

INFORMATION & PUBLICITY

The activities of the department is to publicize the government policies, activities, development programmes and achievements by way of conducting exhibitions. Apart from this, the department is also functioning as a focal point in the release of Government Advertisements / Notifications / Notices of various Government Department, Undertakings and Corporations to the Dailies. To educate the rural public, film shows, songs and drama programmes and maintaining of radio forum are being taken up.

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 Navdarshan 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 Franchise, Puducherry.

The department coordinates arrangements for the Indian Naval Demonstration being sponsored by the Indian Navy in Puducherry. It also conducts Indian Panorama Film Festivals in the month of September every year and presents an award in the name of Sankaradass Swamigal to the Director of best film selected by the committee constituted by the Govt. of Puducherry for this purpose. It is a pride to note that the UT of Puducherry is the only State conducting the Film Festival continuously for 30 years without break. In the same way, the Department extends coordination towards conducting of Exhibitions and Trade Fairs being conducted by Govt. of India or any private body as and when necessary.

OUTLAY AT A GLANCE

Sector : INFORMATION AND PUBLICITY

No. of Schemes : 3

Department : INFORMATION AND PUBLICITY

(₹ in lakh)

Eleventh Plan 2007-12 Actual Expenditure	:	627.50
Annual Plan 2011-12 Actual Expenditure	:	124.53
Annual Plan 2012-13 Approved Outlay	:	150.00
Annual Plan 2012-13 Revised Outlay	:	142.72
Annual Plan 2013-14 Proposed Outlay	:	150.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Eleventh Plan 2007-12	Annual Plan 2011-12	Annual Plan 2012-13		Annual Plan 2013-14	
		Actual Expdr.	Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Strengthening of Directorate of Information and Publicity	226.73	37.22	19.22	41.24	43.53	--
2	Information and Promotional Activities	376.57	76.35	118.13	95.42	96.97	--
3	Welfare programmes and Grants-in-aid to media persons	24.20	10.96	12.65	6.06	9.50	--
Total		627.50	124.53	150.00	142.72	150.00	--

Scheme No. 1

Sector : Information and Publicity
Implementing Department : Information and Publicity

1. **Name of the Scheme** : Strengthening of Directorate of Information and Publicity

2. **Objective of the Scheme** :

The Objective of the scheme is to strengthen the Directorate. This Directorate also acts as protocol agency for visiting state guests. One Government Guest house at Puducherry is being maintained. To provide reference materials for the readers through books and periodicals for which reference libraries are maintained.

3. **Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :**

Maintenance of State Information Centre / Press Club.

4. **Physical Achievements for the Annual Plan 2012-13:**

Maintenance of State Information Centre / Press Club.

5. **Proposed Physical Targets for Annual Plan 2013-14:**

Maintenance of State Information Centre / Press Club.

6. **Remarks :** Continuing Scheme

Scheme No. 2

Sector : Information and Publicity
Implementing Department : Information and Publicity

1. **Name of the Scheme** : Information and Promotional Activities.

2. **Objective of the Scheme** :

The achievement of the popular Government have been publicised through advertisements / special supplementary through print media in all four regions for wide publicity among the people of Puducherry as and when necessary.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) Press, photographic & videographic coverage done in all Government functions.
- ii) Press meets organised.
- iii) Government functions and VVIP functions conducted.
- iv) Schemes/Welfare measures for media persons initiated.
- v) Identity Cards, Medical ID Cards, Vehicles Pass Stickers, Bus Pass & Accreditation Cards to media persons issued/renewed.
- vi) Special supplements in news papers on activities/achievements of the Government published.

4. Physical Achievements for the Annual Plan 2012-13:

- i) 169 press coverage in all Government functions was done.
- ii) 28 Press Meets was organised.
- iii) Photographic & video graphic coverage in all Government functions and VVIP functions were done.
- iv) Schemes/Welfare measures for media persons was initiated
- v) Identity Cards, Medical ID Cards, Vehicle Pass Stickers, Bus Pass & Accreditation Cards to media persons were issued/renewed.
- vi) Maintenance of Press Club.
- vii) Government Advertisements & publication of Govt. Tender Notices in Newspapers/Journals were released.
- viii) Special supplements in newspapers on activities/achievements of the Government was published.

5. Proposed Physical Targets for Annual Plan 2013-14:

- i) Financial assistance will be released to media persons for purchase of Laptop.
- ii) Pension benefits / medical insurance for family will be given to journalists / media persons.

6. Remarks : Continuing Scheme

Scheme No. 3

Sector : Information and Publicity

Implementing
Department :

Information and
Publicity

1. Name of the Scheme : Welfare Programmes and Grant-in-aid to media persons.

2. Objective of the Scheme :

Welfare programme for Media Persons are being implemented for maintaining good rapport between the Government and the Media in the publicity of Government Schemes.

3. Actual Physical Achievements during Eleventh Five Year Plan (2007-12) :

- i) Financial assistance given to media persons.
- ii) Issue of free bus passes provided to media persons.
- iii) Family welfare schemes for media persons implemented.
- iv) Gift coupons (cash vouchers) disbursed during Press Day.

4. Physical Achievements for the Annual Plan 2012-13:

- i) Financial assistance was given to media persons.
- ii) Issue of free bus passes was provided to media persons.
- iii) Family welfare schemes for media persons was implemented.
- iv) Gift coupons (cash vouchers) was disbursed during Press Day.

5. Proposed Physical Targets for Annual Plan 2013-14:

- i) Financial assistance will be given to media persons.
- ii) Issue of free bus passes will be provided to media persons.
- iii) Family welfare schemes for media persons will be implemented.
- iv) Gift coupons (cash vouchers) will be disbursed during Press Day.

6. Remarks : Continuing Scheme