

INFORMATION AND 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, it 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 Centers 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. To promote good films in Pondicherry, the Film Festival (Indian Panorama) and French Film Festival are being conducted every year during September and selects one of the southern regional films and giving an award in the name of Sankaradass Swamigal for the Director of best film in association with Directorate. of Film Festivals, Ministry of Information and Broadcasting, New Delhi, Navadarshan National Development Corporation and Alliance Franceis, Pondicherry.

It is proposed to conduct 126 Nos. of Drama programmes and 45 Nos. of Musical programmes during the financial year of 2005-06 and 2006-07 in different sectors in all the four regions so as to bring awareness among the peoples of Pondicherry for the development of Socio-economic culture of the society. The Songs and Drama Service Scheme is to enlighten the rural public through folk arts and drama about the various developmental activities like family Welfare, Communal Harmony, National Integration, etc. This Directorate is highly concentrating in Welfare of media persons by implementing various programmes such as pension benefits, Media Persons Family Welfare Scheme and providing of Free Bus passes and Financial Assistance to media persons.

OUTLAY AT A GLANCE

Sector : INFORMATION & PUBLICITY

No. of Schemes : 6

Department : INFORMATION & PUBLICITY

(Rs. in lakh)

Tenth Plan 2002-07 Approved Outlay	:	280.00
Annual Plan 2004-05 Actual Expenditure	:	443.74
Annual Plan 2005-06 Approved Outlay	:	100.00
Annual Plan 2005-06 Revised Outlay	:	200.00
Annual Plan 2006-07 Proposed Outlay	:	242.98

(Rs. in lakh)

Sl. No.	Name of the Scheme	2004-05	2005-06		2006-07
		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	58.31	31.75	31.75	97.25
2	Exhibition Audio Visual and Field Publicity	2.44	9.14	9.14	29.72
3	Advertisement and Publication	49.11	48.73	48.73	88.46
4	Strengthening of State Information Centre.	4.72	5.38	5.38	21.55
5	Welfare Programme for Media Persons.	4.46	5.00	5.00	6.00
6	Acquisition of land for construction of Kamarajar Manimandapam	324.70	--	100.00	--
Total		443.74	100.00	200.00	242.98

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 being modernised by providing additional infrastructural facilities. One press club is maintained by this department for the use of Press persons.

3.(a) Actual physical Achievement 2004-05 :

Daily press clippings are being put to Lt. Governor, Chief Minister, Ministers, Chief Secretary as a way of disseminating the information and highlighting the achievements popular Government. Daily Newspapers are being subscribed for use in the press club and thus Directorate has incurred an expenditure of Rs.3.00 lakhs during the above said period.

(b) Anticipated Physical Achievement 2005-06 :

Daily Newspapers are being subscribed for use in the press club and for Wide publicity of the Government Scheme and programmes to the public for the effective achievement of the Government Target. Daily press clippings are being put to Lt. Governor, Chief Minister, Ministers, Chief Secretary as a way of disseminating the information to the authorities concern.

(c) Programme envisaged for Annual Plan 2006-07 :

It is proposed to renovate the Government Quest House at Pondicherry at a cost of Rs.60 Lakhs for paving tiles and to develop the infrastructure so as to accommodate the visiting state guests in good manner. Each one post of Manager, Receptionist, Attender and Sanitary Assistant are required to be created for the maintenance of the Government Guest House.

4. Remarks : Continuing Scheme

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. To promote good films in Pondicherry, the Film Festival (Indian Panorama) and French Film Festival are being conducted every year during September and selects one of the southern regional films and giving an award in the name of Sankaradass Swamigal for the Director of best film in association with Dte. of Film Festivals, Ministry of Information and Broadcasting, New Delhi, Navadarshan National Development Corporation and Alliance Franceis, Pondicherry.

3. a) Actual physical Achievement 2004-05 :

Photo Exhibition have been successfully conducted at Mari hall, Pondicherry in connection with freedom 50 of Pondicherry. About 40 anniversary functions were conducted, apart form observing 3 War Memorial days at French War Memorial to mark the memorial of warriors of I and II World Wars. Panorama Film Festival were conducted and awarded the Tamil film "Oruththi" as the best film for the year 04-05. Our Department successfully maintained 20 statues of the leaders in co-ordination with PWD.

b) Anticipated physical achievements 2005-06 :

So far 20 Birth and Death anniversaries of leaders and 2 War Memorials were conducted. For the year 2005, Mr.Shyamaprasad, was awarded for Directing the Best Film "Akale" in Malayalam. Out of the new statue proposals, the statues of G.K.Moopnar, MA.Shanmugam have been erected and are ready to be unveiled this year. The statues of P.Uthiravelu, P.Jeevanandam, Poet Vanidasan, Sivaji Ganesan are in process are yet to be erected. Regarding construction of Kamaraj Manimandapam Land Acquisition was completed and handed over to the PWD to start constructing the Building. And also proposed to Purchase Kamaraj Films with Copy rights and to conduct 126 & 45 Nos. of Drama and Song Programmes respectively so as to bring awareness among the peoples of Pondicherry for the development of Socio-economic culture of the society.

c) Programme envisaged for Annual Plan 2006-07 :

It is proposed to conduct 126 Nos. of Drama programmes and 45 Nos. of Musical programmes so as to bring awareness among the peoples of Pondicherry for the development of Socio-economic culture of the society. And also proposed to conduct 40 Nos. of anniversary functions and Indian Panorama Film Festival.

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 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 2004-05 :

The achievements of the Popular Government have been publicized through Advertisements/Special supplementary through print media in all the four regions for wide publicity among the peoples of Pondicherry as and when necessary.

b) Anticipated Physical Achievement 2005-06 :

The achievements of the Popular Government will be publicized through Advertisements/Special supplementary through print media in all the four regions for wide publicity among the peoples of Pondicherry as and when necessary. There are number of Advertisement coming to this Office. So far Rs.36 lakhs have been settled and Sanction for Rs.20 lakhs have been send to the Secretary for approval and nearly about Rs.30 lakhs bills are in hand to be processed.

c) Programme envisaged for Annual Plan 2006-07 :

The achievements of the Popular Government will be publicized through Advertisements/Special supplementary through print media in all the four regions for wide publicity among the peoples of Pondicherry as and when required.

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 2004-05 :

To provide reference materials for the public, press, media, research scholars, etc. through various subject orient books, magazines, dailies, year books and periodical for which a reference library is maintained in State Information Centre. To disseminate departmental achievement and development activities of the Govt. through dailies, magazines and year books by means furnishing data regarding all the activities of the Govt. of Pondicherry and other states as and when required.

b) Anticipated Physical Achievement 2005-06 :

To provide reference materials for the public, press, media, research scholars, etc. through various subject orient books, magazines, dailies, year books and periodical for which a reference library is maintained in State Information Centre. To disseminate departmental achievement and development activities of the Govt. through dailies, magazines and year books by means furnishing data regarding all the activities of the Govt. of Pondicherry and other states as and when required.

c) Programme envisaged for Annual Plan 2006-07 :

To provide reference materials for the public, press, media, research scholars, etc. through various subject orient books, magazines, dailies, year books and periodical for which a reference library is maintained in State Information Centre. To disseminate departmental achievement and development activities of the Govt. through dailies, magazines and year books by means furnishing data regarding all the activities of the Govt. of Pondicherry and other states as and when required.

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 2004-05 :

Our Department is highly concentrating in Welfare of media persons by implementing various programmes such as pension benefits, Media Persons Family Welfare Scheme and providing of Free Bus passes and Financial Assistance to media persons.

b) Anticipated Physical Achievement 2005-06 :

Our Department is highly concentrating in Welfare of media persons by implementing various programmes such as pension benefits, Media Persons Family Welfare Scheme and providing of Free Bus passes and Financial Assistance to media persons.

c) Programme envisaged for Annual Plan 2006-07 :

Our Department is highly concentrating in Welfare of media persons by implementing various programmes such as pension benefits, Media Persons Family Welfare Scheme and providing of Free Bus passes and Financial Assistance to media persons.

4. **Remarks** : Continuing Scheme

Scheme No. 6

Sector : PUBLIC WORKS

Implementing Department : Public Works

1. **Name of the Scheme** : Acquisition of land for construction of Kamarajar Manimandapam
2. **Objective of the Scheme** :

It is proposed to acquire land in Karuvadikuppam for construction of Kamarajar Manimandapam.

3.(a) Actual physical Achievement 2004-05 :

Purchased land in Karuvadikuppam for construction of Kamarajar Manimandapam.

(b) Anticipated Physical Achievement 2005-06 : --

(c) Programme envisaged for Annual Plan 2006-07 : --

4. Remarks : Continuing scheme