

INFORMATION AND PUBLICITY

The Directorate of Information & Publicity works around a network of hubbing activity like propagating the ideals and policies of the Government, effectively making use of the Mass Media of Communication for dissemination of such schemes / programmes, creating public awareness among the people particularly the rural masses about the welfare measure of the Government and its multi-faceted schemes. Apart from this, the department is also functioning as a focal point in the release of Government Advertisements / Notifications / Notices of various Government departments, Undertakings and Corporations to the Dailies. Besides, publication of Citizen's Charter for the benefit of the public dealing the "Government schemes and also Right to Information Act for ensuring free, fair and transparent Administration for public easy accessibility of Government Schemes / Programmes and Documents as part of e-governance and hosting it in the Website, this department also published the four years achievement booklet of the People's Government and hosted the same in the website.

Besides this, the department also arranges for the celebration and observance of Birth as well as Death Anniversaries of National and Local Luminaries of repute, conducting of Film Festivals in coordination with Navadarshan Film Society, Puducherry as well as Directorate of Film Festivals, Ministry of Information and Broadcasting, New Delhi and also French Film Festivals in collaboration with Alliance Francaise, Puducherry. This department also brings out the monthly publication namely "Puduvai Seithigal" and "News from Pondy" both in Tamil and English now, named as Puducherry for publicizing the developmental activities, achievements, and policies of the Government.

OUTLAY AT A GLANCE

Sector : INFORMATION & PUBLICITY

No. of Schemes : 9

Department : INFORMATION & PUBLICITY

(Rs. in lakh)

Tenth Plan 2002-07 Approved Outlay	:	280.00
Annual Plan 2002-05 Actual Expenditure	:	631.54
Annual Plan 2005-06 Actual Expenditure	:	145.70
Annual Plan 2006-07 Approved Outlay	:	200.00
Annual Plan 2006-07 Revised Outlay	:	101.95
Eleventh Five Year Plan 2007-12 Proposed Outlay	:	1,300.00
Annual Plan 2007-08 Approved Outlay	:	230.00

(Rs. in lakh)

Sl. No.	Name of Scheme	Annual Plan 2005-06	Annual Plan 2006-07		Eleventh Plan 2007-12	Annual Plan 2007-08
		Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Strengthening of Directorate and Training in Mass Communication and e-governance	29.21	36.25	28.27	--	--
2	Exhibition & Audio Visual Field Publicity	7.15	14.27	11.59	--	--
3	Press Advertisement and Publication	99.10	36.73	35.61	--	--
4	Strengthening of State Information Centre	5.91	6.75	4.53	--	--
5	Welfare Programme for Media Persons	4.33	6.00	4.00	--	--
6	Acquisition of land for construction of Kamarajar Manimandapam	--	100.00	17.95	--	--
7	Strengthening of Dte. and Information Publicity Prog.	--	--	--	319.25	74.11
8	Information and Promotional activities	--	--	--	905.75	140.89

(1)	(2)	(3)	(4)	(5)	(6)	(7)
9	Welfare Programmes and Grant-in-aid	--	--	--	75.00	15.00
Total		145.70	200.00	101.95	1,300.00	230.00

Note : Scheme No.1 to 5 has been modified to Scheme No.7 to 9 in the Eleventh Five Year Plan.

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.

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 infrastructure facilities. One press club is maintained by this department for the use of Press persons.

(Rs. in lakh)

3. Tenth Plan 2002-07

(a) 2002-05 (Actual Expenditure)	:	109.61
(b) 2005-06 (Actual Expenditure)	:	29.21
(c) 2006-07 (Approved Outlay)	:	36.25
(d) 2006-07 (Revised Outlay)	:	28.27
(e) Actual Physical achievement (2002-05)	:	

Daily press clippings are being sent to Lt. Governor, C.M., Ministers, Government Whip, Parliamentary Secretary to CM, Secretary to Information and Publicity and Chief Secretary as a way of disseminating the information and highlighting the achievements of popular Govt., and Purchased Computers, Fax Machine, Vehicles, Photocopier and Radio Trunking. Maintenance of Government Guest House and Press club. Provided AC Rooms and Suits and other facilities in the Government Guest House. Construction of Office Building etc..

(f) Actual physical achievement (2005-06) :

Daily press clippings are being sent to Lt. Governor, C.M., Ministers, Government Whip, Parliamentary Secretary to CM, Secretary to Information and Publicity and Chief Secretary as a way of disseminating the information and highlighting the achievements of popular Govt.,. Purchased 3 in one Photocopier Machine for the use of the Dte.,. Dressing tables for an amount of Rs.1.28 lakhs has been purchased and provided in all the rooms of Government Guest House for the use of State Guests and Dignitaries. Construction of Office Building and Maintenance of Government Guest House and Press Club.

(g) Anticipated physical achievement 2006-07 :

Daily press clippings are being sent to Lt. Governor, C.M., Ministers, Government Whip, Parliamentary Secretary to CM, Secretary to Information and Publicity and Chief

Secretary as a way of disseminating the information and highlighting the achievements of popular Govt., and purchase of Computer.

4. **Proposed Outlay for the Eleventh Plan (2007-12)** : --
Proposed Outlay for the Annual Plan (2007-08) : --
5. **Programme envisaged for the Eleventh Plan (2007-12)** : --
6. **Programme envisaged for the Annual Plan (2007-08)** : --
7. **Remarks** : Scheme merged with Scheme No.7

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 publicize 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 Frances, Pondicherry.

(Rs. in lakh)

3. **Tenth Plan 2002-07**
- | | | |
|---|---|---------------|
| (a) 2002-05 (Actual Expenditure) | : | 342.48 |
| (b) 2005-06 (Actual Expenditure) | : | 7.15 |
| (c) 2006-07 (Approved Outlay) | : | 14.27 |
| (d) 2006-07 (Revised Outlay) | : | 11.59 |
| (e) Actual Physical achievement (2002-05) | : | |

Photo Exhibition had been successfully conducted at Mari Hall, Puducherry in connection with the 50th freedom of Puducherry. Birth and Death anniversary functions of National/State Leaders are being regularly celebrated. War Memorial days have been observed at French War Memorial to mark the Memorial of warriors of I and II World Wars.

Every year Indian Panorama Film Festival is being conducted and the best film awards is being given to honor the best film Director.

(f) Actual physical achievement (2005-06) :

Maintenance of Statues of National / State Leaders is being done in co-ordination with PWD. An Extent of 1-46-40 Hectares in Karuvadikuppam Revenue Village has been acquired for the construction of Manimandapam for Perunthalaivar K. Kamaraj for an amount of Rs. 4.25 Crores and foundation stone was also laid on 11.02.2006. A life size bronze statue of "Makkal Thalaivar G.K. Moopanar" and "Chevalier Sivaji Ganesan" were erected and unveiled on 30/12/2005 and 30/01/2006 respectively. Indian Panorama Film Festival is being conducted and the best film awards is being given to honor the best film Director.

(g) Anticipated physical achievement 2006-07 :

Conduct of Songs and Drama Programme and Observing Death and Birth Anniversaries National/State leaders. Proposed to have a songs and drama programme with the support of Songs and Drama Division, Bangalore in two Region viz. 1. Mahe and 2. Yanam Region for that the Government of India extend grant-in-aid for conducting the programme. The theme of the programme is to popularize "Mahe Regional History" with back drop of Indian Freedom Struggle". Indian Panorama Film Festival is being conducted and the best film awards is being given to honor the best film Director.

4. Proposed Outlay for the Eleventh Plan (2007-12) : --

Proposed Outlay for the Annual Plan (2007-08) : --

5. Programme envisaged for the Eleventh Plan (2007-12) : --

6. Programme envisaged for the Annual Plan (2007-08) : --

7. Remarks : Scheme merged with Scheme No.8

Scheme No. 3

Sector : INFORMATION & PUBLICITY
Implementing Department : INFORMATION & PUBLICITY

1. Name of the scheme : Press 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.

(Rs. in lakh)

3. Tenth Plan 2002-07

(a) 2002-05 (Actual Expenditure)	:	158.67
(b) 2005-06 (Actual Expenditure)	:	99.10
(c) 2006-07 (Approved Outlay)	:	36.73
(d) 2006-07 (Revised Outlay)	:	35.61
(e) Actual Physical achievement (2002-05)	:	

Monthly Publication both Tamil and English Viz. "News from Pondy" and Pudukkottai Seithigal" now renamed as Puducherry is being published so as to publicise the developmental activities, achievements, policies of both National and State Governments, and also by releasing advertisements in Newspapers, Dailies, Journals and All India Radio / Doordarshan.

The Department in co-ordination with Media Persons arranges photo coverage of important events and functions of Government in order to record the special events for future correspondence.

(f) Actual physical achievement (2005-06) :

Monthly Publication both Tamil and English Viz. "News from Pondy" and Pudukkottai Seithigal" now renamed as Puducherry is being published so as to publicise the developmental activities, achievements, policies of both National and State Governments, and also by releasing advertisements in Newspapers, Dailies, Journals and All India Radio / Doordarshan. For this purpose the Department has incurred an expenditure of about Rs. 95.68 lakhs during the Financial year 2005-06 alone.

The Department in co-ordination with Media Persons arranges photo coverage of important events and functions of Government in order to record the special events for future correspondence.

(g) Anticipated physical achievement 2006-07 :

Monthly Publication both Tamil and English Viz. "News from Pondy" and Pudukkottai Seithigal" now renamed as Puducherry is being published so as to publicise the developmental activities, achievements, policies of both National and State Governments, and also by releasing advertisements in Newspapers, Dailies, Journals and All India Radio / Doordarshan. During the year it is estimated that an amount of Rs.81.00 lakhs is required for the settlement of Advertisement bills.

The Department in co-ordination with Media Persons arranges photo coverage of important events and functions of Government in order to record the special events for future correspondence.

4. Proposed Outlay for the Eleventh Plan (2007-12)	:	--
Proposed Outlay for the Annual Plan (2007-08)	:	--

5. Programme envisaged for the Eleventh Plan (2007-12) : --
6. Programme envisaged for the Annual Plan (2007-08) : --
7. Remarks : Scheme merged with Scheme No.9

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 of Five Year Plan schemes among the public and to 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 lakh)

3. Tenth Plan 2002-07

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|--|---|-------------|
| (a) 2002-05 (Actual Expenditure) | : | 9.32 |
| (b) 2005-06 (Actual Expenditure) | : | 5.91 |
| (c) 2006-07 (Approved Outlay) | : | 6.75 |
| (d) 2006-07 (Revised Outlay) | : | 4.53 |
| (e) Actual Physical achievement (2002-05) | : | |

Reference materials are being provided to the Public, Press, Media, Research Scholars etc., through various subject oriented books, magazines, dailies, Year Books and periodicals for which a Reference Library is maintained in State Information Centre. This helps to disseminate departmental achievement and development activities of the Government through dailies, magazines and year books by means of furnishing data regarding all the activities of the Govt. of Puducherry and other states as and when required. Purchased furniture, Public Address System and Fax Machine.

- (f) Actual physical achievement (2005-06)** :

Reference materials are being provided to the Public, Press, Media, Research Scholars etc., through various subject oriented books, magazines, dailies, Year Books and periodicals for which a Reference Library is maintained in State Information Centre. This helps to disseminate departmental achievement and development activities of the Government through dailies, magazines and year books by means of furnishing data regarding all the activities of the Govt. of Puducherry and other states as and when required. Purchased Furniture for Civil Station Auditorium and State Information Centre in Mahe Region.

(g) Anticipated physical achievement 2006-07 :

Reference materials are being provided to the Public, Press, Media, Research Scholars etc., through various subject oriented books, magazines, dailies, Year Books and periodicals for which a Reference Library is maintained in State Information Centre. This helps to disseminate departmental achievement and development activities of the Government through dailies, magazines and year books by means of furnishing data regarding all the activities of the Govt. of Puducherry and other states as and when required. Maintenance of SIC and Libraries, Civil Station Auditorium and creation of Posts. Acquisition of Land for construction of New Building for SIC, Mahe.

- 4. Proposed Outlay for the Eleventh Plan (2007-12) :** --
Proposed Outlay for the Annual Plan (2007-08) : --
5. Programme envisaged for the Eleventh Plan (2007-12) : --
6. Programme envisaged for the Annual Plan (2007-08) : --
7. Remarks : Scheme merged with Scheme No.7

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.

(Rs. in lakh)

- 3. Tenth Plan 2002-07**
- | | | |
|--|----------|-------------|
| (a) 2002-05 (Actual Expenditure) | : | 9.46 |
| (b) 2005-06 (Actual Expenditure) | : | 4.33 |
| (c) 2006-07 (Approved Outlay) | : | 6.00 |
| (d) 2006-07 (Revised Outlay) | : | 4.00 |
| (e) Actual Physical achievement (2002-05) | : | |

Our Department maintain a good rapport with the press by concentrating on welfare of Media persons by implementing various welfare programmes such as pension benefits, Media Persons Family welfare scheme providing of Free Bus Pass facility in PRTC and Financial Assistance to Media Persons.

(f) Actual physical achievement (2005-06) :

Our Department maintain a good rapport with the press by concentrating on welfare of Media persons by implementing various welfare programmes such as pension benefits, Media Persons Family welfare scheme providing of Free Bus Pass facility in PRTC and Financial Assistance to Media Persons.

(g) Anticipated physical achievement 2006-07 :

Our Department maintain a good rapport with the press by concentrating on welfare of Media persons by implementing various welfare programmes such as pension benefits, Media Persons Family welfare scheme providing of Free Bus Pass facility in PRTC and Financial Assistance to Media Persons. As per the assurance given by the Chief Minister in the Assembly during the budget session 2006, a scheme for providing Lap top Computers to Media persons on 50% subsidy has been made and is being finalized.

4. Proposed Outlay for the Eleventh Plan (2007-12) : --

Proposed Outlay for the Annual Plan (2007-08) : --

5. Programme envisaged for the Eleventh Plan (2007-12) : --

6. Programme envisaged for the Annual Plan (2007-08) : --

7. Remarks : Scheme merged with Scheme No.9

Scheme No. 6

Sector : INFORMATION & PUBLICITY
Implementing Department : INFORMATION & PUBLICITY

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.

(Rs. in lakh)

3. Tenth Plan 2002-07

(a) 2002-05 (Actual Expenditure) : --

(b) 2005-06 (Actual Expenditure) : --

(c) 2006-07 (Approved Outlay) : 100.00

(d) 2006-07 (Revised Outlay) : 17.95

(e) Actual Physical achievement (2002-05) : --

(f) Actual physical achievement (2005-06) : --

(g) Anticipated physical achievement 2006-07	:	--
4. Proposed Outlay for the Eleventh Plan (2007-12)	:	--
Proposed Outlay for the Annual Plan (2007-08)	:	--
5. Programme envisaged for the Eleventh Plan (2007-12)	:	--
6. Programme envisaged for the Annual Plan (2007-08)	:	--
7. Remarks	:	Scheme Completed.

Scheme No. 7

Sector : INFORMATION & PUBLICITY Implementing INFORMATION &
Department : PUBLICITY

1. **Name of the scheme** : Strengthening of Directorate and Information Publicity Programme.
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 infrastructure facilities. One press club is maintained by this department for the use of Press persons.

To promote better understanding among the state Government and to appraise of Five Year Plan schemes among the public and to 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 lakh)

3. Tenth Plan 2002-07

(a) 2002-05 (Actual Expenditure)	:	--
(b) 2005-06 (Actual Expenditure)	:	--
(c) 2006-07 (Approved Outlay)	:	--
(d) 2006-07 (Revised Outlay)	:	--
(e) Actual Physical achievement (2002-05)	:	--

(f) Actual physical achievement (2005-06)	:	--
(g) Anticipated physical achievement 2006-07	:	--
4. Proposed Outlay for the Eleventh Plan (2007-12)	:	319.25
Proposed Outlay for the Annual Plan (2007-08)	:	74.11

5. Programme envisaged for the Eleventh Plan (2007-12) :

Daily press clippings are being sent to Lt. Governor, C.M., Ministers, Government Whip, Parliamentary Secretary to CM, Secretary to Information and Publicity and Chief Secretary as a way of disseminating the information and highlighting the achievements of popular Government. Creation of three posts of Reporter one in Yaman Region and two in Puducherry Region and Four posts of official photographers with the required machine for setting up of Photo processing Unit and Digital Library. Proposed to setting up of Regional Office for Information and Publicity at Mahe Region for attending multifarious activities such as extending hospitality to state Guests and act as an communication channel between the Government and Public in this regard it is proposed to create each one post of Asst. Director, Upper Division Clerk, Peon and Sanitary Asst.,. Purchase of Computer, Touch Screen Kiosk, Furniture, Xerox Machine, telephone and vehicle.

Reference materials are being provided to the Public, Press, Media, Research Scholars etc., through various subject oriented books, magazines, dailies, Year Books and periodicals for which a Reference Library is maintained in State Information Centre. This helps to disseminate departmental achievement and development activities of the Government through dailies, magazines and year books by means of furnishing data regarding all the activities of the Govt. of Puducherry and other states as and when required. Creation of Posts and purchase of four wheeler, fax machine, computer and digital video and still camera for Strengthening the State Information Center, Yanam.

6. Programme envisaged for the Annual Plan (2007-08) :

Daily press clippings are being sent to Lt. Governor, C.M., Ministers, Government Whip, Parliamentary Secretary to CM, Secretary to Information and Publicity and Chief Secretary as a way of disseminating the information and highlighting the achievements of popular Govt.,. Setting up of regional office in Mahe Region for Information and Publicity and creation of Posts. Establishing Infrastructure for setting up of the Office and Purchase of amenities for the newly established office.

Reference materials are being provided to the Public, Press, Media, Research Scholars etc., through various subject oriented books, magazines, dailies, Year Books and periodicals for which a Reference Library is maintained in State Information Centre. This helps to disseminate departmental achievement and development activities of the Government through dailies, magazines and year books by means of furnishing data regarding all the activities of the Govt. of Puducherry and other states as and when required. Creation of Posts and purchase of four wheeler, fax machine, computer and digital video and still camera for Strengthening the State Information Center, Yanam.

7. Remarks : Continuing Scheme. The Scheme No.1 and 4 are merged with the above scheme.

Creation of each one Post of Assistant Director, Upper Division Clerk, Peon and Sanitary Assistant and Setting up of New Office and Purchase in Mahe Region. Creation of three posts of Asst. Director one in Yanam and two in Puducherry Region and four posts official Photographer and setting up of Photo processing Unit and Digital Library, Acquisition of Land and Construction of Office Building in Mahe Region (SIC). Creation of each one Post of Asst. Director, Public Relations Assistant, Upper Division Clerk and Driver and each two post of Guest Attendant, Peon, Sanitary Assistant and Watchman and Purchase of Four Wheeler Fax Machine, Computer and Digital Video and Still Camera.

Scheme No. 8

Sector : INFORMATION & PUBLICITY

Implementing Department : INFORMATION & PUBLICITY

1. **Name of the scheme** : Information and promotional activities.
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 Frances, Pondicherry.

To publicize 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.

(Rs. in lakh)

3. Tenth Plan 2002-07

(a) 2002-05 (Actual Expenditure)	:	--
(b) 2005-06 (Actual Expenditure)	:	--
(c) 2006-07 (Approved Outlay)	:	--
(d) 2006-07 (Revised Outlay)	:	--

(e) Actual Physical achievement (2002-05)	:	--
(f) Actual physical achievement (2005-06)	:	--
(g) Anticipated physical achievement 2006-07	:	--

(Rs. in lakh)

4. Proposed Outlay for the Eleventh Plan (2007-12)	:	905.75
Proposed Outlay for the Annual Plan (2007-08)	:	140.89

5. Programme envisaged for the Eleventh Plan (2007-12) :

Maintenance of Statues of National / State Leaders in co-ordination with PWD and observing Death and Birth Anniversaries of State/National leaders. During the year 2009 it is proposed to conduct the Exhibition at a cost of Rs.1.75 crores. Proposed to have a songs and drama programme with the support of Songs and Drama Division, Bangalore by State Information Center, Mahe for that the Government of India extend grant-in-aid for conducting the programme. The theme of the programme is to popularize "Mahe Regional History" with back drop of Indian Freedom Struggle". Statue of Thiru.M.A.Shanmugam is unveiled soon. Conduct of Indian Panorama Film Festival for warding the best film to honor the best film Director. Construction of "Perunthalaivar Kamaraj Manimandapam" at Karuvadikuppam.

Monthly Publication both Tamil and English Viz. "News from Pondy" and Pudukai Seithigal" now renamed as Puducherry is being published so as to publicise the developmental activities, achievements, policies of both National and State Governments, and also by releasing advertisements in Newspapers, Dailies, Journals and All India Radio / Doordarshan. During the 11th Five year plan it is estimated that an amount of Rs.6.00 crore is required for the settlement of Advertisement bills.

The Department in co-ordination with Media Persons arranges photo coverage of important events and functions of Government in order to record the special events for future correspondence.

6. Programme envisaged for the Annual Plan (2007-08) :

Maintenance of Statues of National / State Leaders in co-ordination with PWD and observing Death and Birth Anniversaries of State/National leaders. Proposed to have a songs and drama programme with the support of Songs and Drama Division, Bangalore by State Information Center, Mahe for that the Government of India extend grant-in-aid for conducting the programme. The theme of the programme is to popularize "Mahe Regional History" with back drop of Indian Freedom Struggle". Conduct of Indian Panorama Film Festival for warding the best film to honor the best film Director.

Monthly Publication both Tamil and English Viz. "News from Pondy" and Pudukai Seithigal" now renamed as Puducherry is being published so as to publicise the developmental activities, achievements, policies of both National and State Governments, and also by releasing advertisements in Newspapers, Dailies, Journals and All India Radio / Doordarshan. During the year it is estimated that an amount of Rs.1.20 crore is required for the settlement of Advertisement bills.

The Department in co-ordination with Media Persons arranges photo coverage of important events and functions of Government in order to record the special events for future correspondence.

7. Remarks : Continuing Scheme. The Scheme No.2 and 3 are merged with the above scheme.

Scheme No. 9

Sector : INFORMATION & PUBLICITY Implementing INFORMATION &
Department : PUBLICITY

1. Name of the scheme : Welfare Programmes and Grant-in-aid.

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. Tenth Plan 2002-07	(Rs. in lakh)
(a) 2002-05 (Actual Expenditure)	:
(b) 2005-06 (Actual Expenditure)	:
(c) 2006-07 (Approved Outlay)	:
(d) 2006-07 (Revised Outlay)	:
(e) Actual Physical achievement (2002-05)	:
(f) Actual physical achievement (2005-06)	:
(g) Anticipated physical achievement 2006-07	:

(Rs. in lakh)

4. Proposed Outlay for the Eleventh Plan (2007-12) : **75.00**

Proposed Outlay for the Annual Plan (2007-08) : **15.00**

5. Programme envisaged for the Eleventh Plan (2007-12) :

Our Department maintain a good rapport with the press by concentrating on welfare of Media persons by implementing various welfare programmes such as pension benefits, Media Persons Family welfare scheme providing of Free Bus Pass facility in PRTC and Financial Assistance to Media Persons. As per the assurance given by the Chief Minister in the Assembly during the budget session 2006, a scheme for providing Lap top Computers to Media persons on 50% subsidy has been made and is being finalized.

6. Programme envisaged for the Annual Plan (2007-08) :

Our Department maintain a good rapport with the press by concentrating on welfare of Media persons by implementing various welfare programmes such as pension benefits, Media Persons Family welfare scheme providing of Free Bus Pass facility in PRTC and Financial Assistance to Media Persons. As per the assurance given by the Chief Minister in the Assembly during the budget session 2006, a scheme for providing Lap top Computers to Media persons on 50% subsidy has been made and is being finalized.

7. Remarks : Continuing Scheme. The scheme No.5 is merged with the above scheme.