

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.

To promote good films in Puducherry this department is conducting Indian Panorama Film Festival 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.

In addition to the aforesaid activities, this department acts as a Protocol Agency for extending hospitality to the visiting VVIPs and dignitaries who are being treated as State guests as per rules. Also this department organizes ceremonial occasions such as Independence Day, Republic Day, and swearing-in ceremonies of the Lt. Governor and newly elected Council of Ministers.

OUTLAY AT A GLANCE

Sector : INFORMATION AND PUBLICITY

No. of Schemes : 3

Department : INFORMATION AND PUBLICITY

(₹ in lakh)

Annual Plan 2014-15 Actual Expenditure	:	135.88
Annual Plan 2015-16 Approved Outlay	:	150.00
Annual Plan 2015-16 Revised Outlay	:	182.00
Annual Plan 2016-17 Proposed Outlay	:	370.39

(₹ in lakh)

Sl. No.	Name of the Scheme	Annual Plan 2014-15	Annual Plan 2015-16		Annual Plan 2016-17	
		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	59.14	80.01	67.68	92.71	--
2	Information and Promotional Activities	66.85	54.99	99.32	252.68	--
3	Welfare programmes and Grants-in-aid to media persons	9.89	15.00	15.00	25.00	--
Total		135.88	150.00	182.00	370.39	--

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, which is attending to various activities such as extending hospitality to visiting state guests, acting as a communication channel between the Government and people, organising various national festivals and other ceremonial functions. This Directorate also acts as protocol agency for visiting state guest. One Government Guest house at Indira Nagar Puducherry is being maintained to accommodate the visiting guests, VIPs & VVIPs.

3. Actual Physical Achievements made in the Annual Plan 2014-15 :

- Conducted 52 Government functions for the celebration/observance of birth and death anniversaries of national and state- level leaders.
- Forwarding of Daily Paper Clipping with translation to Lt. Governor, Chief Secretary and Secretaries and forwarding of Daily Paper Clippings to Chief Minister, Speaker, Ministers and Leader of Opposition. Preparation of Republic Day Speech for Lt. Governor and Independence Day speech for Chief Minister along with Citations. Preparation of National Press Day Speech for Chief Minister and Film Introductory Articles for Indian Panorama Film Festival, Assembly Question Translations and dissemination of Information under RTI Act.

4. Physical Achievements for the Annual Plan 2015-16:

- Conducted 52 Government functions for the celebration/observance of birth and death anniversaries of national and state- level leaders.
- Forwarding of Daily Paper Clipping with translation to Lt. Governor, Chief Secretary and Secretaries and forwarding of daily newspaper clippings to Chief Minister, Speaker, Ministers and Leader of Opposition. Preparation of Republic Day Speech for Lt. Governor and Independence Day speech for Chief Minister along with Citations. Preparation of National Press Day Speech for Chief Minister and Film Introductory Articles for Indian Panorama Film Festival, Assembly Question Translations and Dissemination of Information under RTI Act.

5. Proposed Physical Targets for the Annual Plan 2016-17 :

- It is proposed to continue the conduct of 52 Government functions for the celebration/observance of birth and death anniversaries of national and state- level leaders. New bronze Status for Amaradeepam P. Uthiravelu will be erected the Puducherry During 2016-17.
- Like last year, this year also the Indian Panorama film festival will be conducted during September 2016 and it is proposed to Award the Director of the Best film selected from among the Indian Panorama films participated in IFFL, Goa, with a memento and a Cash Award of Rs.1,00,000/- selected from amongst regional

films of Union Territory of Puducherry in the name of “Sri Sankaradass Swamigal”.

- Preparation of Republic Day Speech for Lt. Governor and Independence Day speech for Chief Minister along with citations. Preparation of National Press Day speech for Chief Minister and film introductory articles for Indian Panorama Film Festival, Assembly Question Translations, dissemination of Information under RTI Act and Publication of Puducherry magazine in Tamil and English.

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 aim is to publish the achievements of the popular Government 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 2014-15 :

- Press coverage for 228 Government functions.
- Organized 12 Press Meets.
- Photographic & Video graphic Coverage of Government functions and V.V.I.P functions.
- Schemes/ Welfare measures for media persons have been 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.
- Maintaining departmental website & E –Governance initiatives

4. Actual Physical Achievements for the Annual Plan 2015-16:

- Arrangement for Press meeting..
- Maintenance of Press Club
- Release of Advertisement/Tender Notices..
- Honouring VVIPs
- Celebration/observation of birth and death anniversaries of national Leaders.

5. Proposed Physical Targets for the Annual Plan 2016-17 :

- 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 : Information and Publicity

Implementing
Department :

Information and
Publicity

1. Name of the Scheme : Welfare Programme for Media Persons

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 2014-15 :

- Release pension to nine Media person from May 2015 onwards.
- Opened social network viz., Face Book & Twitter account on behalf of Government of Puducherry.

4. Actual Physical Achievements for the Annual Plan 2015-16:

- Release of pension to two media persons additionally to honour veteran press people
- Reimbursement of Rs.15,000/- each to two Media Persons for purchase of laptop.
- Issue of Accreditation and Identity Cards.

5. Proposed Physical Targets for the Annual Plan 2016-17 :

- Scheme for Pension benefits to the journalists in the Union Territory of Puducherry
- Scheme for providing financial assistance for purchase of laptop to the media persons of Union Territory of Puducherry.

- Scheme for medical insurance to the family of the media persons in the Union Territory of Puducherry
- Scheme for the Grant of Award to the Best Journalist and the Best Photo Journalist to the media persons in the Union Territory of Puducherry.
- Scheme of providing financial assistance for educational expenses to the children of the media persons of the Union Territory of Puducherry.
- Celebration of National Press Day.

6. Remarks : Continuing Scheme