

## INFORMATION & PUBLICITY

The Department of Information and Publicity wields around a network of hubbing activity like propagating the ideas, ideals and policies of the Government, disseminating information on the schemes of the Government to the doorstep of the public and thereby effectively making use of the Mass Media of Communication for dissemination of such schemes / programmes, creating public awareness among the people particularly the rural masses about the welfare measures of the Government and its multi-faceted schemes. In a nutshell, it is a double edged sword.

National Press Day 2013 was celebrated. A Notification in G.O.Ms.No.2 dated: 15.05.2013 regarding submission of the Newspapers/ Periodicals as required under the Press and Registration of Books Act, 1867 and it was published in the Government Gazette No.24 dated 11.06.2013. To promote good films in Puducherry this Department is conducting Indian Panorama Film Festivals every year and selects one of the regional films of the Puducherry and gives an award in the name of Sankaradass Swamigal for the Director of best film during 2013, this Film Festival was conducted in September 2013. The film "Vaa Kai Suda Vaa" was selected as the Best Film and Thiru A.Sarkunam, Director of that film was given Sri Sankaradass Swamigal Award .

In addition to the aforesaid myriad activities, this Department invariably acts as a Protocol Agency for extending hospitality to the visiting V.V.I.P.s and dignitaries who are being treated as State Guests as per rules in vogue. Also this Department organizes ceremonial occasions such as Independence Day, Republic Day, and Swearing-in Ceremonies of Office by the Lt. Governor, including newly elected Council of Ministers as and when required.

**OUTLAY AT A GLANCE**

Sector : INFORMATION AND PUBLICITY

No. of Schemes : 3

Department : INFORMATION AND PUBLICITY

(₹ in lakh)

Annual Plan 2012-13 Actual Expenditure	:	135.04
Annual Plan 2013-14 Approved Outlay	:	150.00
Annual Plan 2013-14 Revised Outlay	:	135.00
Annual Plan 2014-15 Proposed Outlay	:	140.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2012-13	Annual Plan 2013-14		Annual Plan 2014-15	
		Actual Expdr.	Approved Outlay	Revised Outlay	Proposed Outlay	Of which Capital Content
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Strengthening of Directorate of Information and Publicity	40.53	44.98	46.62	48.00	
2	Information and Promotional Activities	94.51	91.52	76.12	79.00	
3	Welfare programmes and Grants-in-aid to media persons	0.00	13.50	12.26	13.00	
<b>Total</b>		<b>135.04</b>	<b>150.00</b>	<b>135.00</b>	<b>140.00</b>	

**Scheme No. 1**

Sector : Information and Publicity  
 Implementing Department : Information and Publicity

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

2. **Objective of the Scheme** :

The objective of the scheme is to strengthen the Directorate. The Directorate acts as protocol agency for visiting State Guests and organising various national festivals and other ceremonial functions. One Government Guest House at Puducherry is being maintained.

3. **Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Maintenance of State Information Centre / Press Club.

4. **Physical Achievements for the Annual Plan 2013-14:**

- Maintenance of State Information Centre / Press Club.

5. **Proposed Physical Targets for the Annual Plan 2014-15 :**

- 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 Promotion Activities.

2. **Objective of the Scheme** :

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 people of Puducherry as and when necessary.

3. **Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Press coverage for 169 Government functions as on 29.1.2013.
- Organized 28 Press Meets.
- Photographic & Video graphic Coverage of Government functions and V.V.I.P functions.
- Schemes/ Welfare measures for media persons initiated.

- Issued/Renewed Identity Cards, Medical I.D Cards, Vehicle Pass Stickers, Bus Pass & Accreditation Cards to media persons.
- Maintenance of the Press Club.
- Released Government advertisements & Publication of Government tender Notices in newspapers / journals.
- Publication of special supplements in news papers on activities / achievements of the Government.
- Departmental Website and content management updated on day-today basis.

#### **4. Actual Physical Achievements for the Annual Plan 2013-14:**

- Press coverage for 187 Government functions as on 6th February 2014.
- Organized 5 Press Meets.
- Photographic & Videographic Coverage of Government functions and V.V.I.P functions.
- Welfare measures for Media persons were initiated.
- Accreditation cards were issued / renewed to media persons.
- Issued Applications to Media Persons under Puducherry Media Representatives Identity Card Rules, 2013 for considering issue of New Identity Cards
- Maintenance of the Press Club.
- Released Government Advertisements & Publication of Government Tender Notices in Newspapers / Journals.
- Publication of special supplements in news papers on activities / achievements of the Government.
- The Departmental Website and content management updated.

#### **5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- Financial Assistance will be provided to media persons for purchase of Laptop.
- Pension benefits to the Journalists will be given.
- Medical Insurance to the Family of the Media Persons will be given.
- New Identity Cards will be issued to the Media Persons.
- Medical I.D Cards, Vehicle Pass Stickers, Bus Pass will be issued to Media Persons.
- The Press Section may be bifurcated into four wings namely :
  - (a) **Assistant Director – ‘Internal Communications’**
    - i) Issue/Renewal of Accreditation Cards, Identity Cards, Health Cards, Bus Pass, Vehicle Pass for the U.T of Puducherry.
    - ii) Policy formulation & Implementation of Media Welfare Schemes / Programmes for the Media Persons.
    - iii) Conduct of Seminars / Workshops for Media Persons.



**3. Actual Physical Achievements made in the Annual Plan 2012-13 :**

- Financial assistance given to media persons.
- Issue of free bus passes provided to media persons.
- Family welfare schemes for media persons implemented.
- Gift Coupons (cash vouchers) disbursed during Press day.

**4. Actual Physical Achievements for the Annual Plan 2013-14:**

- Financial assistance was given to media persons.
- Issue of free bus passes was provided to media persons.
- Family welfare schemes for media persons was implemented.
- Gift Coupons (cash vouchers) was disbursed during Press day.

**5. Proposed Physical Targets for the Annual Plan 2014-15 :**

- Pension Benefits will be provided to the Media Persons.
- Financial Assistance will be provided to Media Persons for purchase of Laptop or Desktop Computer.
- Medical Insurance will be provided to the Family of the Media Persons.
- Grant of award will be given to the Best Journalist and the Best Photo Journalist to the Media Persons.
- Financial assistance will be provided children of the Media persons for meet out the educational expenses.
- Celebration of National Press Day.

**6. Remarks : Continuing Scheme**