

INFORMATION PUBLICITY

Exhibition and Visual Publicity is to organize Plan Exhibition on National efforts of development, new techniques of Agriculture production, Family Welfare, Prohibition and Socio-economic and cultural activities of the Government. Reference materials are provided for the readers through books and periodicals. Masses are educated in rural areas through Film shows, meetings, cultural activities and competition about their roles and involvement in developmental activities like the themes of the Family Welfare Programmes, evils of drinking, ill-effects of untouchability in villages, on recruitment to the posts in Indian Army, Navy and Air Force, Census Operation, Revision of electoral roll, Adult education, to distribute publications, cine slides, posters, calendars and other publicity materials received from the Government of India to Rural Voluntary and Government Organisation. 66 Radio Rural Forum and 66 TV Centres are being maintained by this Department both in Puducherry and Karaikal region respectively. A new Welfare Programme for media persons was introduced with pension linked Insurance Scheme for those persons of Puducherry who have put in Ten years of service.

PERFORMANCE DURING 2007-08

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. About 40 anniversary functions were conducted during the period. This Department successfully maintained 22 statues of the leaders in close co-ordination with Public Works Department.

LIKELY ACHIEVEMENTS DURING 2008-09

Renovation work of Government Guest House, Indira Nagar, Puducherry is going on from 02-07-2007 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.

So far 25 Birth and Death anniversaries of leaders were conducted. It is proposed to conduct 74 Nos. of Drama Programmes and 28 Nos. of Musical Programmes 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 supplementaries through print media in all four regions for wide publicity among the people of Puducherry as and when necessary.

PROPOSED TARGET FOR 2009-10

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 the State Information Centre.

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.

OUTLAY AT A GLANCE

Sector : INFORMATION AND PUBLICITY

No. of Scheme : 3

Department : INFORMATION AND PUBLICITY

(Rs. in lakh)

Eleventh Five Year Plan 2007-12 Approved Outlay	:	1402.31
Annual Plan 2007-08 Actual Expenditure	:	105.14
Annual Plan 2008-09 Approved Outlay	:	100.00
Annual Plan 2008-09 Revised Outlay	:	100.00
Annual Plan 2009-10 Proposed Outlay	:	130.00

(Rs. in lakh)

Sl. No.	Name of the Scheme	Eleventh Five Year Plan 2007-12	Annual Plan 2007-08	Annual Plan 2008-09		Annual Plan 2009-10
		Approved Outlay	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	Strengthening of Directorate and Information Publicity Programme	319.25	32.69	40.50	40.50	60.00
2.	Information and Promotional activities	983.06	67.10	53.50	53.50	64.00
3.	Welfare Programmes and Grant-in-aid	100.00	5.35	6.00	6.00	6.00
Total		1402.31	105.14	100.00	100.00	130.00