INFORMATION AND 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 2014 could not be celebrated due to Administrative reasons. 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 dated11.06.2013. 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 Pududherry and gives an award in the name of Sankaradass Swamigal for the Director of best film during 2014 this Film Festival was conducted in November 2014. The film Thanga Meengal was selected as the Best Film and Thiru Ram, Director of that film was given Sri Sankaradass Swamigal Award and cash Award of ₹1,00,000/-.

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 Department : INFORMATION AND PUBLICITY

No. of Schemes : 3

	(₹ in lakh)
:	133.76
:	140.00
:	140.00
:	150.00
	:

(₹ in lakh)

Sl. No.	Name of the Scheme –	Annual Plan 2013-14	Annual Plan 2014-15		Annual Plan 2015-16	
	Name of the Scheme	Actual Expdr.	Approved Outlay	Revised Outlay	Approve d Outlay	an
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1	Strengthening of Directorate of Information and Publicity	46.47	64.60	59.73	80.01	
2	Information and Promotional Activities	70.04	65.40	70.27	54.99	
3	Welfare programmes and Grants-in-aid to media persons	17.25	10.00	10.00	15.00	
	Total	133.76	140.00	140.00	150.00	

Scheme No. 1

Sector : Information and Publicity			Implementing Department :	Information and Publicity
1.	Name of the Scheme	:	0 0	of Directorate of 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, communication channel between the Government and people 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 2013-14 :

- Maintenance of State Information Centre / Press Club.
- Preparation of Speech of Lt. Governor /Chief Minister during Republic Day, Independence Day, National Press Day and Film Introductory Articles for Indian Panorama Film Festival.

4. Physical Achievements for the Annual Plan 2014-15:

- Maintenance of State Information Centre / Press Club.
- Preparation of speech of Lt. Governor /Chief Minister during Republic Day, Independence Day,
- Preparation of speech of /Chief Minister during National Press Day and Film Introductory Articles for Indian Panorama Film Festival.
- Film Festival was conducted and the best film was awarded with memento and a cash prize of ₹1,00,000/-

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- Maintenance of State Information Centre / Press Club.
- Preparation of Speech of Lt. Governor /Chief Minister during Republic Day, Independence Day, National Press Day and Film Introductory Articles for Indian Panorama Film Festival.
- Conduct of 52 Government functions for the celebration/observance of Birth and Death Anniversaries of National & State Level leaders.
- Errection of new bronze Statue for Amaradeepam P. Uthiravelu, Blessed Mother Theresa, 'Swami Vevekananda' K.R. Subramania, Silambu Selvar Ma. Po. Sivagnanm and Supraya Phillai.

- Indian Panorama film festival will be conducted and award will be given with a memento and a cash award of $\gtrless 1,00,000/$ -.
- Purchase of Four Wheelers
- Creation of posts:

6.

-	
Assistant Director	- 2 nos. (₹8700-34800+4600/-)
Public Relations Assistant	- 4 nos. (₹5200-20200+2800/-)
Lower Division Clerk	- 4 nos. (₹5200-20200+1900/-)
MTS(General)	- 4 nos. (₹5200-20200+1800/-)
Room Attendant	- 5 nos. (₹5200-20200+1800/-)
Remarks	Continuing Scheme

Scheme No. 2

Sector	r: Information and Publicity		Implementing Department :	Information and Publicity
1.	Name of the Scheme	:	Information and Pr	omotion 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 2013-14 :

- Press coverage for 169 Government functions as on 29.1.2014.
- 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.
- Maintenance of departmental website and e-governance initiatives.

4. Actual Physical Achievements for the Annual Plan 2014-15:

- Press coverage for 187 Government functions as on 6th February 2015.
- 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 2015-16 :

- Release of Advertisement during Republic Day/Independence Day.
- Release of Advertisement during Republic Day 2015.
- Arrangement for Press meeting.
- Maintenance of Press Club.
- > Release of Advertisement/Tender Notices.
- Honouring VVIPs
- Celebration/Observation of Birth/Death Anniversaries of National Leaders.
- 6. Remarks : Continuing Scheme

				Scheme No. 3
Sector	r: Information and Publicity		Implementing Department :	Information and Publicity
1.	Name of the Scheme	:	Welfare Programme for Media Person	

2. Objective of the Scheme

Welfare programmes 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 made in the Annual Plan 2013-14 :

- > Financial assistance given to media persons.
- > Welfare measures provided to meadia persons.

4. Actual Physical Achievements for the Annual Plan 2014-15:

- > Financial assistance were given to media persons.
- Welfare measures were provided to meadia persons.

5. Proposed Physical Targets for the Annual Plan 2015-16 :

- > Pension benefits will be given to Journalists.
- Financial assistance will be given for purchase of Laptop Computer to the Media Persons.
- Medical Insurance to the Family of the Media Persons will be provided.
- ➢ Grant of award will be givent to the media persons for best Journalist and the best photo journalist.
- Financial assistance will be given for the Educational expenses to the Children of the Media persons.
- > National Press Day will be celebrated.
- 6. Remarks

: Continuing Scheme