

**NEW MEDIA WING**  
(Ministry of Information and Broadcasting)  
Room No. 445, Pocket-B, Phase-IV,  
Soochna Bhawan CGO Complex, Lodhi Road,  
New Delhi-110003

**CITIZEN'S CHARTER**

Set up in the year 1945, the Research, Reference and Training Division now renamed as “**New Media Wing**” functions as information serving unit for the Ministry of Information & Broadcasting. It provides background, reference and research material for use of the Ministry, its media units and others engaged in mass communication. As per Ministry’s Office Order No.A50013/167/2013-Admn.IV dated 4<sup>th</sup> September, 2013, the **New Media Wing** will provide the functional and operational support to the newly set up **Social Media Cell** Media in the Ministry. The **New Media Cell** will be headed by Joint Secretary (P&A). OSD(C) will assist Joint Secretary (P&A), The **New Media Wing** will include all the existing staff/infrastructure of Research, Reference and Training Division. The IIS Gr.A and Gr.B Officers presently attached with Social Media Cell of the Ministry are hereby attached with the **New Media Wing** in order to strengthen it. These Officers will directly report to Additional Director General, **New Media Wing** who will, in turn report to the Ministry.

**OUR VISION**

New Media Wing is an information servicing agency to the Ministry of I&B, its media units and their field offices.

- It aims to serve as an information bank as well as an information feeder service to the media-units for quality programming and carrying out effective publicity campaigns.
- Its endeavour is to create communication channels to synergise the efforts of various media units to assists them in effective communication of plans, policies and programs of the Govt. India.

**OUR MISSION**

- The mission of NMW is to provide high quality research and reference services to the Ministry of Information and Broadcasting and its Media Units for planning media policies, strategies and campaigns for effective mass communication and to develop human resources of these media units to be at par with the best in the world.
- We also produce packaged Information for the media persons and media researchers and Scholars.

**OUR CLIENTS**

Our Clients are:-

- Ministry of Information and Broadcasting

- Media units of I&B and its fields Offices in States/ UTs
- Indian Information Service officers.

### **OUR OBJECTIVITIES**

- To compile the reference annual “India.
- To collect and collate basic information on matters of national significance.
- To provide reference services to the media units of the Ministry of Information and Broadcasting.
- To provide research support in matters of interest to the Ministry of I&B and its Media Units in the form of backgrounders.

### **OUR ACTIVITIES**

#### **Reference Unit**

The Wing is involved in the compilation of the prestigious book entitled “India”- a reference annual. The annual is a well documented volume and highly rated as a book of reference by research scholars, students, journalists, officials, academicians, professionals and others. It contains information on India’s geographic and demographic features, its polity and economy, its plans and programmes for socio-economic development. This book is printed by the Publication Division and is priced. It is available at all sales counter of the publication Division.

#### **Social Media**

The New Media Wing is looking after the assignment of Monitoring of sending reports relating to Media Reports, Content Analysis, Special Report on Hon’ble PM visit, Floods and other national events of 24x7 working basis and sending these reports to various Senior bureaucrats and other VIPs on daily basis since June, 2014.

#### **National Documentation centre for Mass Communication**

NDCMC was created in 1976 on the recommendation of an expert committee set up by the Ministry for collecting, interpreting and disseminating information about events and trends in mass media. The NDCMC documents and indexes all news-items, articles and other information material available on mass communication. The information collected by the NDCMC is maintained and disseminated through the following regular services:-

- Media Update(fortnightly)
- Current Awareness Service (Monthly)
- Bulletin on Film(Monthly)
- Bibliography Service
- Who’s Who in Mass Media
- Honours Conferred on Mass Communicators

- Reference Information Service
- Press Clippings on Mass Media in India

## **REFERENCE LIBRARY**

The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialized books on subjects pertaining to journalism, public relations, advertising and audio-visual media, prominent encyclopedia series, yearbooks and contemporary articles.

## **FEEDBACK MECHANISM**

We request I&B Ministry/ State Governments/ UT Administrations/ Media OrganisationS to contact our head of the department/Officers listed below whenever required.

Visit our link on Ministry of Information and Broadcasting website for further details.

### **DIVISION**

### **HEAD**

New Media Wing

SH. L.R.VISHWANATH  
 ADDITIONAL DIRECTOR GENERAL  
 Room No.448, Soochna Bhawan,  
 New Delhi-110003  
 Tel: 24363564, Fax: 24368424

Smt. Smita Vats Sharma, Director  
 \*Shri. Ritesh Choudhary, Assit. Director

Social Media

Sh. L.R.Vishwanath, ADG  
 Shri. Javed Akthar Ansari, Information  
 Assistant  
 Shri. Harsh Sharma, LDC

Research and Reference Unit

Simmi Kumar  
 Research Officer,  
 Room No.450, Soochna Bhawan,  
 New Delhi-110003  
 Tel.:24363903, Fax: 24368424

Sh.Shivanand Pandey  
 Research Assistant  
 Room No.451, Soochna Bhawan,  
 New Delhi-110003

Tel.:24366014, Fax: 24368424

National Documentation Centre for Mass  
Communication

Sh.H.M. Sharma  
Chief Documentation Officer  
Room No.441, Soचना Bhawan,  
New Delhi-110003  
Tel.:24369041,

Right to Information

SH. L.R.VISHWANATH  
ADDITIONAL DIRECTOR GENERAL  
**APPELATE AUTHORITY**  
Room No.448, Soचना Bhawan,  
New Delhi-110003  
Tel: 24363564, Fax: 24368424

Sh.H.M. Sharma  
Chief Documentation Officer  
**Central Public Information Officer**  
Room No.441, Soचना Bhawan,  
New Delhi-110003  
Tel.:24369041.

Sh.Simmi Kumar  
Research Officer,  
**Assistant Public Information Officer,**  
Room No.450, Soचना Bhawan,  
New Delhi-110003  
Tel.:24363903, Fax: 24368424

**\*Loan Basis on EMMC**