

INFORMATION AND PUBLICITY

The Directorate of Information and Publicity is attending to multifarious activities such as extending hospitality to the visiting dignitaries, acts as a communication channel between the Government and the Public etc. In addition to this, the Information Department is educating the rural masses by way of film shows and songs and drama programmes on various subjects like family welfare, evils of drinking, ill effects of untouchability, promotion of communal harmony etc. Information centres have been established in all the four regions of the Territory. The developmental activities undertaken by the popular Government are being brought to the knowledge of public by way of conducting exhibition and participating in the exhibitions conducted out-side the Territory. Two Film Festivals which includes one french film festival were conducted. During the Tenth Plan, the existing activities of the department will be continued. A office building for the Directorate will be constructed and a new welfare scheme assisting media persons is proposed.

OUTLAY AT A GLANCE

Sector : INFORMATION AND PUBLICITY
Department : INFORMATION AND PUBLICITY

No. of Schemes: 5

(Rs. in lakhs)

Ninth Five Year Plan 1997-02 Approved Outlay	:	300.00
Annual Plan 1997-2000 Actual Expenditure	:	249.02
Annual Plan 2000-01 Actual Expenditure	:	53.73
Annual Plan 2001-02 Approved Outlay	:	67.00
Annual Plan 2001-02 Revised Outlay	:	67.00
Tenth Five Year Plan 2002-07 Proposed Outlay	:	370.00
Annual Plan 2002-03 Proposed Outlay	:	80.00

(Rs. in lakhs)

Sl. No.	Name of the Scheme	2000-01 Actual Expenditure	2001-02 Approved Outlay	2001-02 Revised Outlay	2002-07 Proposed Outlay	2002-03 Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	Strengthening of Dte. and Training in Mass Communication.	17.24	25.25	25.25	130.00	30.00
2.	Exhibition Audio Visual and Field Publicity	6.05	7.23	7.23	57.50	13.50
3.	Advertisement and Publication	22.94	29.20	29.20	150.00	30.00
4.	Strengthening of State Information Centre.	7.50	5.32	5.32	27.50	5.50
5.	Welfare Programme for Media Persons.	-	-	-	5.00	1.00
Total		53.73	67.00	67.00	370.00	80.00

Sector : INFORMATION & PUBLICITY

Implementing : INFORMATION
Department : & PUBLICITY

1. Name of the Scheme : Strengthening of Directorate and Training in Mass Communication

2. Objective of the Scheme :

The objective of the scheme is to strengthen the Directorate which is attending to multifarious activities such as extending hospitality to visiting state guests. Acting as communication channel between the Government and people. Organising various national festivals and other ceremonial functions. This Directorate also acts as protocol agency for the visiting state guest. One Govt. guest house at Pondicherry is being maintained to accommodate the visiting guest and it is further modernised by providing additional A.C. rooms and suits and other infrastructural facilities. One press club is maintained by this department for the use of Press men.

(Rs. in lakhs)

3. Ninth Plan 1997 – 02

- | | | |
|----|--|---------|
| a. | 1997 – 2000 (Actual expenditure) | : 52.97 |
| b. | 2000 – 2001 (Actual expenditure) | : 17.24 |
| c. | 2001 – 2002 (Revised Outlay) | : 25.25 |
| d. | Actual Physical Achievement (1997 – 2000) | : |

1. Purchase of computer
2. Purchase of vehicles
3. Maintenance of Govt. Guest House

e. Actual Physical Achievement (2000 – 01) :

1. Purchase of vehicles of Pondicherry and Karaikal regions
2. Purchase of computer/Maintenance of computer
3. Maintenance of Govt. Guest House
4. Maintenance of Press Club
5. Purchase of News papers to press club

f. Anticipated Physical Achievement (2001 – 02) :

1. Purchase of computer
2. Purchase of FAX
3. Purchase of Motor Cycle and Vehicles
4. Purchase of News papers to press club
5. Maintenance of Govt. Guest House
6. Payments of salaries and wages
7. Maintenance of Press Club
8. Construction of Office Building for Dte.

9. Welfare of Press Personnel.

4. **Proposed Outlay for the Tenth Plan 2002 – 07** : 130.00
Proposed Outlay for the Annual Plan 2002 – 03 : 30.00

5. **Programme envisaged for the Tenth Plan (2002-07) :**

1. Purchase of computer
2. Purchase of FAX
3. Purchase of vehicles
4. Purchase of News papers to press club
5. Purchase of Photocopier
6. Purchase of Radio Tronking
7. Maintenance of Govt. Guest House
8. Maintenance of Press Club and welfare of press persons
9. Providing AC Rooms and Suits and other facilities in the Govt. Guest Houses.
10. Construction of Office building to Dte.
11. Necessary posts will be created.

6. **Programme envisaged for the Annual Plan (2002-03) :**

1. Purchase of vehicles
2. Purchase of FAX
3. Purchase of News papers to press club
4. Purchase of computer
5. Maintenance of Govt. Guest House
6. Maintenance of Press Club and welfare of press persons
7. Providing additional AC Rooms and other infrastructure facilities to Govt. Guest Houses.
8. Necessary technical posts will be created.

7. **Remarks** : Continuing Scheme

Scheme No. 2

Sector : INFORMATION & PUBLICITY

Implementing : INFORMATION
Department : & PUBLICITY

1. **Name of the Scheme** : Exhibition, Audio Visual and Field
Publicity

2. **Objective of the Scheme** :

To publicise the Government policies, activities, development programmes, achievements, etc. by conducting exhibitions. To educate the rural public by way of film shows, songs and drama programmes, maintaining of Radio Rural Forums on the subjects like Family Welfare, evils of drinking, ill effects of untouchability, promotion of communal harmony. National Unity and Integration, etc. To provide public address

system to all Government functions. To distribute the publication Cinema slides, posters and other publicity materials received from the Government of India. In addition to this, the Film Festival(Indian Panorama) and French Film Festival are being conducted every year in collaborations with the Navadarshan National Development Corporation and Alliance Franceis, Pondicherry.

(Rs. in lakhs)

3. **Ninth Plan 1997 – 02** :
- a. **1997 – 2000 (Actual expenditure)** : 106.08
- b. **2000 – 2001 (Actual expenditure)** : 6.05
- c. **2001 – 2002 (Revised Outlay)** : 7.23
- d. **Actual Physical Achievement (1997 – 2000)** :
1. Conduct of Songs and Drama Programme
 2. Conduct of Film Festival (Indian Panorama) and French Film Festival
 3. Payment of contingencies to Radio Rural Forum
 4. Payment of Photo charges
 5. Miscellaneous Expenditure.
- e. **Actual Physical Achievement (2000 – 01)** :
1. Conduct of Songs and Drama Programme
 2. Conduct of Film Festival (Indian Panorama) and French Film Festival
 3. Payment of contingencies to Radio Rural Forum
 4. Payment of Photo charges
 5. Miscellaneous Expenditure.
- f. **Anticipated Physical Achievement (2001 – 02):**
1. Conduct of Songs and Drama Programme
 2. Conduct of Film Festival (Indian Panorama) and French Film Festival
 3. Payment of contingencies to Radio Rural Forum
 4. Payment of Photo charges
 5. Miscellaneous Expenditure.
4. **Proposed Outlay for the Tenth Plan 2002 – 07** : 57.50
Proposed Outlay for the Annual Plan 2002 – 03 : 13.50
5. **Programme envisaged for the Tenth Plan (2002-07):**
- Conduct of Songs and Drama programme, Film Festival and Plan Exhibition.
6. **Programme envisaged for the Annual Plan (2002-03)** :
1. Conduct of Songs and Drama Programme
 2. Conduct of Film Festival (Indian Panorama) and French Film Festival
 3. Payment of contingencies to Radio Rural Forum

4. Payment of Photo Charges
5. Miscellaneous Expenditure
6. Purchase of Exhibition van
7. Conduct of Plan exhibition at Pondicherry and Karaikal

7. Remarks : Continuing Scheme

Scheme No. 3

Sector : INFORMATION & PUBLICITY

Implementing : INFORMATION
Department : & PUBLICITY

1. Name of the Scheme : Advertisement and Publication

2. Objective of the Scheme :

To publicise the developmental activities and National policies of Government by releasing advertisements in Newspapers, Dailies, Journals,. To sponsor special supplements in prominent newspapers on important occasions. Advertisements are also made through AIR/Doordarshan.

To bring out monthly publications both in English and Tamil highlighting the developmental activities and achievements of the Government from time to time. Also bringing out pamphlets, booklets, folders, leaflets and such other printed publicity materials on various developmental activities of the Government. To arrange photo coverage of events and functions of Government. Also to bring out Annual Administrative Report of the Government.

(Rs. in lakhs)

3. Ninth Plan 1997 – 02 :

a.	1997 – 2000 (Actual expenditure)	74.45
b.	2000 – 2001 (Actual expenditure)	22.94
c.	2001 – 2002 (Revised Outlay)	29.20

d. Actual Physical Achievement (1997 – 2000) :

1. Release of Press Advertisement
2. Incidental charges for Pudukkottai Seithigal and News From Pondy.

e. Actual Physical Achievement (2000 – 01) :

1. Release of Press Advertisement
2. Incidental charges for Pudukkottai Seithigal and News From Pondy.
3. Payment of Salaries.

f. Anticipated Physical Achievement (2001 – 02) :

1. Release of Press Advertisement

2. Incidental charges for Puduvai Seithigal and News From Pandy.
3. Payment of Salaries.

4. **Proposed Outlay for the Tenth Plan 2002 – 07** : 150.00
Proposed Outlay for the Annual Plan 2002 – 03 : 30.00

5. **Programme envisaged for the Tenth Plan (2002-07):**

Release of Press Advertisement

6. **Programme envisaged for the Annual Plan (2002-03) :**

Release of Press Advertisement, Incidental charges for Puduvai Seithigal and News From Pandy and Payment of Salaries.

7. **Remarks** : Continuing Scheme

Scheme No. 4

Sector : INFORMATION & PUBLICITY

Implementing : INFORMATION
Department : & PUBLICITY

1. **Name of the Scheme** : Strengthening of State Information Centre
2. **Objective of the Scheme** :

To promote better understanding among the state Government and to appraise about Five Year Plan schemes among the public and help them to understand the Objectives and achievements of the schemes. To provide reference materials for the readers through books and periodicals for which reference libraries are maintained and to disseminate developmental activities of the Government through Dailies, Magazines, Publications, TV photographs, etc. To furnish data regarding all activities of the Government of Pondicherry and other states as and when required.

(Rs. in lakhs)

3. **Ninth Plan 1997 – 02**
- a. **1997 – 2000 (Actual expenditure)** : 15.39
- b. **2000 – 2001 (Actual expenditure)** : 7.50
- c. **2001 – 2002 (Revised Outlay)** : 5.32

d. **Actual Physical Achievement (1997 – 2000) :**

Subscription charges for News papers and Magazines
Maintenance of SIC in four regions

e. **Actual Physical Achievement (2000 – 01) :**

Subscription charges for News papers and Magazines
Maintenance of SIC in four regions

f. Anticipated Physical Achievement (2001 – 02) :

Subscription charges for News papers and Magazines
Maintenance of SIC in four regions

- 4. Proposed Outlay for the Tenth Plan 2002 – 07 : 27.50**
Proposed Outlay for the Annual Plan 2002 – 03 : 5.50

5. Programme envisaged for the Tenth Plan (2002-07) :

Subscription charges for News papers and Magazines

6. Programme envisaged for the Annual Plan (2002-03) :

Subscription charges for News papers and Magazines. Maintenance of SIC in four regions. Purchase of Public Address System, T.V. sets V.C.P. for Mahe

- 7. Remarks : Continuing Scheme**

Scheme No. 5

Sector : INFORMATION & PUBLICITY

Implementing : INFORMATION
Department : & PUBLICITY

- 1. Name of the Scheme : Welfare Programme for Media persons**

- 2. Objective of the Scheme :**

In order to introduce a pension liked insurance scheme for those accredited media persons of Pondicherry who have put in 10 years of service. It is also proposed to grant ex-gratia assistance to a maxi of Rs.1.00 lakh.

- 3. Ninth Plan 1997 – 02 (Rs. in lakhs) : -**

- 4. Proposed Outlay for the Tenth Plan 2002 – 07 : 5.00**
Proposed Outlay for the Annual Plan 2002–03 : 1.00

5. Programme envisaged for the Tenth Plan (2002-07) :

To grant ex-gratia assistance to a max of 1.00 lakh to media persons. Who have put in 10 years of service.

6. Programme envisaged for the Annual Plan (2002-03) :

To grant ex-gratia assistance to a max of 1.00 lakh to media persons. Who have put in 10 years of service.

- 7. Remarks : New Scheme**