

INFORMATION AND PUBLICITY

The Department of Information and Publicity works 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 Puducherry and gives an award in the name of Sankaradass Swamikal 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 Swamikal 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

No. of Schemes : 3

Department : INFORMATION AND PUBLICITY

(₹ in lakh)

Annual Plan 2013-14 Actual Expenditure	:	133.76
Annual Plan 2014-15 Approved Outlay	:	140.00
Annual Plan 2014-15 Revised Outlay	:	140.00
Annual Plan 2015-16 Approved Outlay	:	150.00

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2013-14	Annual Plan 2014-15		Annual Plan 2015-16	
		Actual Expdr.	Approved Outlay	Revised Outlay	Approved Outlay	Of which Capital Content
(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** : 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, 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.

3. Actual Physical Achievements made in the Annual Plan 2013-14 :

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

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

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