newspapers, would be around 2000 in the first year and it may reach 6000 in the fifth year.

The following table gives information about the work load and the man year of professional staff required.

<u>Year</u>	<u>Number of items</u>	<u>Man Year</u>
1st Year	2000 items of information	1.0
2nd Year	3,000 - do -	1.5
3rd Year	4,000 - do -	2.0
4th Year	5,000 - do -	2.5
5th Year	6,000 - do -	3.0

12.3.2 Documentation and Information Services

As many as 24 services have been proposed for the NDCMC in section 8.2. They will be taken up in phases spread over a period of five years. The staff will be added as required per work load. In table No.2 a time scheme for taking up the services and professional staff (in terms of man year) required are given.

12.3.3 Documentation Officers

It is proposed that two posts of Documentation Officers in the grade of Rs. 650-1200 should be created. One officer will be required for Information Processing and the other for Documentation and Information Services.

The qualifications for the posts of Documentation Officer are suggested as under:

(1) At least second class post-graduate and second class degree/diploma in Library Science or second class degree in any subject and second class Masters degree in Library Science. Persons having undergone specialised

training in Documentation at Master's degree level and having five years experience of working in Mass Communication Library should be preferred.

12.3.4 Documentation Assistants

It is estimated that 3 professional hand would be required during the five year period for Information Processing (Section 8.1) and 7 professional hands for Documentation and Information Services (Section 8.2). The professional staff may consist of Documentation Assistants in the grade of Rs 550-900.

The qualification for the post of Documentation Assistant should be same as prescribed for Documentation Officer.

12.3.5 Library

R & R D Library as stated earlier will form part of NDCMC. The existing staff strength of R & R D Library is one Reference Librarian (Rs 650-1200); one Librarian (Rs 425-700); one L.D.C./Typist; two attendants and one Farash. Presently, the Library is more a general Reference Library catering to the requirements of personnel engaged in mass communication activity, rather than a library on mass communication subjects. On the other hand, the NDCMC is expected to deal only with mass communication subjects. The document procurement and their maintenance will be undertaken by the R & R D Library. It is, therefore, proposed that two additional posts of Library Assistants in the grade of Rs 380-640 should be created in the Library.

The qualifications of Library Assistants should be second class degree in any subject and second class degree/diploma in Library Science. Second class graduates with Certificate in Library Science of recognised institutions and with more than two years experience in an academic/research/mass communication library may be also considered.

12.3.6 Supporting staff for Documentation Centre and Library

It is estimated that 4 typist/LDC's, 4 peons and one daftary would be required during the Fifth Five Year Plan period for Documentation and Library Units.

12.3.7 Translation Service

In this report, provision of translation service in the fifth year has been indicated. However, it has not been possible now to assess the need for translation service. Further, the extent of translation service to be offered is also not known. The requirements may be for translation from foreign languages into English and also from English into our vernacular languages. It is, therefore, proposed that the question of providing translation service may be taken up at a later stage. For the present, no provision of staff for translation service is, therefore, made.

12.3.8 Reprography and Printing Unit

It has been proposed in Section Nos. 10 and 11 that the Reprography Unit should be set up in the third year and Printing Unit in the fifth year of the Plan. Justification for setting these Units have also been given in these sections.

12.3.9 Staff Requirement for Reprography Unit

<u>S.No.</u>	<u>Post</u>	<u>Grade</u>	<u>No.of Posts</u>
1.	Sr. Technical Assistant	550-900	1
2.	Technical Assistant	425-700	1
3.	Jr. Technical Assistant	380-640	1
4.	Peon	196-232	1

12.3.10 Staff Requirement for Printing Unit

<u>S.No.</u>	<u>Post</u>	<u>Grade</u>	<u>No.of Posts</u>
1.	Sr. Technical Assistant	550-900	1
2.	Gold Compositors	425-700	4
3.	Lay out/Photo Artist	425-700	2
4.	Process Camera Operator	425-700	1
5.	Offset Machine Operator	425-700	2
6.	Dark Room Assistant	330-640	1
7.	Helpers, Indenens & other ancillary staff	210-300	4
8.	Peon	196-232	1

12.3.11 Expenditure on Staff

Tables 3 to 6 present an account of staff for Documentation and Library Unit, Reprography and Printing

Units. The following tabular statement gives an overall expenditure on the staff of NDCMC in a period of five years:

S. No.	Particular	Ist Year	2nd Year	3rd Year	4th Year	5th Year	Total
1.	Deputy Director (Documentation)	22,000	22,000	23,000	23,000	24,000	1,14,000
2.	Documentation & Library Unit	63,100	1,13,000	1,46,500	1,55,000	1,85,000	6,62,600
3.	Reprography Unit	-	-	28,600	29,000	31,000	88,600
4.	Printing Unit	-	-	-	-	1,08,100	1,08,100
Total		85,100	1,35,000	1,98,100	2,07,000	3,48,100	9,73,300

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12.4 Space

At present, the Research and Reference Division Library is located at Shastri Bhavan in the Central Secretariat Complex in New Delhi. The Library is accommodated at two places viz., in the first floor, and in the seventh floor. It occupies a total area of 2860 sq. ft. The existing accommodation is hardly sufficient for the present needs. Further, the location of Library at two places is very inconvenient.

12.4.1 Space Requirement for NDCMC

The NDCMC may be located alongwith the Research and Reference Division, in view of close connection between them. The present location, i.e. Shastri Bhavan would also be ideal for housing the NDCMC. But Shastri Bhavan is fully occupied now and it may not be easy to find additional

accommodation in this building. However, space requirements for growth over a period of ten years for NDCMC is given below. It is suggested that ways and means should be found to make the required space available either in Shastri Bhavan or adjacent to it.

<u>S. No.</u>	<u>Space for</u>	<u>Basis</u>	<u>Area in Sq.Ft.</u>
1.	Deputy Director (Documentation) (1)	160 Sq.Ft.	160 Sq.Ft.
2.	Documentation Officer(2)	160 Sq.Ft.	320 Sq.Ft.
3.	Documentation Assistant (10)	60 Sq.Ft.	60 Sq.Ft.
4.	Stenographer (1)	60 Sq.Ft.	60 Sq.Ft.
5.	LDC/Typist (4)	30 Sq.Ft.	120 Sq.Ft.
6.	Daftary (1)	30 Sq.Ft.	30 Sq.Ft.
7.	Store & Records		310 Sq.Ft.
8.	Additional space for Library		400 Sq.Ft.
9.	Reprography Unit		1000 Sq.Ft.
10.	Printing Unit		2000 Sq.Ft.
Total			5000 Sq.Ft.

12.5 Furniture/Equipment

12.5.1 Library and Documentation Unit

The details of the Library and Documentation services to be undertaken by the NDCMC are given in section 8 and 9 respectively. The requirements of furniture and equipment in the next five years are given in the following table. A sum of Rs 53,000/- would be required in five years for acquiring the items in a phased manner.

S.No.	Furniture/Equipment	No. of Units	Cost per Unit	Approx. cost
1.	Unit Book Rack (for 5000 vols)	5	Rs 1500/-	Rs 7500/-
2.	Display Racks for 400 periodicals	4	Rs 1000/-	Rs 4000/-
3.	Storage Racks for periodicals	4	Rs 1000/-	Rs 4000/-
4.	Verticle file for pamphlets	2	Rs 1500/-	Rs 3000/-
5.	Catalogue Cabinets	10	Rs 1500/-	Rs 15000/-
6.	Officers Table	3	Rs 600/-	Rs 1800/-
7.	Work Tables	17	Rs 400/-	Rs 6800/-
8.	Side Racks	20	Rs 40/-	Rs 800/-
9.	Office Tray	20	Rs 15/-	Rs 300/-
10.	Typewriter	4	Rs 2000/-	Rs 8000/-
11.	Miscellaneous			Rs 550/-

12.5.2 Reprography Unit

The details of the reprography service to be undertaken by the NDCMC are given in section 10. It has been proposed to set up this unit in the third year of the Plan.

The requirements of furniture and equipment and expenditure are indicated in the table below. Rs. 46,000 will be recurring expenditure out of Rs. 3.08,190.

S.No.	Equipment/Furniture	No. of units	Approx. Cost
1.	Camera (35 m.m.)	1	Rs. 1,25,000
2.	Copying Unit	1	Rs. 15,000
3.	Film Processor	1	Rs. 15,000
4.	Reader	1	Rs. 20,000
	Microfilm		
	Microfiche		
5.	Printing Box	1	Rs. 2,000
6.	Enlarger	2	Rs. 20,000

7. Print Dryer	1	Rs.	8,000
8. Positive Printer	1	Rs.	10,000
9. Electrosstatic Copier	1	Rs.	30,000
10. Sundry Dark Room Equipment		Rs.	15,000
11. Work Table	4	Rs.	1,600
12. Chair	6	Rs.	300
13. Side Racks	5	Rs.	200
14. Office Tray	6	Rs.	90

Rs. 2,62,190

Recurring Expenditure

1. Microfilm (100 rolls at Rs 80/- per roll)	Rs.	8,000
2. Document paper (300 phts ø 100 sheets, each 22 x 33 cm. Rs.90/- per Pkt.)	Rs.	27,000
3. Photo Chemicals	Rs.	4,000
4. Paper for electrosstatic machine	Rs.	7,000

Rs. 46,000

12.5.3 Printing Unit

The necessity to set up the Printing Unit during fifth year of the Plan and the jobs to be done by this unit have been discussed in section 11.

The details of equipment/furniture to be acquired are given in the table below.

The foreign exchange component is of the order of Rs 1,30,000, out of a total expenditure of Rs 3,08,190. Purchase of Lithofilm, metal plates etc. may involve Rs 75,000/- as recurring expenditure.

<u>S.No.</u>	<u>Equipment/Furniture</u>	<u>Approx.Cost</u>	<u>Remarks</u>
1.	Typewriter (Electrical) (1)	Rs. 41,000	(Available with Hindustan Tele-printer)
2.	Leving-up table (3)	Rs. 6,000	(Available locally)
3.	Process Camera (1)	Rs. 50,000	-do-
4.	Printing-down frame with one lamp (1)	Rs. 10,000	-do-
5.	Whirler (1)	Rs. 5,000	-do-
6.	Offset Printing Machine (1)	Rs.1,00,000	(To be imported from soft currency area)
7.	Paper Cutting Machine (1)	Rs. 10,000	(Available locally)
8.	Stapling Machine (1)	Rs. 5,000	-do-
9.	Scanmer (1)	Rs. 15,000	-do-
10.	Duplicator (1)	Rs. 10,000	-do-
11.	Work Table (3)	Rs. 1,200	-do-
12.	Chair (17)	Rs. 750	-do-
13.	Office Tray (10)	Rs. 225	-do-

Total	Rs.2,54,175
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Recurring Expenditure

1.	Lithofilm (to be imported through STC)	Rs. 30,000
2.	Metal Plates	Rs. 15,000
3.	Photographic Chemicals	Rs. 5,000
4.	Inks, Chemicals, etc.	Rs. 15,000
5.	Paper	Rs. 10,000

Total	Rs. 75,000
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12.6 Books, Periodicals etc.

An account of document collection on mass communication, which will be acquired by the R & R D Library for NDCMC, is given in Table No. 12. It will be built up in five years. It is estimated that in the fifth year, the Library will have a collection of 5,000 volumes, 300 annual reports, and receive 500 periodicals, 150 newspapers on mass communication. In addition, it will acquire microfilms and photo-copies, bulletins, theses, pamphlets and other material. The expenditure on acquisition of reading material, on various aspects of mass communication (including binding, stationary etc.) would be Rs 60,000 in the first year. It would gradually increase to Rs 78,000 in the fifth year. A total sum of Rs 3,52,000 would be spent over a period of five years. The details of expenditure are given in Table No. 10. This will be in addition to the provision for purchase of books, periodicals, newspapers etc. for R & R D Library.

12.7 Budget Expenditure

The recurring expenditure for the NDCMC covers staff salary, purchase of books, periodicals, reprography and printing raw materials, binding and stationery. As mentioned in section 12.3.11 the expenditure under staff would be Rs 9,73,300 in five years. Tables 3 to 6 provide details of the expenditure, unit-wise, on staff salary. As regards expenditure on books, periodicals, stationery, binding etc. it is estimated that total expenditure in five years, would be Rs. 3,52,000 - Table 10 provides details of the expenditure on these items. A sum of Rs. 46,000 (Table No. 8) would be provided for purchase of reprography raw material and Rs. 75,000 for printing raw material (Table No.9).

12.7.1 Capital Expenditure

Though the space requirements of 5000 sq. feet have been explained in section 12.4.1, it is not proposed to make any specific budget provision in this report. The cost towards the same may be a charge on the Ministry of Information and Broadcasting in a overall manner. Provision of furniture, reprography equipment and printing equipment would be three other capital items. The details of the expenditure on furniture/equipment items for Documentation and Library Unit, Reprography Unit and Printing Unit are given in Tables 7, 8 and 9 respectively. A sum of Rs 53,000 is estimated for acquiring furniture/equipment

items for Documentation and Library Unit. The year-wise distribution is also shown in Table No. 7. The Reprography Unit which is to be started in the third year, would involve capital expenditure on equipment/furniture items Rs 2,62,190 (Table no. 8) and Printing Unit, to be set up in fifth year will involve Rs. 2,54,175 (Table no.9)

12.7.2 Unit-wise Budget Requirements

In Table 13 the unit-wise budget requirements in five years are presented.

12.7.3 General Budget Requirements

In Table 14 the overall budget requirements in five years are presented. For the development of NDCMC, a sum of Rs 14,46,300 under recurring and a sum of Rs. 5,69,365 under capital expenditure would be the investment in the first five years.



13 COLLABORATION WITH INTERNATIONAL ORGANISATIONS

13.1 Unesco

Unesco has recently launched the International Information System on Research in Documentation (ISORID), the aim of which is to gather together information about current or planned research projects in various countries and to make this information available through National Information Transfer Centres designated for this purpose by Member States. The NDCMC right from its launching can press for its designation as National Information Transfer Centre in India and establish liaison with ISORID.

Unesco has observed that the increasing number of questionnaires sent out by it contain complex and detailed questions. Its secretariat intends to continue the improvement of international statistical data and intensify the use of other sources of information, particularly national specialised publications. The NDCMC has a role to play in co-ordinating its activities with Unesco in this field.

The International Advisory Panel on Communication Research of Unesco has decided to draw up a more specific plan of action on research into the social effects of mass communication to provide a basis for informed policy making and for co-operative action to be sent both to research institutions and to funding agencies. Since the NDCMC will be a national clearing house on all matters pertaining to mass communication, its liaison with the Panel will be of great value to agencies and persons in India undertaking research in mass communication.

The NDCMC can also benefit from two other services of Unesco, namely, the Computer Documentation Service (CDS) and the statistical Data Bank.

13.2 UNDP

UNDP has continued its training projects both with respect to the communication media and to the documentation, libraries and archives. The NDCMC's close collaboration with UNDP regarding training facilities cannot be overstressed.

13.3 Other Agencies

The NDCMC should also take measures for liaison and collaboration with other well-known organisation like international Association for Mass Communication Research (Paris), Asian Mass Communication Research and Information Centre (Singapore), East West Center (Honolulu); Centre for Documentation and Communication Research (Ohio).

13.4 Foreign Assistance

The NDCMC should take steps to seek assistance from Unesco, UNDP and such other international sources for development of the Centre. External Assistance for purchase of reprography and printing equipment would be necessary. It may also cover an expert to advise on the establishment of the NDCMC, fellowships to personnel of the Centre for training abroad and purchase of reading material.

(Sd.) S. Dayal	Chairmen
(Sd.) D.S.Mehta	Member
(Sd.) T. S. Rajagopalan	- do -
(Sd.) A.K. Kidwai	- do -
(Sd.) Girja Kumar	- do -
(Sd.) R. Tripathi	- do -

(Sd.) S.N. Sadhu
Member-Secretary

July 4, 1975

SUMMARY OF CONCLUSIO

AND

RECOMMENDATIONS

The conclusions and recommendations should be read against the background material in the report and interpreted in the light of observations in the paragraphs to which the recommendations relate.

CONCLUSIONS

S.No. Refer to
_____ Para No.

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|----|-------|---|
| 1. | 2 | Mass Communication media have made significant progress during the last twenty seven years of Independence. All the major media of Communications i.e., press, radio, TV, film, advertising, publication, field publicity, etc., are used to provide entertainment and information to the people and motivate them for the venture of economic development. |
| 2. | 3.1 | The process of information transfer chain requires that mass communication information, which is widely scattered among the available sources, may be documented to serve the needs of media users. Such documentation would, in turn, become a new and integrated source of information. |
| 3. | 3.3.3 | At present there is no service which indexes exclusively periodicals published in mass communication. The number of periodicals published in the field of mass communication indicates that an estimated 20,000 items on this subject appear every year. |

S.No. Refer to
Para No.

4. .1.2
to
4.1.2.8 India has established or is in the process of establishing national centres of information in science and technology, medicine, agriculture, defence sciences, nuclear sciences, patents, small industries, social sciences, etc. Some of the already established centres, such as INSDOC, ISI, etc., are well known nationally and internationally for the progress they have achieved, in their respective fields.
5. 4.2 Documentation and information services are looked upon as vital support not only for research and development activities and academic pursuits but also for management, decision-making, planning and policy formulation and for social, political, economic and developmental activities.
6. 5.2.1 Mass Communication studies are multidisciplinary in character. The mass communicators are interested in all the fields, though specialisation in specific fields is not uncommon. The information services to be offered to mass communicators have therefore to embrace diverse subject fields.
7. 5.2.2 The users of information in mass communication may belong to different specialities, such as, research teaching, management, planning, field work, journalism, film production, advertising, publishing and public relations. The information requirements of these different categories of users are naturally varied in subject, purpose, content and level. There is a genuine need to provide them access to information they require as quickly as possible.

S.No. Refer to
Para No.

8. 5.2.3 The volume and complexity of literature in mass communication is such that an individual worker can no longer hope to know all that has been published in this field. He is in need of a service to know exhaustively, expeditiously and pinpointedly what is being published in his field of interest. But for the service, he will be lost in the flood of literature, unable to locate information of his interest and he will have very little time left for actual reading and professional work.
9. 5.3 The operators of mass media, administrators, planners and others require information on various aspects of mass media, which is inadequate. They are now ill-served and are thereby seriously handicapped in performing their duties efficiently.
10. 5.3.1 Various committees which examined the question of organisation of mass communication services have recommended that the Research and Reference Division should play an increasing role in providing documentation services.
to
5.3.5
11. 5.5 The multi-disciplinary character, volume and complexity of mass communication literature and different requirements of users, pose problems in having access to information because of inadequacy of existing library and documentation facilities. The various Committees appointed by the Govt. have also emphasised the need for provision of good library and documentation facilities. The survey conducted by this Committee (para 5.4) for assessing the information requirements and potential available in the country also reveals the inadequacy of existing resources

S.No. Refer to
____ Para No.

and facilities and points to the need for provision of efficient documentation and information services on a national scale.

RECOMMENDATIONS

1. 6.1 The broad objectives of the National Documentation Centre on Mass Communication (NDCMC) would be to collect, analyse, interpret and disseminate information relating to mass communication studies and problems. The mass communication dispersed all over the country and engaged in diverse aspects of mass communication work would have access to the required information as economically and expeditiously as possible.
2. 6.2 The scope of the NDCMC may include the whole gamut of mass communication subjects such as press, radio, TV, Film, advertising, drama, etc. The Centre would draw on diverse disciplines having a bearing on mass communication and would engage itself in data collection and data service. It may also collect posters, exhibits, models and other communication aids.
3. 6.3 The Centre would perform the following functions:
 1. collect and retain all publications relating to mass communication;
 2. maintain a depository of all Indian literature on mass communication, both published and unpublished;
 3. inform mass communicators and others of current literature of value by bringing out documentation lists;
 4. offer documentation services, including translation and reprography services;

S.No. Refer to
Para No.

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5. serve as a channel through which the work done in India on mass communication is made known and available to all those interested;
6. answer specific enquiries on the basis of information sources available in the Centre;
7. maintain a referral centre for directing the users to existing information sources and services;
8. prepare annotated bibliographies on various aspects of mass communication;
9. compile and bring out national union catalogue of holdings of mass communication literature;
10. index and abstract articles, keep clippings, microfilms and documents on subjects that have a direct or indirect bearing on mass communication; and
11. establish and maintain international co-operation with documentation and information centres on mass communication.

4. 6.4

The NDCMC would be established and administered by the Ministry of Information and Broadcasting. In addition to exercising complete authority for the management of the Centre, the Ministry of I&B would also ensure financial resources and facilities for the development of the NDCMC.

It is suggested that the ultimate objective should be to make the NDCMC an autonomous institution.

5. 6.4.1

The responsibility for administering the NDCMC would be entrusted to the Research & Reference Division of the Ministry of Information and Broadcasting in the informative years. In the

S.No. Refer to
 Para No.

later years, the pattern of its administration would be decided by the Ministry of Information and Broadcasting according to the rules applicable to other Government sponsored autonomous national institutions.

6. ~~6.4.2~~ Information, documentation, and library services being undertaken by the Indian Institute of Mass Communication for its own requirements should be dovetailed to the over all programme of the NDCMC, so that there is no overlapping in services.
7. 6.4.3 The Director of the Research and Reference Division would be the executive head of the NDCMC with powers for taking decisions on all matters connected with the functioning of the Centre.

Since the Director, R&R Division will be over all incharge of the NDCMC, his status should be that of other Media Heads of I&B Ministry.

The Deputy Director(Documentation) would be the technical head with responsibility for technical management and routine administration of the Centre.
8. 6.4.4 An Advisory Committee consisting of experts in documentation and representatives of mass media units and of users' institutions may be constituted to advise and frame policies on all matters connected with the functioning of the NDCMC. The Director, R&RD and the Deputy Director(Documentation) would be its Chairman and Secretary, respectively.

S.No. Refer to
Para No.

9. 6.4.5 The work of the NDCMC would be organised according to four main sections viz (i) Library; (ii) Documentation Section; (iii) Data Centre; and (iv) Reprography and Printing Section
10. 6.4.6 The Administrative Section of the Research and Reference Division will look after the administration and accounts of the NDCMC. The present staff will have to be strengthened simultaneously to cope with increased work.
11. 6.4.7 Pending the decision of the Ministry of Information and Broadcasting on this project report, the Committee recommends that posts of one Documentation Officer, two Documentation Assistants, one LDC/Typist and one Daftry from among the proposed staff, may be sanctioned and filled immediately for undertaking the spade work required for the Centre.
12. 7. The Library of Research and Reference Division is to be regarded as an integral part of the NDCMC. In its future development, the rate of acquisition in the field of mass communication may be stepped up. The Library will provide (i) consultation service; (ii) loan service; (iii) inter-Library loan service; (iv) reference service and (v) acquisition of documents. It will bring out regularly "Monthly List of Additions" and once in a year "List of Periodicals Currently Received".
13. 8.1.2 A systematic routine has to be established for processing current

S.No. Refer to
Para No.

information appearing in newly received information sources. Suitable criteria have to be determined as to the kind of information to be selected for processing. The selection of information requires careful judgement.

14. 8.1.3 Index Cards containing standard bibliographical description of the information sources have to be prepared for each selected item of information. Care has to be taken to render the bibliographical descriptions in uniform manner.
15. 8.1.4 The depth schedules for classifying micro-literature in mass communication studies have not yet been developed. Therefore, there would be many practical problems in using a classification scheme for organising information. The NDCMC is advised to take steps to develop classification schedule in various fields of mass communication in collaboration with organisations such as the Documentation Research and Training Centre, Bangalore. The adoption of alphabetical subject indexing system is recommended for the present.
16. 8.1.5 The index entries prepared for all the selected information may first be made use of for various services to be offered. After that they may be eventually merged into a perpetually cumulated file, known as the Central Information File.

S.No. Refer to
Para No.

17. 8.2 The NDCMC may plan to offer the following anticipatory/responsive services. The services are described in detail in the project report:
- (i) Current Awareness Service
 - (ii) Selective Dissemination of Information Service
 - (iii) Abstracting Service
 - (iv) Information Service for the Top Administrators
 - (v) Bibliography Service
 - (vi) Foreign Broadcasts on Mass Communication
 - (vii) Trend Report on Special Topics
 - (viii) Newspaper Clipping Service
 - (ix) Reference Information Service
 - (x) Document Procurement Service
 - (xi) Translation Service
 - (xii) News Brief
 - (xiii) Technical Digest
 - (xiv) Mass Communication Standards
 - (xv) Abstract of Doctoral Theses
 - (xvi) Future Events in Mass Communication
 - (xvii) Digest of International Conventions
 - (xviii) Referral Service
 - (xix) National Union Catalogue
 - (xx) Legislation in Mass Communication
 - (xxi) Who's Who of Mass Communicators
 - (xxii) Honours Conferred on Mass Communicators
 - (xxiii) Market Information
 - (xiv) Cultural Agreements

These services will be taken in phases, spread over a period of five years. In table No.2, a time scheme for taking up the services and professional staff required are given.

18. 9.3 A suitable methodology should be
to devised to collect data directly
9.5 from the various sources generating the data. There should be also a mechanism for updating the data from various published secondary

S.No. Refer to
Para No.

sources. Assessment of users requirements should be made to enable a proper selection of data to be put into the system. For the present, conventional techniques should be used for data collection.

19. 10 It is recommended that the Reprography Unit should be set up in the third year of the Fifth Five Year Plan.
20. 11 It is preposed that printing unit should be set up in the fifth year when the services of the NDCMC would be in full swing.
21. 12.1
to
12.3.4 Early steps may be taken to create posts for various units of the NDCMC according to the recommendations made in the project report. Appointments to the posts may be made in a phased manner, as suggested in the report. (Details are given in Table Nos. 1 to 6) Number of posts with designations and grades for Documentation Unit are given below for ready reference.

<u>Designation</u>	<u>No.of Posts</u>	<u>Grade</u>
1. Deputy Director (Documentation)	1	1500-1800
2. Documentation Officer	2	650-1200
3. Documentation Assistant	10	550-900

22. 12.3.5 The present strength of the library staff need to be augmented in accordance with the

S.No. Refer to
Para No.

recommendations made in the report. Two posts of Library Assistants in the grade of 380-640 should be created in the Library.

23. 12.3.6 It is estimated that 4 typist/LD one daftary and 4 peons would be required for Documentation and Library Unit. Appointments to the posts may be made in a phased manner as shown in Table No. 4.
24. 12.3.7 The question of providing translation service may be taken up at a later stage. For the present, no provision of staff for translation service has, therefore, been made.
25. 12.3.8 Staff for Reprography Unit and
to Printing Unit should be appointed
12.3.10 during third and fifth year respectively. Details are given in Table No. 5 and 6.
26. 12.4.1 It is suggested that ways and means should be found to make the required space available either in Shastri Bhavan or adjacent to it. It is estimated that nearly 5000 sq.ft. space will be required for NDCMC.
27. 12.5.1 A sum of Rs. 53,000 would be required in five years for purchase of furniture/equipment in a phased manner for Library and Documentation Unit. (Table No.7)
28. 12.5.2 A Sum of Rs. 3,08,190 (capital expenditure Rs. 2,62,190 and recurring expenditure Rs. 46,000) would be required for setting up Reprography Unit. (Table No.8)
29. 12.5.3 A sum of Rs. 3,29,175 (capital expenditure Rs.2,54,175 and recurring expenditure Rs.75,000) would be spent for setting up

S.No. Refer to
_____ Para No.

printing unit (Table No.9)

30. 12.6 A total sum of Rs. 3,52,000 would be spent over a period of five years for books, periodicals, reports and newspapers on mass communication. An account of document collection on mass communication is given in Table No.12. The details of expenditure are given in Table No.10.
31. 12.7.3 For the development of NDCMC, a sum of Rs. 14,46,300 as recurring and a sum of Rs. 5,69,365 as capital expenditure would be the investment during the first five years. (Table No.14)
32. 13.1 The NDCMC right from its inception should establish liaison with International Information System on Research in Documentation (ISORID) and other international organisations of similar character.
33. 13.4 The NDCMC should take steps to seek assistance from UNESCO, UNDP and such other international sources for development of the Centre.

Professional Man-Year for Information
Processing

..

	Number of Items	Man-Year
1st Year	2000 items of Information	1.0
2nd Year	3000 items of Information	1.5
3rd Year	4000 items of Information	2.0
4th Year	4000 items of Information	2.5
5th Year	6000 items of Information	3.0
.. Total Man-Year	Required	Three



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Total Professional Staff = $3+2+1+0.6+0.4 = 7$ persons +
Man power required for
Reprography and Translation
is given separately

	<u>Third Year</u>		<u>Fourth Year</u>		<u>Fifth</u>
	Service to be Under- taken	Man- Year	Service to be under- taken	Man- Year	Service to be under- taken
1. Current Awareness Service	*		*		*
2. Bibliography Service	*		*		*
3. Newspaper Clipping	*		*		*
4. Information Service for top Administrators	*		*		*
5. Data Compilation Service	*		*		*
6. Document Procurement Service	*		*		*
7. Market Information Service	*		*		*
8. Honours conferred on Mass Communicators	*		*		*
9. Reference Information Service	*		*		*
10. Selective Dissemination of Information Service	*		*		*
11. Abstracting Service	*		*		*
12. News Brief Service	*		*		*
13. Who's Who of Mass Communicators	*		*		*
14. National Union Catalogue	*		*		*
15. Refrall Service	*		*		*
16. Abstract of Doctoral Thesis	*	0.1	*		*
17. Reprography Service	*	0.3	*		*
18. Trend Report on Special Topics	*	+	*		*
19. Foreign Broadcasts on Mass Communication	*	0.3	*		*
20. Future Events in Mass Communication	*	0.3	*		*
21. Digest of International Conventions in M.C.			*	0.2	*
22. Mass Communication Standards			*	0.2	*
23. Technical Digest Service			*	0.2	*
24. Translation Service					
25. Mass Communication Legislation Service					
Total Professional Staff		1 person		0.6	

Table no.3

Expenditure on Salary of Deputy Director(Documentation)

....

S.No.	Designation	Grade	Ist Year	2nd Year	3rd Year	4th Year	5th Year
1.	Deputy Director (Documentation)	1500-1800	22,000	22,000	23,000	23,000	24,000

Total : 1,14,000



Table no.4

Expenditure on Staff for Documentation and Library Unit

...

Designation	Grade	First Year		Second Year		Third Year		Fourth Year		Fifth Year		Total
		No. of posts	Salary	No. of posts	Salary	No. of posts	Salary	No. of posts	Salary	No. of posts	Salary	
Documentation Officer	650-1200	1	11,500	2	24,000	2	24,500	2	25,000	2	26,000	1,11,000
Documentation Assistant	550-900	4	38,000	6	56,000	8	76,000	8	78,000	10	1,00,000	3,48,000
Library Asstt.	380-640	1	6,600	1	7,000	2	14,000	2	15,000	2	16,000	58,600
UDC/Typist	260-400	1	5,000	2	10,000	3	16,000	3,	16,000	4	22,000	69,000
Staffary	200-250	1	4,000	1	4,000	1	4,000	1	4,000	1	4,000	20,000
Peon	196-232	2	8,000	3	12,000	3	12,000	4	17,000	4	17,000	66,000
Total:		63,100	1,13,000	1,13,000	1,46,500	1,55,000	1,85,000	6,62,600				

Table no.5

Expenditure on Staff for Reprography Unit

...

Post	No.of posts	Grade	1st Year	2nd Year	3rd year	4th Year	5th Year	Total
1. Sr. Technical Assistant	1	550-900	-	-	10,000	10,000	11,000	31,000
2. Technical Assistant	1	425-700	-	-	8,000	8,000	9,000	25,000
3. Jr. Technical Assistant	1	380-640	-	-	6,600	7,000	7,000	20,600
4. Peon	1	196-232	-	-	4,000	4,000	4,000	12,000
Total:					28,600	29,000	31,000	88,600



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Table no.6

Expenditure on Staff for Printing Unit

...

S.No.	Designation	No. of posts	Grade	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
1.	Sr. Technical Asstt.	1	550-900	-	-	-	-	9,500	9,500
2.	Cond Compositors	4	425-700	-	-	-	-	32,000	32,000
3.	Layout/Photo Artist	2	425-700	-	-	-	-	16,000	16,000
4.	Process Camera Operator	1	425-700	-	-	-	-	8,000	8,000
5.	Offset Machine Operator	2	425-700	-	-	-	-	16,000	16,000
6.	Dark Room Asstt.	1	330-640	-	-	-	-	6,600	6,600
7.	Helpers, Inders & Other ancillary staff	4	210-300	-	-	-	-	16,000	16,000
8.	Peon	1	196-232	-	-	-	-	4,000	4,000
Total:								1,08,100	1,08,100

Expenditure on Furniture/Equipment for Documentation
and Library Unit

...

Furniture/ Equipment	Number of Units	Approx.cost(Rs.)		Remarks
		Per Unit	Total	
1. Unit Book Rack (for 50,000 vols.)	5	1,500	7,500	
2. Display racks for 400 periodicals	4	1,000	4,000	
3. Storage rack for current periodicals	4	1,000	4,000	
4. Verticle file for pamphlets etc.	2	1,500	3,000	
5. Catalogue Cabinet	10	1,500	15,000	
6. Offiders Table	3	600	1,800	
7. Work Table	17	400	6,800	
8. Chairs	25	50	1,250	
9. Side rack	20	40	800	
10. Office Tray	20	15	300	
11. Typewriter	4	2,000	8,000	
12. Miscellaneous		-	550	
Total :			53,000	

Year-wise Expenditure for Five Years

...

Ist Year	=	13,000
2nd Year	=	12,000
3rd Year	=	12,000
4th Year	=	10,000
5th Year	=	6,000

Total: 53,000

.....

Expenditure on Equipment/Furniture for Reprography Unit

....

S.No.	Equipment/Furniture	No.of Units	Approx. cost
1.	Camera (35 mm)	1	Rs. 1,25,000
2.	Copying Unit	1	15,000
3.	Film Processor	1	15,000
4.	Reader		
	Micro-film	1)	20,000
	Micro-fiche	1)	
5.	Printing Box	1	2,000
6.	Enlarger	2	20,000
7.	Print Dryer	1	8,000
8.	Positive Printer	1	10,000
9.	Electrostatic Copier	1	30,000
10.	Sundry Dark Room Equipment		15,000
11.	Work Table	4	1,600
12.	Chair	6	300
13.	Side Racks	5	200
14.	Office Tray	6	90
Total:			<u>2,62,190</u>

Recurring Expenditure

1.	Micro-film (100 rolls at Rs.80/- per roll)	=	8,000
2.	Document Paper (300 Pkts/100 sheets, each 22x33 cm. Rs.90/-per Pkt.)	=	27,000
3.	Photo Chemicals	=	4,000
4.	Paper for electoratic machine	=	7,000
			<u>46,000</u>

Total : 2,62,190 + 46,000

Expenditure on Equipment/Furniture for Printing Unit

...

S.No.	Equipment/Furniture	No. of Units	Approx. cost	Remarks
1.	Typewriter (Electrical)	1	41,000	(Available with Hindustan Teloprinter)
2.	Levelling-up Table	3	6,000	(Available locally)
3.	Process Camera	1	50,000	-do-
4.	Printing-down frame with lamp	1	10,000	-do-
5.	Whirler	1	5,000	-do-
6.	Offset Printing Machine	1	1,00,000	(To be imported from currency area)
7.	Paper cutting Machine	1	10,000	(available locally)
8.	Stapling Machine	1	5,000	-do-
9.	Scanner	1	15,000	-do-
0.	Duplicator	1	10,000	-do-
1.	Work Table	3	1,200	-do-
2.	Chair	15	750	-do-
3.	Office Tray	100	225	-do-

Total:

2,54,175

Recurring Expenditure

1.	Lithofilm (to be imported through STC)	=	30,000
2.	Metal plates	=	15,000
3.	Photographic chemicals	=	5,000
4.	Inks, chemicals etc.	=	15,000
5.	Paper	=	10,000

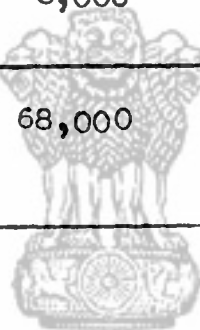
Total:

75,000

Expenditure on Books, Periodicals etc.

....

S.No.	First Year	Second Year	Third Year	Fourth Year	Fifth Year	Total
1. Books	22,000	25,000	25,000	30,000	30,000	1,32,000
2. Periodical & newspapers	20,000	25,000	25,000	30,000	30,000	1,30,000
3. Others	10,000	10,000	10,000	10,000	10,000	50,000
4. Stationery	3,000	3,000	3,000	3,000	3,000	15,000
5. Binding	5,000	5,000	5,000	5,000	5,000	25,000
Total:	60,000	68,000	68,000	78,000	78,000	3,52,000



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Present strength and Expenditure of the Research and Reference Division Library
(Non-Plan Expenditure)

S T A F F	Designation	Grade	No. of post	Ist Year	2nd Year	3rd Year	4th Year	5th Year	Total
1.	Reference Librarian	650-1200	1	11,600	12,000	13,000	13,000	14,000	63,600
2.	Librarian	425-700	1	8,000	8,000	9,000	9,000	10,000	44,000
3.	L.D.C. (Typist)	260-400	1	5,000	6,000	6,000	6,500	7,000	30,000
4.	Library Attendant	210-290	2	8,000	9,000	9,000	10,000	10,000	46,000
5.	Farash	196-232	1	4,000	4,500	4,500	5,000	5,000	23,000
	Total:		6	36,600	39,500	41,500	43,500	46,000	2,07,100
1.	Books & Periodicals			40,000	40,000	40,000	40,000	40,000	2,00,000
2.	Binding			5,000	5,000	5,000	5,000	5,000	25,000
3.	Stationery			1,000	1,000	1,000	1,000	1,000	5,000
	Total:			46,000	46,000	46,000	46,000	46,000	2,30,000

Grand Total: Staff : 2,07,100
 Books & : 2,30,000
 Periodicals
 etc.

4,37,100

.....

Document Collection on Mass Communication

....

Item	Present Collection	I Year	II Year	III Year	IV Year	V Year
1. Books, Bound Volumes etc.	1000	1,500	2,000	3,000	4,000	5,000
2. Current periodicals	50	100	200	300	400	500
3. Newspapers	25	50	75	100	125	150
4. Annual Reports	50	100	150	200	250	300
5. Thesis	-	50	100	175	200	250
6. Micro-film, Photocopies	-	500	1,000	1,500	2,000	2,500
7. Bulletins, Pamphlets etc.	50	1,000	1,500	2,000	3,000	4,000

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Unit-wise Expenditure

...

Name of Unit	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
1. <u>Documentation and Library Unit</u>						
a- Salary	63,100	1,13,000	1,46,500	1,55,000	1,85,000	6,62,600
b- Furniture/ Equipment	13,000	12,000	12,000	10,000	6,000	53,000
c- Book/Periodicals etc.	60,000	68,000	68,000	78,000	78,000	3,52,000
Total:	1,36,100	1,93,000	2,26,500	2,43,000	2,69,000	10,67,600
2. <u>Reprography unit</u>						
a- salary	-	-	28,600	29,000	31,000	88,600
b- Furniture/ Equipment	-	-	3,08,190	-	-	3,08,190
Total:			3,36,790	29,000	31,000	3,96,790
3. <u>Printing Unit</u>						
a- Salary	-	-	-	-	1,08,100	1,08,100
b- Furniture/ equipment	-	-	-	-	3,29,175	3,29,175
Total:					4,37,275	4,37,275
4. Deputy Director (Documentation)	22,000	22,000	23,000	23,000	24,000	1,14,000
Grand Total:	1,58,100	2,15,000	5,86,290	2,95,000	7,61,275	20,15,665

.....

Budget at a Glance

S.No.	Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year	Total
I. Recurring Expenditure							
A. Salary							
(i) Deputy Director (Documentation)	22,000	22,000	23,000	23,000	24,000	1,14,000	
(ii) Documentation and Library Unit	63,100	1,13,000	1,46,500	1,55,000	1,85,000	6,62,600	
(iii) Reprography Unit	-	-	28,600	29,000	31,000	88,600	
(iv) Printing Unit	-	-	-	-	1,08,100	1,08,100	
B. Book Periodicals etc	60,000	68,000	68,000	78,000	78,000	3,52,000	
C. Reprography raw material	-	-	15,000	15,000	16,000	46,000	
D. Printing raw material	-	-	-	-	75,000	75,000	
Total:	1,45,100	2,03,000	2,81,100	3,00,000	5,17,100	14,46,300	
2. Capital Expenditure							
E. Furniture/ Equipment							
(i) Documentation & Library Unit	13,000	12,000	12,000	10,000	6,000	53,000	
(ii) Reprography Unit	-	-	2,62,190	-	-	2,62,190	
(iii) Printing Unit	-	-	-	-	2,54,175	2,54,175	
Total:	13,000	12,000	2,74,190	10,000	2,60,175	5,69,365	
Grand Total:	1,58,100	2,15,000	5,55,290	3,10,000	7,77,275	20,15,665	

Recurring Expenditure = 14,46,300
Capital Expenditure = 5,69,365

Total: 20,15,665

Questionnaire

1. Name and address of the institution/organisation.
2. Controlling Ministry of other supervising authority
3. Year of establishment.
4. Nature of activity(Please check in appropriate square).

<input type="checkbox"/>	Field Publicity
<input type="checkbox"/>	Public Relations
<input type="checkbox"/>	Information Centres
<input type="checkbox"/>	Advertising
<input type="checkbox"/>	Exhibition
<input type="checkbox"/>	Photo & Cinema Work
<input type="checkbox"/>	Research
<input type="checkbox"/>	Training

5. Give a brief account of your organisation's objectives.
6. What is your annual budget?
7. Number of persons engaged in your organisation.
 - (a) Technical/professional
 - (b) Semi technical/semi professional
 - (c) Administrative

8. (a) Do you have a library?
When was it established?

(b) What is the total number
of your clientele?

(c) What is your library budget?

Books & Periodicals

Staff

Others

(d) What is the strength of your library collection?

	Total as on 31 Dec.73	Rate of Annual distribution
Books		
Bound volumes of periodicals		
Current title of periodicals subscribed		
Newspapers subscribed		
Reports		
Thesis		
Pamphlets & Bulletins		
Audio-visual material		
Others : Specify		

- (e) Whether your organisation
- | | |
|--|--------|
| (i) Indexes articles of periodicals | Yes/No |
| (ii) preserves newspaper clippings | Yes/No |
| (iii) prepares press reaction analysis | Yes/No |

Please enclose a list of subject or topic index of the
above assignments.

(f) What is the strength of your library staff

Professional

Semi-professional

Clerical

(g) What systems of classification and
cataloguing are being used?

(h) What library service are being offered?

<u>Service</u>	<u>Yes/No</u>	<u>Quantity during 1962</u>
Consultation & reading		
Loan		
Circulation of periodicals		
Reference service		

(i) What documentation service are being offered?

Maintaining Central Information File

Preparation of Documentation lists

Preparation of subject bibliographies

Answering Reference questions

Translation

Reprography

Other, Specify

9. Comment generally whether or not you have adequate library and documentation facilities to support your activities.

10. In what directions would you expect the National Documentation Centre to assist in information requirement for supporting the programmes of your organisation.

11. Particulars of journals being published by your organisation.

Title

Language

Periodicity

Priced or unpriced.

List of Institutions

Universities

1. Head of the Department of Journalism,
Banaras Hindu University,
Varanasi-5.
2. Head of the Department of Journalism,
Calcutta University,
Calcutta.
3. Head of the Department of Journalism,
Mysore University,
Mysore.
4. Head of the Department of Journalism,
Punjab University,
Chandigarh.
5. Head of the Department of Journalism,
Osmania University,
Hyderabad.
6. Head of the Department of Journalism,
Nagpur University,
Nagpur.
7. Head of the Department of Journalism,
Madras University,
Madras.
8. Head of the Department of Journalism,
Jabalpur University,
Jabalpur.
9. Head of the Department of Journalism,
University of Poona,
Ranade Institute,
Poona-4.
10. Head of the Department of Journalism,
Gauhati University,
Gauhati.
11. Head of the Department of Languages and Culture,
Punjab Agricultural University,
Ludhiana.
12. Head of the Department of Journalism,
Bihar University,
Muzaffarpur (Bihar).
13. Head of the Department of Journalism,
Gujarat University,
Ahmedabad.
14. Department of Journalism,
Manasu Gangotri, University of Mysore, Mysore.

Institutions

15. Director,
Indian Institute of Mass Communication,
D-13, South Extension Part II,
New Delhi.
16. Principal,
Bombay College of Journalism,
K.C. College Buildings,
Dinshaw Wachha Road,
Bombay-1.
17. Principal,
Rajendra Prasad Institute of Communication Studies,
Bharatiya Vidya Bhavan,
Kulpati K.M.Munshi Marg,
Bombay-7.
18. Principal,
Institute of Journalism and Management Studies,
Trichur (Kerala).
19. Principal,
Bhavan's College of Mass Communication,
Curzon Road, New Delhi.
20. Principal,
Bhavan's College of Mass Communication,
Bangalore (Karnataka).
21. Principal,
Bhavan's College of Mass Communication,
Ernakulam (Kerala).
22. Principal,
Bhavan's College of Mass Communication,
Madras.
23. Principal,
Bhavan's College of Mass Communication,
Guntur (Andhra Pradesh).
24. Principal,
Bhavan's College of Mass Communication,
Hyderabad.
25. Principal,
Bhavan's H.B. Institute of Journalism and
Printing Technology,
Ahmedabad.
26. Principal,
Dateline School of Journalism,
19-A, Theatre Communication Building,
Connaught Place, New Delhi.

27. Principal,
Bharatiya Patrakarita Vidyapeeth,
(Indian Institute of Journalism),
6-7, Theatre Communication Building,
Connaught Circus,
New Delhi.
28. Principal,
Siddharth College of Mass Communication & Media,
Anand Bhavan, Dadabhai Naoroji Road, Bombay.
29. Principal,
St. Xavier College of Mass Communication Arts,
Bombay.

Government Organisations

Centre

30. Adviser (Publicity),
Plan Information and Public Co-operation Division,
Planning Commission, Yojana Bhavan, Parliament Street,
New Delhi.
31. Director,
Directorate of Public Relations,
Ministry of Agriculture,
Krishi Bhavan, New Delhi.
32. Director,
Directorate of Public Relations,
Ministry of Defence,
South Block, Central Secretariat, New Delhi.
33. Joint Secretary,
External Publicity Division,
Ministry of External Affairs,
Shastri Bhavan, New Delhi.
34. Director,
Directorate-General of Technical Development,
Ministry of Industrial Development, Udyog Bhavan,
New Delhi.
35. Director,
Directorate of Public Relations,
Ministry of Railways, New Delhi.
36. Director-General,
All India Radio,
Ministry of Information & Broadcasting,
Broadcasting House, New Delhi.
37. Director,
Television Centre, Akashvani Bhavan, New Delhi.
38. Principal Information Officer,
Press Information Bureau, Shastri Bhavan,
New Delhi.

40. Director,
Directorate of Field Publicity,
Ministry of Information & Broadcasting,
East Block, IV, Level III, R.K. Puram,
New Delhi-22.
41. Director,
Directorate of Advertising & Visual Publicity,
Ministry of Information & Broadcasting,
PTI Building, Parliament Street,
New Delhi.
42. Director,
Film and Television Institute of India, Poona.
43. Director,
Song and Drama Division,
Ministry of Information & Broadcasting,
Parliament Street, New Delhi.
44. Director,
Indian Institute of Mass Communication,
Ministry of Information & Broadcasting,
D-12, South Extension, Part II, New Delhi.
45. Registrar of Newspapers for India,
Ministry of Information & Broadcasting,
Shastri Bhavan, New Delhi.
46. Director,
Directorate of Photo Division,
Ministry of Information & Broadcasting,
Bhaskar Bhavan, New Delhi.
47. Director,
Directorate of Film Festivals,
Ministry of Information & Broadcasting,
New Delhi.
48. Assistant Curator,
National Film Archive of India,
Ministry of Information and Broadcasting,
Poona.
49. Director of Communication,
National Institute of Community Development,
Rajendranagar, Hyderabad-30
50. Incharge,
Listenership Research Department,
Commercial Broadcasting Service,
AIR, Backbay Reclamation, Bombay-1.
51. Controller-cum-Chief Producer,
Films Division, Ministry of I&B,
24, Peddar Road, Bombay-26.

States

52. Director,
Directorate of Information,
Public Relations & Tourism,
Govt. of Andhra Pradesh,
Hyderabad.
53. Director,
Directorate of Information and Public Relations,
Govt. of Assam,
Shillong.
54. Director,
Directorate of Public Relations,
Govt. of Bihar,
Secretariat at, Patna-1.
55. Director,
Directorate of Information,
Govt. of Gujarat,
Sachivalaya, Gandhinagar,
(Via Ahmedabad).
56. Director,
Public Relations and Cultural Affairs,
Govt. of Haryana, Chandigarh.
57. Director,
Public Relations,
Himachal Pradesh Secretariat, Simla.
58. Director,
Directorate of Information,
Jammu and Kashmir Government,
Srinagar (Kashmir).
59. Director,
Department of Publicity and Information,
Govt. of Karnataka, Bangalore.
60. Director,
Directorate of Public Relations,
Govt. of Kerala,
Secretariat, Trivandrum-1.
61. Director,
Directorate of Information & Publicity,
Govt. of Madhya Pradesh,
Bhopal.
62. Director,
Directorate of Publicity,
Govt. of Maharashtra, Sachivalaya, Bombay-32.
63. Publicity Officer,
Department of Information and Publicity,
Govt. of Manipur, Imphal.

64. Director,
Directorate of Information and Public Relations,
Govt. of Meghalaya, Shillong.
65. Director,
Directorate of Information,
Publicity and Tourism,
Govt. of Nagaland, Kohima.
66. Director,
Directorate of Public Relations,
Govt. of Orissa, Bhubaneswar.
67. Director,
Department of Information, Publicity,
Tourism and Cultural Affairs,
Govt. of Punjab, Chandigarh.
68. Director,
Directorate of Public Relations,
Govt. of Rajasthan, Jaipur.
69. Director,
Directorate of Information and Public Relations,
Govt. of Tamil Nadu,
Madras.
70. Director,
Directorate of Public Relations,
Govt. of Tripura, Agartala.
71. Director,
Directorate of Information,
Govt. of Uttar Pradesh, Lucknow.
72. Director,
Directorate of Information and Public Relations,
Govt. of West Bengal,
Writers' Buildings,
Calcutta.

Union Territories

73. Development Commissioner,
Publicity Section,
Andaman and Nicobar Islands,
Port Blair.
74. Director,
Directorate of Information and Public Relations,
Govt. of Arunachal Pradesh, Shillong.

75. Director,
Department of Public Relations and Cultural Affairs,
Union Territory of Chandigarh, Chandigarh.
76. Field Publicity Officer,
Govt. of Dadra and Nagar Haveli, Silvassa.
77. Director,
Directorate of Public Relations
Delhi Administration,
Block No.9, Old Secretariat.
78. Director,
Directorate of Information and Public Relations,
Govt. of Daman and Diu, Panaji.
79. Collector-cum-Development Commissioner,
(Information and Publicity)
Lakshadweep Govt. Kavaratti.
80. Director,
Directorate of Information
Public Relations & Tourism, Govt. of Mizoram, Aizwal.
81. Director,
Directorate of Information and Publicity,
Govt. of Pondicherry, Pondicherry.

Professional Associations

82. Secretary General,
All India Newspaper Editors',
Conference (AINEC),
50-51, Theatre Communication Building,
Connaught Place, New Delhi-1.
83. Secretary General,
All India Small & Medium
Newspaper Federation;
104-A/198, Rambagh, Kanpur-12.
84. Secretary,
India & Eastern Newspaper Society (IENS),
IENS Building, Rafi Marg, New Delhi.
85. General Secretary,
Indian Languages Newspapers Association,
Jannabhoomi Bhavan, Choga Street, Fort, Bombay-1.
86. Secretary,
Indian Federation of Working Journalists,
Flat 29, New Central Market, New Delhi.
87. Secretary,
Press Guild of India, Guild Hall,
Suite No.6, The Majestic, Bombay-1.
88. Director,
Press Institute of India, Sapru House Annexe,
Barakhamba Road, New Delhi.

89. Director,
Press Institute of Kerala,
Press Club Building,
Trivandrum (Kerala).
90. Training Officer,
Times of India Training Scheme,
Times of India Building, D.N. Road, Bombay-1.
91. Secretary,
All India Newspaper Employees Federation,
29, Shankar Market, New Delhi.
92. Secretary,
National Union of Journalists,
13/7, C. Ram Road, Lucknow.

News and Feature Agencies

93. Secretary & Mg. Editor,
Hindustan Samachar,
Mandi House, New Delhi-1.
94. Editor-in-Chief,
India News and Feature Alliance (INFA),
Jeevan Deep Building,
Parliament Street, New Delhi.
95. Chief Editor,
India Press Agency (IPA),
14-B, Hanuman Lane, New Delhi-1.
96. Executive Editor,
News Features of India Anand Kung,
Linking Road, Bombay-54.
97. General Manager,
Press Trust of India (PTI),
357, Dr. Dadabhai Naoroji Road, Bombay-1.
98. Chief Editor,
Samachar Bharati,
Dayal Singh Public Library Building,
House Avenue, New Delhi-1.
99. Editor,
Publication Syndicate,
1, Tan Sen Marg, Bengali Market, New Delhi.
100. Editor,
United News of India (UNI)
9, Rafi Marg, New Delhi-1.
101. Editor,
AFI Features,
Advertising Films of India (P) Ltd.,
Khorshed Building, 4th Floor, Sir Ferozshah Mehta Road,
Fort, Bombay-1.

102. Director,
Eastern India News Agency,
66, College Street, Calcutta-12.

103. Director,
Maharaja Features,
5/226, Sien Road East,
P.O. Box No. 16769, Bombay-22.

Advertising Agencies

104. M/S Adroit Advertising,
381, Ismail Building, Flora Fountain,
381, Dr. D.N. Road, Bombay-1.

105. M/S Advertising Consultants (India) Ltd.,
18, Hanuman Road, New Delhi.

106. M/s Advertising Corporation of India (P) Ltd.,
1 & 2 Old Court House Corner,
National Tobacco Building,
Calcutta-1.

107. M/s Advertising and Sales Promotion Co.,
28, Apollo Street, Fort, Bombay-1.

108. M/s Advertising and Sales Promotion Co.,
1, Batendone Road, New Delhi.

109. M/s Aiyars Advertising & Marketing (P) Ltd.,
'Nirmal' 7th Floor, Nariman Point, Bombay-1.

110. M/s Clarion-McCann Advertising
Services Ltd.,
55 B, Mirza Ghalib Street, Calcutta-16.

111. M/s Mass Communication and Marketing(P) Ltd.,
Bakhtavar Opp. Colaba Post Office, Bombay-5.

112. M/s Elegant Publicities,
(Advertising Consultants),
Subhadrabao Mensions,
77, General Patters Road, Madras-2.

113. M/s Everest Advertising (P) Ltd.,
Dhiraj Chambers,
9/16, Hazarimal Somani Marg, Bombay-1.

114. M/s Interads Advertising(P) Ltd.,
4/24A, Asaf Ali Road, New Delhi.

115. M/s New Fields Advertising(P) Ltd.,
3/4, Asaf Ali Road, New Delhi.

116. M/s Pressman Advertising and Marketing(P) Ltd.,
Bombay Mutual Building, (Top Floor),
9, Brabourne Road, Calcutta.-1

117. M/s Advertising and Marketing(P)Ltd.,
5, Old Court House Street, Calcutta-1.
118. M/s Advertising Research and Marketing Services,
28 Appello Street, Fort, Bombay-1.
119. M/s Apex Advertising,
Cecil Court, 1st Floor,
19, Lansdowne Road,
Bombay.
120. M/s Arics Advertising Bureau,
20, Conran Smith Road, Gopalapuram, Madras.
121. M/s Asian Advertising,
H-35, Connaught Circus, New Delhi-1.
122. M/s Chaitra Advertising(P) Ltd.,
Esperanca, 7th Floor,
Shahid Bhagat Singh Road, Colaba, Bombay.
123. M/s Market Analysis & Product Promoters,
Century Bhavan,
1st Floor, Dr. Annie Besant Road,
Worli, Bombay.
124. M/s Marketing Advertising Associates (P) Ltd.,
5, Convent Street,
Bombay.
125. Mass Communication & Marketing(P) Ltd.,
Bakhtavar, Opp. Colaba Post Office, Bombay.
126. The Secretary,
Cinematograph Exhibitors'
Association of India, 22-23, Vallard View, 1st Floor,
Tardeo Road, Bombay-34.(W.P.)
127. The Secretary,
Theatre Owners' Association,
Navjivan Building No.1,
2nd Floor, Lamington Road, Bombay-8.
128. The Secretary,
Federation of Western India
Cine Employees, 231 Famous Cine Building,
Dr. E Mosses Rd., Mahalakshmi,
Bombay-11 (B.C.)
129. The Secretary,
Film Employees' Federation of South India,
112-B, Arcot Road,
Madras-24.
130. The Secretary,
All India Cine Employees' Federation,
12-A Grook Lane, Calcutta-14.

131. The Secretary,
South Indian Cinema
Employers' Association,
No. 18/2 Arunathelan Nickon
Street Chaintadripet, Madras-2.
132. The Secretary,
South Indian Motion Picture
Studio Owners Association,
38 Arcot Road, Madras-26.
133. Editor,
'Screen', Indian Express Press, Bombay-1.
134. Editor,
'Filmfare', Times of India Press, Bombay-1.
135. Editor,
Film Industry, Vallabhbhai Patel Road, Bombay.
136. Editor,
'Star & Style', Apollo Street, Bombay.
137. The Public Relations Officer,
West Bengal State,
Film (Production and Development) Committee,
Top Floor, Block-1, Writers' Building, Calcutta-1.
138. The Chairman,
Hyderabad State Film Chamber of Commerce,
3464 Rasntrapathi Road,
Secundrabad-500003. सत्यमेव जयते
139. The Chairman,
Film Producers' Guild of India,
'Shantshree', Dr. S. S. Rao Road,
Bombay-12.
140. The Secretary,
Film Producers' Guild of South India,
41, Bazullah Road, Madras-17.
141. The Chairman,
Indian Documentary Producers Association,
National House, Tulloch Road, Bombay-1.
142. The Secretary,
Educational Film Producers and Distributors
Association,
6 Tulloch Road, Apollo Bunder, Bombay.
143. The Regional Officer,
Central Board of Film Censors,
Akashvani Bhavan, Eden Gardens, Calcutta-1.
144. The Secretary,
Indian Motion Picture Producers' Association,
Sandhurst Building, Vallabhai Patel Road, Bombay.

- Editors,
Building
Semi, Bombay

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Suggestions From Institutions

<u>S.No.</u>	<u>Name of the Institution</u>	<u>Suggestions</u>
1.	Newfields advertising(P) Ltd., 3/44 Asaf Ali Road, New Delhi.	1. International advertising media information. 2. Advertising trends in various countries.
2.	Publication Syndicate, 1, Tansen Marg, Bengali Market New Delhi.	1. The Centre can prepare alphabetical catalogue of all material published in periodicals of India.
3.	Institute of Journalism, Press Club, Trivandrum, Kerala.	1. The press club and the Institute would like to avail of your documentation service.
4.	National Institute of Community Development, Rajendranagar, Hyderabad.	1. Translation. 2. Reprography.
5.	Department of Journalism, Punjab University, Chandigarh.	The Centre could offer: 1. A ready reference service, both by telephone and at the desk. 2. It should provide a loan service, both within and out of station. 3. The Centre should publish an information bulletin (On a monthly basis) regarding latest materials, which could be sent to all mass communication institutions either on subscription basis or free or charge whichever is feasible.
6.	Directorate of Film Festivals, Ministry of I&B, Vigyan Bhavan Annexe, New Delhi.	1. By preparing and supplying material on individual cinematography and other subjects related to film industry.
7.	Department of Journalism, University of Poona, Ranade Institute, Poona.	1. The National Documentation Centre should publish its list of accessions and make it available to this Department. 2. It should give gratis upto a particular number photostat or reographed copies of documents needed by the Department. 3. It should conduct a refresher course for the personnel in-charge of the documentation sections of the various University Journalism Departments.

8. Everest Advertising(P)Ltd.,
Dhiraj Chambers,
9/16, Hazarimal Sonani Marg,
Bombay.

1. Centre could act as a forum bringing together mass comm. from various lands. Under its auspices annual seminars and symposiums can be conducted on specific problems and themes, to year.
2. It can be a communication data on :
 - a. published materials of advertisements through various media;
 - b. information media data - cover the countries and the world;
 - c. information on Agencies - Media & Advertising Agencies and their status;
 - d. information of our own country in particular, that which is lacking;
 - d-1 economic potential of various States;
 - d-2 economic distribution - States-wise;
 - d-3 particulars of occupation - Statewise.

9. Graphisads Advertising
Marketing, 22, Central Lane,
Babar Road, New Delhi.

1. Expect the NDC to provide classified information on consumer patterns and authentic population figures, literacy and social welfare to assist marketing and mass communication services. The Centre should assist as per programme mentioned on page I vide items Nos:

10. Directorate Televisation
Centre, New Delhi.

- (v) Serve as a channel through which the works done in India on mass communication could be made known and available to those interested.
- (vi) Answer specific queries.

(vii) Maintain a Referral Centre for directing the users to existing information sources.

(viii) Prepare annotated bibliographies on various aspects of mass communication.

(xi) Index and abstract clipping, microfilms and documents on subjects that have a direct or indirect bearing on mass communication.

11. Indian Institute of Mass
Communication, New Delhi.

Can help in translation, reprographic and clipping services.

12. Public Relations
Department, Haryana

No such work is being done in this Department. Hence cannot be useful.

13. United News of India,
New Delhi.

It can assist us in supplying background material and other information whenever required by the organisation.

14. Marketing Advertising
Associates, 5, Convent St.,
Bombay.

Any Compilation documentation that may have to be done should fall into one of those groups

Means -

Quantitative: Media of Communication.

- (a) Audience of each media
- (b) Its penetration
geographic area covered.

Qualitative:

- (c) The relationship between media and its audience.
- (d) Creditability of the media with audiences.
- (e) The communication of ideas and its impact - understanding the meaning.
- (f) Classification of the audience;
 - (1) Social Group-education life style
 - (2) Economic Group-income-occupation, aspiration



Results - The influence of communication on audience.

- (1) Change in response to ideas suggested by media.
- (2) Acceptance of new ideas.
- (3) Case studies resulting in change due to a planned campaign with the objective of bringing out a change in attitude.

15. Director of Public Relations,
Ministry of Defence, New Delhi. No adequate library and documentation service available.

16. Directorate of Field
Publicity, New Delhi.

Would like to be posted with the technological advances made within the country and elsewhere in various types of equipment used by field staff.

17. Publications Division, Ministry of I & B, New Delhi. as a leading publishing House in country we would need reference and information data on various subjects we have to deal with. An agency which could efficiently meet requirements is, therefore, welcome. The Documentation Centre could prove useful in this direction. However, experience shows that many good projects get bogged down either in routine matters or start suffering because of the shortage of the requisite personnel. If such eventualities could be taken care of at the very initial stage, the Centre might play its role as envisaged.
18. Director Public Relations, Chandigarh Administration.
 1. No adequate library and documentation service available.
 2. NDCMC can train personnel for short term course,
19. Film Finance Corporation Ltd., Bombay. No adequate library and documentation service available.
20. Grant Advertising (India) Ltd., Bombay.
 1. Extreme inadequacy of information relating to mass communication.
 2. Much research work is being done which goes unreported.
 3. NDCMC by collecting this information would provide valuable assistance.
21. Director of Public Relations, Kerala Govt., Trivandrum. By supplying documentation lists.
22. Registrar of Newspapers for India, New Delhi. The NDCMC should be a repository of all information about newsprint, newspapers and their establishments. It will enable the RNI to reply to public queries and check its data with that of data available with the Centre.
23. Times of India, Bombay. (Training Branch) Latest findings in mass communication, research done, case studies, advance study programmes are not available.
24. Bhavan's College of Mass Communication, Bangalore. The NDCMC should supply reading material on the latest developments in journalism, marketing, Advertising, Public Relations and Business Management.

Analytical Table of Questionnaire-Institutions

...

S.No.	Name of the Institution	Nature of Activity						
		Publication Field Publi- city	Publication	Information centres	Advertising	Exhibition	Photo & Cin.	Research
1	2	3	4	5	6	7	8	9
	Newfields Advertising(P) Ltd., New Delhi.	X	X	X	X	X	X	X
	Publication Syndicate, N. Delhi.	X	X	X	X	X	X	X
	Institute of Journalism, Trivandrum	X	X	X	X	X	X	X
	National Institute of Community Development, Hyderabad.	X	X	X	X	X	X	Y
	Deptt. of Journalism, Punjab University, Chandigarh.	X	X	X	X	X	X	X
	Directorate of Film Festivals, N. Delhi.	Y	Y	X	X	Y	Y	Y
	Department of Journalism University of Poona.	X	X	X	X	X	X	Y
	Everest Advertising(P)Ltd. Bombay	X	X	X	Y	X	X	X
	Graphisads Advertising Marketing, N. Delhi	X	Y	X	Y	Y	X	X
	Television Centre, AIR, New Delhi	X	X	X	X	X	X	Y
	Indian Institute of Mass Communication, New Delhi.	X	X	X	X	X	X	Y
	Public Relations, Deptt. Haryana State.	Y	Y	Y	Y	Y	Y	Y
	United News of India, N.Delhi	X	X	X	X	X	X	X
	Directorate of Public Relations, Ministry of Defence, N. Delhi.	X	Y	X	X	X	X	X
	Directorate of Field Publicity New Delhi.	Y	X	X	X	Y	Y	X
	Publications Division, N. Delhi	Y	X	X	X	X	X	X
	Director, public Relations Chandigarh Administration.	X	Y	X	Y	Y	Y	X
	Film Finance Corporation, Bombay	X	X	X	X	X	X	X
	Grant Advertising Ltd. Bombay	X	Y	X	Y	Y	X	Y

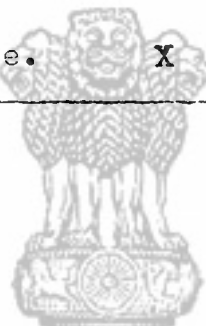
Library Facilities

Documentation work and Services
Undertaken

Training	No. Of Books	Bound Volumes of periodicals	Newspapers and periodicals subscriptions	Reports	Pamphlets	Audio-Visual material	other types	Indexing	Clipping	Press reaction analysis	Central Information file	Documentation lists	Translation	Reprography Service
10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	1,000	400	80	NA	NA	X	X	Y	Y	X	Y	Y	Y	X
Y	500	X	33	X	X	X	X	X	X	X	X	X	X	X
Y	10,000	4,000	314	300	1,500	X	Y	Y	X	Y	Y	X	X	X
Y	782	X	17	X	X	2	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	Y	X	X	X	X	X
Y	800	40	41	100	200	50	X	X	Y	Y	X	Y	X	X
X	400	x	X	X	X	X	X	X	X	X	X	X	X	X
X	200	X	X	X	X	X	X	X	X	X	X	X	X	X
X	2600	X	30	X	X	X	X	X	X	X	X	X	X	X
Y	6000	800	126	100	100	80	X	Y	Y	X	X	Y	X	X
Y	1325	X	56	X	X	X	X	X	Y	X	X	X	X	X
X	400	X	12	X	X	X	X	X	Y	X	X	X	X	X
X	1500	1	196	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	35000	2000	85	50	10000	X	X	X	X	X	X	X	X	X
X	X	X	25	X	X	X	X	X	X	X	X	X	X	X
Y	900	4	15	X	20	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	Y	X	X	X	X	X

Budget		Staff	
Total	Library (Books and Periodicals)	Total	Library
25	26	27	28
NA	X	28	X
59,000	4,800	3	X
NA	1,000	X	X
19,74,000	50,000	74	6
95,819	800	8	1
NA	X	19	X
80,000	5,000	13	3
NA	15,000	34	1
50,000	2,000	20	X
38,74,000	4,500	334	1
15,00,000	30,000	40	3
66,00,000	35,000	500	2
60,00,000	X	X	X
20.80 lakhs	X	X	X
39 lakhs	X	969	X
66,00,000	27,000	670	X
NA	X	4	X
50,000	X	15	X
NA	X	147	X

from pre-page							
	3	4	5	6	7	8	9
Directorate of Public Relation, Kerala State Trivandrum	X	X	X	X	X	X	X
Registrar of Newspapers of India, New Delhi.	X	X	X	X	X	X	X
Times of India (Training Section)	X	X	X	X	X	X	X
Institute of Film Technology, Madras.	X	X	X	X	X	X	X
Bhavans College of Mass Communication, Bangalore.	X	X	X	X	X	X	X



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119 (b)

10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
X	5195	400	45	X	8	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	70000 pubs of T. I.	All X	300	1500	100000	X	Micro- filmUnit	Y	Y	X	X	X	X	X
Y	1500	60	39	200	X	X	X	Y	Y	X	X	X	X	X
Y	268	X	X	X	X	X	X	X	X	X	X	X	X	X



119 (c)

25	26	27	28
18 lakhs	10,000	180	2
969000	X	125	1
NA	7000	1622	30
15 kajs	10,000	13	1
NA	2,000	NA	1

Y= Yes

X = No

NA = Not available.

* * *

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Questionnaire

Survey of Information needs of Mass Communicators with a view to setting up of a National Documentation Centre on Mass Communication.

1. Personal Introduction

11. Name _____
12. Designation _____
13. Address _____
14. Area of Interest in the field of Mass Communication _____
15. Length of experience in mass communication work _____
16. Nature of present duties and responsibilities _____

2. Categories of Material

What type of publications and other sources of information you generally require for your work in mass communication field.

Yes/No जयते

Order of priority

- | | Yes/No जयते | Order of priority |
|--|-------------|-------------------|
| 21. Books | _____ | _____ |
| 22. Periodicals | _____ | _____ |
| 23. Pamphlets | _____ | _____ |
| 24. Press cuttings | _____ | _____ |
| 25. Press notes | _____ | _____ |
| 26. Syndicated Articles | _____ | _____ |
| 27. Government reports | _____ | _____ |
| 28. Doctoral dissertations | _____ | _____ |
| 29. Abstracting service | _____ | _____ |
| 291. Private Papers | _____ | _____ |
| 292. Microfilms | _____ | _____ |
| 293. Any other type of material (Please specify) | _____ | _____ |

3. Library Use

31. Do you use any library?

Name of the Library

- (i) _____
(ii) _____
(iii) _____

32. Are you satisfied with the library facilities available to you in the field of Mass Communication

Yes/No

If yes, indicate below your reasons with regard to the following factors;

- (i) Collection _____
(ii) Services
(a) Consultation _____
(b) Loan _____
(c) Reference Service _____
(iii) Location Accessibility _____
(iv) Other reasons _____

4. Documentation Services

41. Do you make use of the documentation services that are now being offered by some of our special libraries.

Yes/No

41.1. If yes, please give details of the services you are getting and comment how satisfactory they are

42. What difficulties you face in getting relevant material needed to your work in mass communication?

43. Comment generally whether or not the documentation services that are available to you are adequate and whether you would consider it essential to set up exclusively a National Documentation Centre on Mass Communication for performing some of the functions mentioned under 51 to 53.

5. National Documentation Centre on Mass Communication

51. Would you consider the following services proposed by the National Documentation Centre on Mass Communication as a good support for meeting information needs.

511. To collect and disseminate basic data relating to mass media in India Yes/No

512. To inform mass communicators and others of current literature of value by bringing our documentation lists Yes/No

513. To answer specific enquiries on the basis of the information resources available in the Centre Yes/No

514. To supply annotated bibliographies on various aspects of mass communication. Yes/No

515. To inform mass communicators about important decisions, resolutions, recommendations of conferences, seminars and meetings which have a bearing on mass communication. Yes/No

52. Would you like the National Documentation Centre on Mass Communication to take up additional services than those mentioned under 511 to 516? If so, please list below the additional services which you propose.

53. Would you like the services of National Documentation Centre on Mass Communication to be offered:

(a) Free Yes/No

(b) Subsidised Yes/No

(c) On actual cost basis Yes/No

(d) On commercial basis Yes/No

List of Individuals


1. Mr. K.L. Pattabhiram,
Editor,
Daily Deccan Chronicle,
35, Sarojini Devi Road,
Secunderabad (A.P.)
2. Prof. P.N. Malhotra,
visiting Professor of
Mass Communication,
B-1/44, Malviya Nagar,
New Delhi.
3. Shri P.N. Rao,
Editor,
Daily Andhra Prabha,
Gandhinagar, Vijayawada (A.P.)
4. Mr. Syed Vicaruddin,
Editor,
Daily Rehnuma-e-Deccan,
Afzalgunj,
Hyderabad (A.P.)
5. Shri Salish Chand Kakati,
Editor,
Daily Assam Tribune,
Tribune Building,
Gauhati (Assam).
6. Shri K.N. Hazarika,
editor,
Daily Dainik Assam,
Gauhati (Assam).
7. Shri Braj Nandan Azad,
Editor,
Daily Indian Nation,
Mazharul Haque Path,
Patna (Bihar).
8. Shri Jai Kant Mishra,
Editor,
Daily Arya Varta,
Mazharul Haque Path,
Patna (Bihar).
9. Shri Ramu Patel,
Editor,
Daily Western Times,
Kanpur Road,
Ahmedabad (Gujarat).

10. Shri S.A. Shah,
Editor,
Daily Gujarat Samachar,
Khanpur, Ahmedabad (Gujarat).
11. Shri A.N. Shah,
Editor,
Daily Matrubhumi,
Odhay,
Ahmedabad (Gujarat).
12. Shri Ram Kishan Sharma
Daily Haryana Nirman
Civil Line,
Rohtak (Haryana).
13. Shri Ved Bhasin,
Editor,
Daily Kashmir Times,
Residency Road,
Jammu (J&K).
14. Shri Shamlal,
Editor,
'Times of India',
D.N. Road,
Bombay-1.
15. Shri Mahavir Adhikari,
Editor,
Nav Bharat Times Daily,
D.N. Road,
Bombay-1.
16. Shri M.V. Mehta,
Editor,
Janamabhoomi Daily,
Ghoga Street, Fort,
Bombay.
17. Shri J.S. Tilak,
Editor,
Daily Kesari,
568, Narayan Peth,
Poona (Maharashtra).
18. Shri G.S. Talwalkar,
Editor,
Daily Maharashtra Times,
D.N. Road, Bombay.
19. Shri K.P. Kesava Menon,
Editor,
Daily Mathrubhumi,
P.N. No.46,
Calicut (Kerala).
20. Mr. Venkata Narayan,
Editor,
Indian Press, IENS, New Delhi.



21. Shri D.K. Ranganakar,
Editor,
Daily Economic Times,
Dr. Dadabhai Naoroji Road,
Bombay.
22. Shri Narasimha,
Editor,
Financial Express Daily,
Colaba,
Bombay.
23. Shri A.B. Nair,
Daily Free Press Journal,
21, Dalal Street,
Fort, Bombay.
24. Shri V.B. Menor,
Editor,
Daily Deccan Herald,
16, Mahatma Gandhi Road,
Bangalore-1. (Mysore)
25. Shri T.S. Ramachandra Rao,
Daily 'Prajavani',
16, Mahatma Gandhi Road,
Bangalore-1.
26. Shri Radhanath Rath,
Editor,
Daily 'Samaj',
Gopabandhu Bhavan,
Baxibazar,
Cuttack-1 (Orissa).
27. Shri D.P. Chaudhary,
Editor,
Daily 'Navajyoti Herald',
Jaipur (Rajasthan).
28. Shri G. Narasimhan,
Editor,
Daily 'Hindu',
Mount Road,
Madras-2.
29. Shri T.A. Subramaniam,
Editor,
Daily 'Mail',
201, Mount Road,
Madras-2.
30. Shri A.N. Sivaraman,
Daily 'Dinamani',
137, Ramnad Road,
Madurai (Tamil Nadu).
31. Shri T.K. Ghosh,
Editor,
'Northern India Patrika',
10, Edmonstone Road,
Allahabad (U.P.)

32. Shri Ashokaji,
Editor,
'Swatantra Bharat' daily,
20, Vidhan Sabha Marg,
Lucknow (U.P.)
33. Shri T.K.A. Sundaram,
Ex-Officio Director of Information
& Public Relations,
Madras.
34. Shri Avoek Sarkar,
Daily 'Hindustan Standard',
6, Prafulla Sarkar Street,
Calcutta-1.
35. Shri M. Rangachari,
Editor,
Daily 'Statesman',
4, Bowringhoo Square,
Calcutta-1.
36. Mr. Krishan Chandra Agarwala,
Daily 'Vishwamitra',
12, Dalhousie Square,
Calcutta-1.
37. Mr. Ashok Kumar Sarkar,
Editor,
'Ananda Bazar Patrika' Daily,
6, Prafulla Sarkar Street,
Calcutta-1.
38. Mr. B.G. Verghese,
Editor,
Hindustan Times Daily,
New Delhi.
39. Shri R.D. Kwatra,
Editor,
Daily 'Indian Express',
Bahadur Shah Zafar Marg,
New Delhi.
40. Shri M. Chalapathi Rau,
Editor,
Daily 'National Herald',
Bahadur Shah Zafar Marg,
New Delhi.
41. Shri N.J. Manporia,
Editor,
Daily 'Statesman',
Connaught Circus,
New Delhi.

42. Shri Sham Lal,
Editor,
'Times of India',
Bahadur Shah Zafar Marg,
New Delhi.
43. Shri Edatata Narayanan,
Editor,
'Patriot' Daily,
Bahadur Shah Zafar Marg,
New Delhi.
44. Shri A.K. Jain,
Editor,
Daily 'Nav Bharat Times',
Bahadur Shah Zafar Marg,
New Delhi.
45. Shri Ranbir,
Editor,
Daily 'Milap',
Bahadur Shah Zafar Marg,
New Delhi.
46. Shri K. Narendra,
Editor,
'Daily Pratap',
Bahadur Shah Zafar Marg,
New Delhi.
47. Shri Khushwant Singh, 
'Illustrated Weekly of India',
Dr. Dadabhai Naoroji Road,
Bombay-1.
48. Shri Jagat Murari,
Director,
Directorate of Film Festivals,
Ministry of I&B, Room No.396,
Vigyan Bhavan Annexe, New Delhi.
49. Shri K.P. Sreedharan,
Technical Officers (Films),
Film Division Auditorium,
Mahadev Road, New Delhi.
50. Shri R. Ganpathi,
Information Officer (Films)
External Publicity Division,
Ministry of External Affairs, 1st Floor, A Wing,
Shastri Bhavan, New Delhi.
51. Mr. K.M. Mathew,
President,
Indian & Eastern Newspaper Society (IENS),
Rafi Marg, New Delhi-1.

52. Dr. K.E. Eapen,
Head,
Department of Journalism,
Bangalore University,
Bangalore (Karnataka).
53. Dr. T.N. Sindhwani,
Research Department,
Indian & Eastern Newspaper Society (IENS),
Rafi Marg, New Delhi-1.
54. Shri G.G. Mirchandani,
General Manager,
United News of India (UNI),
9, Rafi Marg, New Delhi.
55. Shri Hameeduddin Mahmood,
Deputy Director,
Directorate of Film Festivals,
Room No. 396, Vigyan Bhavan Annexe,
New Delhi.
56. Mr. Gerson Da Cunha,
General Manager,
Lintas India Limited,
Bombay.
57. Shri D.R. Mankekar,
F-64, Sujan Singh Park, New Delhi.
58. Shri K.P. Sreedharan,
Technical Officer (Films),
Films Division Auditorium,
C.P.W.D. Hall, Mahadev Road,
New Delhi.
59. Shri Ganapathi,
Information Officer (Films),
External Publicity Division,
Ministry of External Affairs,
1st Floor, A Wing, Shastri Bhavan,
New Delhi.
60. Shri P.G. Salvi,
Director of Information and Public
Relations,
Government of Maharashtra,
Bombay-32.
61. Shri G. Vivekanandan,
Director of Public Relations and Information,
Govt. of Tamil Nadu,
Fort Saint George,
Madras-33.
62. Shri Mushir Ahmad,
Additional Chief Producer,
Films Division, Vandana, 6th Floor,
11, Tolstoy Marg,
New Delhi.
63. Shri Firoz Rangoonwala,
Transval Terrance, Corner Grant Road,

64. Shri T.M. Ramachandran,
Editor, Film World,
8, Henniman College Circle,
Hotawala Building, 2nd Floor,
Bombay-1.
65. Shri K.L. Khandpur,
Controller, Films Division,
24, Peddar Road, Bombay-26.
66. Dr. Vishwanath Ayengar,
3, Chawda Mansion,
Tepdera,
Ajmer (Rajasthan).
67. Dr. N. Bhaskar Rao,
Indian Institute of Mass Communication,
D-13, South Extension, Part II,
New Delhi.
68. Shri Chanchal Sarkar,
Director,
Press Institute of India,
Sapru House Annexo,
Barakhamba Road,
New Delhi-1.
69. Shri Prem Bhatia,
No.14, D.C. Club,
New Delhi.
70. Shri N. Gopinathan Nair,
Y-59, Ground Floor,
Hauz Khas,
New Delhi-16.
71. Shri K. Rangaswamy,
49, Lodi Estate,
New Delhi.
72. Shri B.S. Padmanabhan,
4-B, Mandir Marg,
New Delhi-1.



Appendix VII

Suggestions From Individuals

- | | |
|--|--|
| 1. Prof. P.N. Malhan,
Visiting Professor of
Mass Communication. | 1. Production facilities
2. Translation facilities
3. Circulation of bibliographies
4. Loan facilities.
5. and services proposed by the
Centre. |
| 2. Shri Khushwant Singh
Editor,
Illustrated Weekly of India,
Bombay. | Services proposed by the Centre
are good support for meeting
information needs. |
| 3. Shri A.K. Jain,
Editor,
Hindustan Times,
New Delhi. | -do- |
| 4. Shri B.G. Verghese,
Editor,
Hindustan Times,
New Delhi. | -do- |
| 5. Shri Avesh Sarkar,
Editor,
Hindustan Standard,
Calcutta. | (a) -do-
(b) The proposed NDC should compile
union catalogue of reading
materials on the subject
available in different libraries
in India, specially the contents
of newspaper libraries. |
| 6. Shri Asoka Kumar Sarkar,
Editor,
Anand Bazar Patrika,
Calcutta. | (a) Services proposed by the Centre.
(b) The proposed NDCMC should
compile Union catalogues of
reading materials on the subject
available in different libraries
in India, specially the contents
of newspaper libraries of
importance. |
| 7. Dr. Trilok N. Sindhvani,
Head, Research Division,
Indian & Eastern Newspaper
Society, New Delhi. | (a) Services proposed by the Centre.
(b) Arrange seminars and lectures. |
| 8. K. Narendra,
Editor,
Daily 'Pratap', New Delhi. | Services proposed by the Centre. |
| 9. Dr. Vishwanath K.N. Ayengar,
Film Director, Producer,
Ajmer. | -do- |

10. Hameeduddin Mahmood,
Deputy Director,
Directorate of Film Festivals,
New Delhi. (a) NDCMC is an absolute must
(b) Services proposed by the
(c) The Centre can also undertake
exchange of information with
other similar bodies in India
and abroad.
11. Shri T.M. Ramachandran,
Editor-in-Chief,
Film World,
Bombay. Would prefer the setting-up,
exclusively of a National
Documentation Centre on Mass
Communication.
12. Shri P.G. Salvi
Director General of
Information & Public Relations,
Govt. of Maharashtra,
Bombay. It is essential to set up
exclusively a National Documentat.
Centre on Mass Communication.
13. Shri Ashokji,
Editor,
Daily Swatantra Bharat,
Lucknow. The Centre could run and loan,
of works on the lines of USIS.
14. Shri Firoze Mangoonwalla,
Film Historian, Critic,
author, Bombay. Services proposed by the Centre
on Mass Communication are good
support for meeting information
needs.
15. Mr. K.M. Mathew,
Chief Editor,
Malayala Manorama, Kottayam. Would like to have a documentation
services as envisaged.
16. Mr. S. Venkat Narayan
Editor, 'Indian Press',
LMS Building, New Delhi. The National Documentation Centre
idea is very good.
17. Mr. K.L. Khandpur,
Chief Producer,
Films Division, Bombay. Would consider it essential to set
up exclusively a National
Documentation Centre on Mass
Communication.
18. Shri Thiru A.A. Sundaram,
Ex-Officio Director of
Information and Public
Relation, Madras. Documentation Services not
available. The services proposed by
the Centre on Mass Communication
are good support for meeting
information needs.

Name and Address	Area of Interest
2	3
Prof. P.N. Malhan Visiting Professor of Mass Communication, B-1/44, Malviya Nagar, New Delhi.	1. M.C. Theory 2. Print Medium 3. Public Relations
Mr. Khushwant Singh Editor Illustrated Weekly of India	1. Press 2. Radio 3. Television
Mr. A.K. Jain Editor Nav Bharat Times, New Delhi.	Press
Mr. B.G. Verghese, Editor Hindustan Times, New Delhi	Journalism
Mr. A. Veek Sarkar, Editor Hindustan Standard, Calcutta.	All aspects of Mass Communication
Mr. Asoke Kumar Sarkar, Editor Anand Bazar Patrika, Calcutta.	All aspects of Mass Communication
Dr. Trilok N. Sindhvani Head, Research Division Indian & Eastern Newspaper Society, New Delhi.	
Mr. K. Narendra, Editor Daily Pratap, New Delhi.	Journalism
Dr. Vishwanath K.N. Ayengar Film Director, Producer, Ajmer	Film & TV
Mr. Eameeduddin Mahmood, Dy. Director, Film Festivals, New Delhi.	Film, Radio & Journalism etc.
Shri T.M. Ramachandran, Editor-in-Chief, Film World, Bombay.	Film
Shri P.G. Salvi, Director General of Information Govt. of Maharashtra, Bombay.	Press Radio, TV & Film

~~सत्यमेव जयते~~

Categories of material consulted												
Books	Periodicals	Pamphlets	Press cuttings	Press notes	Syndicated articles	Govt. reports	Doctoral Dissertations	Abstracts	Private papers	Micro-Films	Any other type of material	
4	5	6	7	8	9	10	11	12	13	14	15	
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	X	
Y	Y	Y	X	X	Y	Y	X	X	X	X	X	
Y	Y	Y	Y	Y	X	Y	X	Y	Y	X	X	
Y	Y	X	Y	Y	X	Y	X	X	X	X	X	
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	Y	Y	X	Y	X	X	X	
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	X	X	
Y	Y	Y	Y	X	Y	X	X	X	X	X	X	
Y	Y	Y	Y	X	X	X	X	X	X	X	X	
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	X	
Y	Y	Y	Y	Y	Y	Y	Y	Y	X	X	X	

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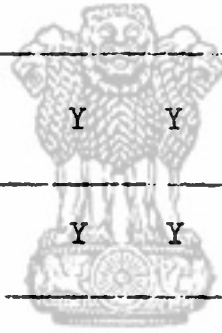
Library
facilitiesDocumentation
services
availableWhether
services
envisaged
by the
NDCMC would
be usefulBasis to receive
services of
NDCMC

Adequate	In-adequate	Adequate	In-adequate	Not available		Free	Subsidised	Actual cost	Commercial basis.
17		18	19	20	21	22	23	24	25
Y		X	Y	X	Y	X	X	Y	X
Y		X	Y	X	Y	X	Y	X	X
Y		X	Y	X	Y	Y	X	X	X
Y		NA	NA	NA	Y	X	X	X	Y
X		X	X	Y	Y	X	Y	X	X
X		X	X	Y	Y	X	Y	X	X
Y		X	X	Y	Y	X	X	X	Y
Y		X	X	Y	Y	Y	X	X	X
Y		X	X	Y	Y	X	Y	X	X
X		X	X	Y	Y	Y	X	X	X
Y		X	Y	X	Y	Y	X	X	X
X		X	X	Y	Y	X	Y	X	X

2	3
Mr. Ashokaji Editor, Swatantra Bharat, Lucknow	Journalism
Mr. Firoze Rangoonwalla Film historian, critic, author, Bombay.	Cinema-TV
Mr. G.Vivekanadan, Director Public Relation, Kerala Govt. Trivandrum.	Public Relation
Mr. K. M. Mathew Chief Editor, Malayala Monorama, Kottayam.	Journalism
Mr. Venkata Narayan, Editor Indian Press, IENS, New Delhi.	Journalism, TV & Radio
Mr. K. L. Khandpur, Chief Producer, Films Division, Bombay	Films
Mr. Thiru K. A. Sundaram, EX-Officio Director of Information and Public Relations, Madras.	Information & Public Relations.

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4	5	6	7	8	9	10	11	12	13	14	15
Y	Y	Y	Y	X	Y	X	X	X	X	X	X
Y	Y	Y	Y	Y	X	Y	Y	X	Y	Y	X
Y	Y	Y	Y	Y	X	X	X	Y	X	X	X
Y	Y	X	Y	Y	Y	X	X	X	X	X	X
Y	Y	Y	Y	Y	Y	Y	Y	X	X	X	Y
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	X
Y	Y	Y	Y	Y	Y	Y	Y	X	X	X	X



सत्यमेव जयते

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16	17	18	19	20	21	22	23	24	25
X	Y	X	X	Y	Y	X	X	X	X
X	Y	X	Y	Y	Y	X	X	X	X
X	Y	X	Y	X	Y	Y	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	Y	X	Y	X	Y	X	X
Y	X	X	X	Y	Y	X	X	X	Y
X	Y	X	X	Y	Y	Y	X	X	X

Y= Yes

X= no

NA = Not available.

सत्यमेव जयते