

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 2007-11

- 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.
- Launched “Puducherry Ula” monthly video magazine a round-up programme of Government Functions which is shown on local cable television channels in Puducherry.
- 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.

LIKELY ACHIEVEMENTS DURING 2011-12

- Conducting of 47 anniversary functions, Songs and Drama programmes & Indian Panorama Film Festivals.
- 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.

PROPOSED TARGETS FOR 2012-13

- Press coverage for Government functions & organising Press Meets.
- Conducting of 47 anniversary functions, Songs and Drama programmes & Indian Panorama Film Festivals.
- 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 2007-10 Actual Expenditure	:	336.47
Annual Plan 2010-11 Actual Expenditure	:	166.50
Annual Plan 2011-12 Approved Outlay	:	170.00
Annual Plan 2011-12 Revised Outlay	:	125.00
Twelfth Five Year Plan 2012-17 Tentative Outlay	:	1129.49
Annual Plan 2012-13 Proposed Outlay	:	169.37

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2010-11	Annual Plan	Twelfth Plan 2012-17 (Tentative Outlay)	Annual Plan 2012-13
		Actual Expdr.	Approved Outlay	Proposed Outlay	Proposed Outlay
(1)	(2)	(3)	(4)	(5)	(6)
1.	Strengthening of Directorate and Information Publicity Programme	70.12	61.23	293.83	44.57
2.	Information and Promotional activities	91.90	97.77	750.39	112.15
3.	Welfare Programmes and Grant-in-aid	4.48	11.00	85.27	12.65
Total		166.50	170.00	1129.49	169.37