

## **INFORMATION & PUBLICITY**

The objective is to publicise the Government policies, activities, development programmes achievements etc., by conducting exhibitions. To educate the rural public, film shows, songs and drama programmes maintaining of Radio forms on the subjects like Family national Unity and Integration etc. are conducted. Besides, the department celebrate/observe Birth/Death anniversaries of national leaders and distributes the publication Cinema slides, posters and other publicity materials received from the Government of India.

### **ACHIEVEMENTS DURING 2009-10 :**

- Press coverage for 140 Government functions & 60 Press Meets were organized.
- Managed Media Centre at Office of the Chief Secretariat for Parliamentary Elections 2009.
- Published a booklet on the Achievement of Popular Government under the title, “500 days of People’s Government” in Tamil & English and also in DVD version.
- 47 nos. of Birth and Death Anniversary functions of various Poets & Leaders of State and Nation were conducted.
- Indian Panorama Film Festivals was conducted.

### **LIKELY ACHIEVEMENTS 2010-11 :**

- Press coverage for 140 Government functions & 60 Press Meets were organized as on December, 2010.
- Launched “Puducherry Ula” monthly video magazine a round-up programme of Government Functions which is shown on local cable television channels in Puducherry.
- 47 nos. of Birth and Death Anniversary functions of various Poets & Leaders of State and Nation will be conducted.
- Indian Panorama Film Festivals was conducted during September 2010.
- Financial Assistance to purchase Laptop @ ₹10,000 for 30 Media Persons, on first instance.
- Medical Insurance to the family of the Media Persons of U.T. of Puducherry for 30 Media Persons.

### **PROPOSED TARGETS FOR 2011-12 :**

- Opening of Media Centre at Chief Secretariat to facilitate the Media Persons for the ensuing Assembly Elections 2011.
- Air-conditioning of Press Club.

- Conducting of 47 anniversary functions, Songs and Drama programmes & Indian Panorama Film Festivals.
- Construction of Kamarajar Manimandapam.
- Creation of necessary posts for Publicity / Memorial Section.
- Financial Assistance to purchase Laptop & Medical Insurance to the family of the Media Persons of U.T. of Puducherry.

## OUTLAY AT A GLANCE

Sector : INFORMATION AND PUBLICITY

No. of Scheme : 3

Department : INFORMATION AND PUBLICITY

(₹ in lakh)

Eleventh Five Year Plan 2007-12 Approved Outlay	:	1402.31
Annual Plan 2007-09 Actual Expenditure	:	206.04
Annual Plan 2009-10 Actual Expenditure	:	130.43
Annual Plan 2010-11 Approved Outlay	:	170.00
Annual Plan 2010-11 Revised Outlay	:	170.00
Annual Plan 2011-12 Proposed Outlay	:	170.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Eleventh Five Year Plan 2007-12	Annual Plan 2007-09	Annual Plan 2009-10	Annual Plan 2010-11		Annual Plan 2011-12
		Approved Outlay	Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1.	Strengthening of Directorate and Information Publicity Programme	319.25	73.55	45.84	77.07	75.00	75.00
2.	Information and Promotional activities	983.06	123.73	84.59	86.93	89.00	89.00
3.	Welfare Programmes and Grant-in-aid	100.00	8.76	0.00	6.00	6.00	6.00
<b>Total</b>		<b>1402.31</b>	<b>206.04</b>	<b>130.43</b>	<b>170.00</b>	<b>170.00</b>	<b>170.00</b>