

INFORMATION & PUBLICITY

The Directorate of Information & 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 Union Territory of Pondicherry. The developmental activities under taken 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 Union Territory of Pondicherry.

During 2004-05 film festival (Indian Panorama) and French Film Festival, drama programmes and music programmes will be conducted. The Information Centres will be maintained. Community listening sets will be provided. Songs and drama programmes will be conducted . Welfare programme for media persons will be implemented.

OUTLAY AT A GLANCE

Sector : INFORMATION & PUBLICITY

No. of Schemes : 5

Department : INFORMATION & PUBLICITY

(Rs. in lakh)

Tenth Plan 2002-07 Approved Outlay	:	280.00
Annual Plan 2002-03 Actual Expenditure	:	79.37
Annual Plan 2003-04 Approved Outlay	:	90.00
Annual Plan 2003-04 Revised Outlay	:	90.00
Annual Plan 2004-05 Proposed Outlay	:	108.93

(Rs. in lakh)

Sl. No.	Name of the Scheme	2002-03	2003-04		2004-05
		Actual Expenditure	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)
1	Strengthening of Directorate & Training in Mass Communication and e-governance initiatives	27.10	31.75	30.70	33.95
2	Exhibition Audio Visual and Field Publicity	7.94	9.14	7.87	9.84
3	Advertisement and Publication	38.73	38.73	42.17	53.10
4	Strengthening of State Information Centre.	0.60	5.38	4.26	7.04
5	Welfare Programme for Media Persons.	5.00	5.00	5.00	5.00
Total		79.37	90.00	90.00	108.93

Scheme No. 1

Sector : INFORMATION & PUBLICITY

Implementing Department : INFORMATION
& PUBLICITY

1. **Name of the Scheme** : Strengthening of Directorate and Training in Mass Communication and e-governance initiatives.
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 persons.

3.(a) Actual physical Achievement 2002-03 :

1. Purchase of vehicles for Pondicherry
2. Purchase of computer / maintenance of computer
3. Maintenance of Govt. Guest House
4. Maintenance of Press Club
5. Purchase of Newspapers to Press Club

(b) Anticipated Physical Achievement 2003-04 :

1. Purchase of computer and fax
2. Purchase of vehicles
3. Purchase of newspapers for press Club and press cutting
4. Maintenance of Government Guest House
5. Payment of salaries and wages
6. Maintenance of press Club and welfare of media persons
7. Miscellaneous expenditure such as supply of POL, maintenance of fax, computer and telephone charges
8. Construction of building for the Directorate

(c) Programme envisaged for Annual Plan 2004-05 :

1. Purchase of computer and fax
2. Purchase of two wheelers and four wheelers
3. Purchase of newspapers for press Club and press cutting
4. Maintenance of Government Guest House
5. Payment of salaries and wages
6. Maintenance of press Club and welfare of media persons
7. Miscellaneous expenditure such as supply of POL, maintenance of fax, computer and telephone charges

8. Construction and maintenance of office building for the Directorate
9. Purchase of two wheelers, computers and fax machine for Karaikal.

4. Remarks : Continuing Scheme

Creation of functional and ministerial posts

Scheme No. 2

Sector : INFORMATION & PUBLICITY

Implementing Department : INFORMATION & 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 celebrate / observe Birth / Death anniversaries of national leaders. 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 association with Navadarshan National Development Corporation and Alliance Francais, Pondicherry.

3. a) Actual Physical Achievement 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. Celebration / observance of Birth / Death anniversaries of national / state leaders

b) Anticipated physical achievements 2003-04 :

1. Conduct of Songs and Drama programme
2. Conduct of Film Festival (Indian Panorma) and French Film Festival
3. Payment of contingencies to Radio Rural Forum
4. Celebration / observance of Birth / Death anniversaries of national / state leaders

c) Programme envisaged for Annual Plan 2004-05 :

1. Conduct of Songs and Drama programme
2. Conduct of Film Festival (Indian Panorma) and French Film Festival
3. Payment of contingencies to Radio Rural Forum
4. Celebration / observance of Birth / Death anniversaries of national / state leaders
5. To purchase computers, two wheelers, four wheelers and files publicity equipments

4. Remarks : Continuing Scheme

Scheme No. 3

Sector : INFORMATION & PUBLICITY

Implementing Department : INFORMATION
& 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 All India Radio / Doordarshan. Monthly publications viz. News from Pondy and Pudukkottai Seithigal in English and Tamil respectively, high-lighting the developmental activities and achievements of the Government from time to time. To bring out pamphlets, booklets, folders, leaflets and other printed matters on various developmental activities of the Government. To arrange photo coverage of events and functions of Government.

3.a) Actual Physical Achievement 2002-03 :

1. Release of Advertisements
2. Payment of salaries and Incidental charges for Pudukkottai Seithigal and News from Pondicherry.

b) Anticipated physical achievement 2003-04 :

1. Release of Advertisements
2. Payment of salaries and Incidental charges for Pudukkottai Seithigal and News from Pondicherry.

c) Programme envisaged for Annual Plan 2004-05 :

1. Release of Advertisements
2. Payment of salaries and Incidental charges for Pudukkottai Seithigal and News from Pondy

4. **Remarks** : Continuing Scheme.

Scheme No. 4

Sector : INFORMATION & PUBLICITY

Implementing Department : INFORMATION
& 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.

3. a) Actual Physical Achievement 2002-03 :

1. Subscription charges for Newspapers and Magazines
2. Maintenance of State Information Centre in four regions.

b) Anticipated physical achievement 2003-04 :

1. Subscription charges for Newspapers and Magazines
2. Maintenance of State Information Centre in four regions.

c) Programme envisaged for Annual Plan 2004-05 :

1. Subscription charges for Newspapers and Magazines
2. Maintenance of State Information Centre in four regions.
3. Purchase of furniture for Karaikal.
4. Construction of building for SIC at Yanam

4. Remarks : Continuing Scheme

Scheme No. 5

Sector : INFORMATION & PUBLICITY

Implementing Department : INFORMATION & PUBLICITY

1. **Name of the Scheme :** Welfare programmes for media persons
2. **Objective of the Scheme :**

In order to introduce a pension linked Insurance Scheme for those accredited media persons of Pondicherry who have put in ten years of service, it is proposed to grant Ex-gratia assistance to a maximum of Rs. 1.00 Lakh.

3.a) Actual Physical Achievement 2002-03 : --

b) Anticipated physical achievement 2003-04 :

1. To grant ex-gratia assistance .
2. To pay house rent subsidy to media persons
3. To give monthly pension for media persons
4. To pay subscription to the Journals for the media persons

c) Programme envisaged for Annual Plan 2004-05 :

1. To grant ex-gratia assistance.
2. To pay house rent subsidy to media persons
3. To give monthly pension for media persons
4. To pay subscription to the Journals for the media persons

4. Remarks : Continuing Scheme