

INFORMATION AND PUBLICITY

The Directorate of Information and Publicity acts as a protocol agency for the visiting state guest, it is proposed to renovate the General Guest House, Puducherry 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. The achievements of the Popular Government have been publicized through Advertisements / Special supplementary through print media in all four regions for wide publicity among the peoples of Puducherry so as to have a close touch with the people by the Government. To promote good films in Puducherry, the Film Festival (Indian Panorama) and French Film Festival are being conducted every year during September and selects one of the southern region 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, Navad45rshan National Development Corporation and Alliance Francais, Puducherry.

It is proposed to conduct 74 Nos. of Drama programmes and 28 Nos. of Musical programmes during the financial year of 2007- 08 and 2008-09 in different sectors in all the four regions so as to bring awareness among the peoples of Puducherry 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 Integregation, etc. 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.

OUTLAY AT A GLANCE

Sector : INFORMATION AND PUBLICITY

No. of Scheme : 3

Department : INFORMATION AND PUBLICITY

(Rs. in lakh)

Tenth Five Year Plan 2002-07 Actual Expenditure	:	878.61
Annual Plan 2006-07 Actual Expenditure	:	101.37
Eleventh Five Year Plan 2007-12 Approved Outlay	:	1402.31
Annual Plan 2007-08 Approved Outlay	:	200.00
Annual Plan 2007-08 Revised Outlay	:	120.00
Annual Plan 2008-09 Proposed Outlay	:	120.00

(Rs. in lakh)

Sl. No.	Name of Scheme	Annual Plan 2006-07	Annual Plan 2007-08		Annual Plan 2008-09
		Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)
1.	Strengthening of Directorate and Information Publicity Programme	27.33	38.75	34.99	32.30
2.	Information and Promotional activities	58.04	145.25	72.84	74.93
3.	Welfare Programmes and Grant-in-aid	16.00	16.00	12.17	12.77
Total		101.37	200.00	120.00	120.00

Scheme No. 1

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 a 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 Government Guest house at Puducherry is being maintained to accommodate the visiting guest and it is further being modernised by providing additional infrastructure facilities. 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 of Puducherry and other states as and when required.

3.(a) Actual physical Achievement 2006-07 :

Daily press clippings are put up to Lt. Governor, Chief Minister, other Ministers, Chief Secretary as a way of disseminating the information and highlighting the achievements of popular Government. Daily Newspapers are subscribed for use in the press club. To provide reference materials for the public, press, media, research scholars, etc. through various subject oriented books, magazines, dailies, year books and periodical for which a reference library is maintained in State Information Centre.

(b) Anticipated Physical Achievement 2007 - 08 :

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 up to Lt. Governor, Chief Minister, other Ministers, Chief Secretary as a way of disseminating the information to the authorities concern. To disseminate departmental achievement and development activities of the Government through dailies, magazines and year books by means of furnishing date regarding all the activities of the Government of Puducherry and other states as and when required.

(c) Programme envisaged for Annual Plan 2008-09 :

Renovation work of Government Guest House, Indira Nagar, Puducherry is going on from 02.07.2007 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 .To provide reference materials for the public, press, media, research scholars, etc.

through various subject oriented books, magazines, dailies, year books and periodical for which a reference library is maintained in State Information Centre.

- i. Creation of post
- ii. Renovation of Government Guest House.

4. Remarks : Continuing scheme

Scheme No. 2

Sector : INFORMATION & PUBLICITY Implementing INFORMATION &
Department : PUBLICITY

- 1. Name of the scheme** : Information and promotional activities.
- 2. Objective of the Scheme** :

The achievements of the popular Government have been publicized through Advertisements/special supplementaries through print media in all four regions for wide publicity among the people of Puducherry as and when necessary.

It is proposed to conduct 74 Nos. of Drama Programmes and 28 Nos. of Musical Programmes so as to bring awareness among the peoples of Puducherry 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.

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, evil 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.

3.(a) Actual physical Achievement 2006-07 :

Photo exhibition have been successfully conducted at Mari hall, Puducherry in connection with freedom 50 of Puducherry. About 40 anniversary functions were conducted, apart from 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 "Ram" as the best film for the year 06-07. Our Department successfully maintained 22 statues of the leaders in co-ordination with PWD. The achievements of the popular Government have been publicized through Advertisements/special supplementary through print media in all four regions for wide publicity amount the peoples of Puducherry as and when necessary.

(b) Anticipated Physical Achievement 2007 - 08 :

So far 25 Birth and Death anniversaries of leaders and 3 War Memorials were conducted. For the year 2007. Mr. Cheran, was awarded for Directing the Best film “Davamai Thavamirundhu” in Tamil. Out of the new statue proposals the statue of P. Uthiravelu is in process and 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 74 & 28 Nos. of Drama and Song Programmes respectively so as to bring awareness among the people of Puducherry for the development of Socio-economic culture of the society. The achievements of the popular Government have been publicized through Advertisements/special supplementary through print media in all four regions for wide publicity amount the peoples of Puducherry as and when necessary.

(c) Programme envisaged for Annual Plan 2008-09 :

It is proposed to conduct 74 Nos. of Drama Programmes and 28 Nos. of Musical Programmes so as to bring awareness among the peoples of Puducherry 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. The achievements of the popular Government have been publicized through Advertisements/special supplementaries through print media in all four regions for wide publicity among the people of Puducherry as and when necessary.

Creation of necessary posts

4. Remarks : Continuing scheme

Scheme No. 3

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 Puducherry 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 2006-07 :

The 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 2007 - 08 :

The 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 and also to meet the expenditure incurred for distribution of gift coupons to 230 media persons @ Rs.2500/- each on the occasion of "Budget Session of Assembly 2007" so as to make the payment to M/s. Amudhasurabi, Puducherry and also on account of enhancement of media persons' pension from Rs.2000/- to Rs.4000/- per month.

(c) Programme envisaged for Annual Plan 2008-09 :

The 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 and also to meet the expenditure incurred for distribution of gift coupons to 230 media persons @ Rs.2500/- each on the occasion of "Budget Session of Assembly 2007" so as to make the payment to M/s. Amudhasurabi, Puducherry and also on account of enhancement of media persons' pension from Rs. 2000/- to Rs.4000/- per month.

Creation of post

4. Remarks : Continuing scheme