



**TAMIL DEVELOPMENT
AND
INFORMATION DEPARTMENT**

**POLICY NOTE
2022-2023**

INFORMATION AND PUBLICITY

Demand No.28

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Minister for Information and Publicity

**DEMAND No.28
INFORMATION AND PUBLICITY
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It is necessary to discard the useless talk and take what is useful in what is being talked about like discarding the seedless paddy and taking the seeded paddy.

- **Perarignar Anna**

INTRODUCTION

Perarignar Anna explains the importance of knowing correct information by citing an example. The Government also has the duty to take the useful news and information, from the abundant information being received by the citizens, as also the information on schemes and policies framed for improving the lifestyles of the people, even to people living in far off places.

**“A King is he who treasure gains, stores up, defends,
And duly for his Kingdom’s weal expends”**

(Kural 385)

The Information and Public Relations Department works with enthusiasm and energy to take the Government’s schemes and achievements

to the people by supporting the efforts of the Hon'ble Chief Minister who tirelessly rule in accordance with Thiruvalluvar's dictum on the greatness of a King.

The Information and Public Relations Department functions with alacrity adapting to changing times and modern technology and takes the information to the people quickly and easily.

The Information and Public Relations Department works untiringly with dedication to take the information to people on several welfare schemes implemented for the welfare of Tamil people and the achievements made from these schemes.

This important work is being carried out through Press Release Section, Photo Section, Reference Section, Memorials Section, Functions Section, Field Publicity Section, Advertisement Section, Exhibition Section, Tamil Nadu Films

Division, Cine Workers Welfare Board, Tamil Nadu Government M.G.R. Film and Television Institute, Tamilarasu, Information Centres and District Public Relations Offices.

Muthamizh Arignar Kalaignar had said "Work, Work, Work, and that is Stalin". Accordingly, the Hon'ble Chief Minister of Tamil Nadu works untiringly dedicating his life for the welfare of Tamil people implementing the schemes not alone announced by him but also schemes unannounced by him. The Information and Public Relations Department takes these achievements of the Government to all the people more effectively.



PRESS RELEASE SECTION

Press Release Section is an important section in the Department of Information and Public Relations which functions on all days to facilitate the public to know about the important announcements, Press notes and Press releases of the Hon'ble Chief Minister.

The Press notes of the Hon'ble Chief Minister, Hon'ble Ministers, Press releases of the Government, the news regarding Government welfare schemes, developmental works, announcements and details of Government functions and programmes and related photographs and video clippings are sent by the Press Release Section to Tamil, English and other State's dailies, TV Channels, News agencies, Periodicals, and on-line news portals numbering over 325.

Necessary arrangements are also made for the Press Meets of Hon'ble Chief Minister and Hon'ble Ministers. This section also coordinates with the Press and facilitate press coverage of the functions participated by Hon'ble Ministers and Secretaries of various Departments and during VIPs visit to the State.

Important announcements, Press releases and video footages and photographs of important events released from the Headquarters are uploaded immediately using latest electronic gadgets in the Information and Public Relations Department's website www.dipr.tn.gov.in and are sent to the media. Similarly, they are also sent to District Information and Public Relations Office of all districts through e-mail, so that news and photos are published in the district editions also.

In addition, news and photographs of programmes in the Districts which features Hon'ble Chief Minister and Hon'ble Ministers, as

well as those of other Government functions in the Districts, are received by the Press Release section in the Headquarters from the District Information and Public Relations Officers concerned and sent to the dailies and other Media at the headquarters.

JOURNALISTS WELFARE

1) PENSION FOR JOURNALISTS

The Government provides monthly pension to journalists who toil day and night for taking the news to the public so that they don't face hardship after retirement. Monthly pension is provided to retired Journalists who have put in 20 years of service and are in indigent conditions.

A sum of Rupees Ten Thousand is now given as monthly pension to the Journalists.

2) FAMILY PENSION

Family Pension is given to the family of the deceased journalist who had availed pension

taking in to consideration the welfare of the family. A sum of Rupees Five Thousand is now given as Family Pension.

3) FAMILY BENEFIT FUND

Journalists' Family Benefit Fund is being given from the Chief Minister's Public Relief Fund to families of Journalists who die while serving as Editor / Sub-Editor / Reporter / Photographer / Proof Reader as detailed below.

No.of years served	Family Benefit Fund
5	Rs.1,25,000/-
10	Rs.2,50,000/-
15	Rs.3,75,000/-
20	Rs.5,00,000/-

4) WELFARE FUND

A sum of Rupees One crore has been allocated for the Journalists' Welfare Fund as Corpus Fund and it has been deposited with Tamil Nadu Power Finance and Infrastructure

Development Corporation. The maximum amount of Welfare Fund for medical treatment of Journalists in service, who suffers from serious illnesses, is Rupees Two Lakh and this amount is given from the interest accumulated from the deposit of Rupees One Crore.

5) CORONA SPECIAL INCENTIVE

Corona Special Incentives given to the Recognized Journalists working in Dailies, Televisions and Periodicals was enhanced from Rupees Three Thousand to Rupees Five Thousand and has been given to 5,782 persons amounting to Rupees Two Crore Eighty Nine Lakh and Ten Thousand.

6) CORONA COMPENSATION

Compensation amount for the legal heirs of the Journalists who lost their lives due to COVID-19, was enhanced from Rupees Five Lakh to Rupees Ten Lakh and so far, the legal heirs of 17 such journalists were given Rupees Ten Lakh each

amounting to Rupees One Crore and Seventy Lakh.

7) GOVERNMENT RENTAL HOUSING

Journalists working in the media have been allocated quarters at concessional rent in the Tamil Nadu Housing Board flats in Chennai and districts under Government's discretionary quota during the Financial Year 2021-2022.

8) HOUSE SITES

Journalists of dailies and TV Channels working in the Districts, who do not possess own house or plot are provided with house sites at concessional rates with the consent of the District Collector through the Department of Revenue and Disaster Management.

9) ACCREDITATION CARDS

To enable media personnel gather news at Hon'ble Chief Minister's functions and at other functions of VVIPs, Media personnel /

photographers / cameraman working in newspapers/television channels are provided with Accreditation Card. 771 media persons in Chennai and 142 persons in the districts totaling 913 persons have been issued with Accreditation Cards during the Financial Year 2021-2022.

10) PRESS PASS

Press Pass is given to the Journalists of periodicals to enable them to gather news at important places. 585 Press Pass Cards have been issued in the current year.

11) BUS PASSES AT NO COST TO JOURNALISTS

Journalists provided with Accreditation Cards are given bus passes to travel at no cost in Government Transport Corporation buses of Chennai and Villupuram numbering 446 in Chennai and in districts on the recommendation of the District Collector to 2958 persons totaling 3404 number of passes.

12) NEWS AGENCIES

The news released by Press Trust of India (PTI) and United News of India (UNI) is being received 24 hours in the computer in Raj Bhavan and important news items are brought to the notice of the Heads of Departments for necessary action.

13) PRESS ROOM

The Press Room in the Secretariat is functioning well with all facilities.

14) MEDIA CENTRE

Media Centre functions on the ground floor in the Main building of the Secretariat. Announcements of the Hon'ble Chief Minister and Government related news telecast in 12 television news channels are being recorded in this Centre.

The Press Releases, Press Notes and Photographs are sent from the Media centre to all media houses in Chennai. In addition, they are

also sent to all District Information and Public Relations Officers for necessary action to get them published in their district editions.

The District Information and Public Relations Officers send the details of publication of these news items in the districts every day to the Media Centre. Details regarding the publication of Press Releases, Press Notes and Photographs relating to Hon'ble Chief Minister in the district dailies are received through e-mail and monitored.

15) SOCIAL MEDIA WING

A separate Social Media Wing has been created in the department to integrate works relating to posting the press releases, achievements and programmes of the Hon'ble Chief Minister in the Social Media platforms like Twitter, Instagram, Facebook and YouTube.



JOURNALIST WELFARE BOARD

The Hon'ble Chief Minister has brought accolades to the working journalists in Tamil Nadu by announcing them as front line workers for the first time.

As per the guidance of the Hon'ble Chief Minister, an announcement was made in the Tamil Nadu Legislative Assembly during the Assembly session 2021-2022 on 6.9.2021 to form a Journalist Welfare Board.

Accordingly, a Journalist Welfare Board has been formed to integrate and provide all the assistances given to the journalists under various heads and to provide them welfare assistance of the Welfare Board.

Sl.No.	Welfare Assistance	Amount Rs.
1	Financial Assistance for Education (For two children only)	
	Girl children studying 10 th std	1,000/-
	Children who passed 10 th std (son or daughter)	1,000/-
	Girl children studying 11 th std	1,000/-
	Girl children studying 12 th std	1,500/-
	Child who passed 12 th std (son or daughter)	1,500/-
2	Regular Graduate students (For each Academic Year) Attending college from home	1,500/-
	Attending college from hostel	1,750/-
3	Regular Post Graduate students. Attending college from home	2,000/-
	Attending college from hostel	3,000/-
4	Regular Technical Graduate students. Attending college from home	2,000/-
	Attending college from hostel	4,000/-
5	Regular Technical Post Graduate students. Attending college from home	4,000/-
	Attending college from hostel	6,000/-
6	Students studying ITI / Polytechnic course. Attending college from home	1,000/-

Sl.No.	Welfare Assistance	Amount Rs.
	Attending college from hostel	1,200/-
7	Marriage assistance	2,000/-
8	Maternity assistance	6,000/-
9	Abortion / Miscarriage assistance	3,000/-
10	Reimbursement for spectacles (For members only)	500/-
11	Financial Assistance for natural death	50,000/-
12	Financial Assistance for funeral	5,000/-

A Journalist Welfare Board Committee has been constituted with the Minister for Information and Publicity as the Chairman, seven official members and six non-official members to scrutinize the applications and to extend assistance to the members.



As per the announcement made by this department, orders have been issued for awarding Kalaignar Ezhuthukol Virudhu with a prize amount

of Rupees Five Lakh and a certificate to a journalist every year who contributes for the development of downtrodden people and for social uplift through his/her writings. Orders have also been issued forming the selection committee to select the awardees. This award will be presented every year on June 3rd the birth anniversary of Muthamizh Arignar Kalaignar.



PHOTO SECTION

The photographers in the Photo Section that functions in the Secretariat Chennai, take photographs at Government Functions featuring Hon'ble President, Hon'ble Vice President, Hon'ble Prime Minister, Hon'ble Chief Minister of Tamil Nadu and Hon'ble Ministers. The photographers in the district Information and Public Relations offices are working in coordination with District Collector's office.

The photographs taken by the photographers in Secretariat are sent to Media through Press Release Section and also displayed for the public view at Chennai Secretariat Lobby and at the Tamil Nadu House in New Delhi.

The photographs taken by districts Photographers are sent to the media within that

districts and also displayed in Collectorate Panel Boards and in the mini photo exhibitions in important Government functions for public viewing. Photographs are also published along with articles and coverages of Government functions in the Department's publication Tamilarasu (Tamil and English) editions.

In addition, photographs of the Schemes inaugurated by the Hon'ble Chief Minister are published in the form of Achievement Books and Coffee Table Books for public awareness.

All the photographs taken by the department photographers are preserved for future reference in Blu-ray DVDs and in Hard Discs.



REFERENCE SECTION

The Reference Section functioning under the Information and Public Relations Department brings to the notice of the concerned Government Departments every day important news items carried by all newspapers, periodicals and upcountry newspapers, department wise, by categorizing them.

The Reference Section consolidates the news clippings of important news items from dailies, periodicals, and upcountry newspapers and submits them daily in the morning and the evening for the perusal of the Hon'ble Chief Minister in file format. News clippings are also sent to the Chief Secretary and Secretaries to Government for their perusal and necessary action.

In addition, complaints and adverse news published on various Government departments are scanned and sent to their respective Secretaries, Heads of Departments and the District collectors through WhatsApp and the feedback received is sent to the media for publication. Important Tamil and English newspapers are preserved as bound volumes for future reference. Press clippings are made available during legislature sessions and to the offices of the Hon'ble Chief Minister, Hon'ble Ministers, and Secretaries to Government as per their request.

Important news items like announcements of the Hon'ble Chief Minister, speeches, press meets, Government's schemes, achievements, and the welfare assistance and also the editorials of dailies, articles and critiques and the views of different political leaders published in newspapers are compiled under different heads, computerized and preserved by the Reference Section.



MEMORIALS

In order to honour and in memory of eminent persons of Tamil Nadu, scholars who toiled for the growth of Tamil language and brought fame to Tamil Nadu, Poets and music maestros who kindled the patriotic fervor and social justice in the minds of the people, martyrs who are shining examples of sacrifice in the history of Tamil Nadu, 73 Memorials, Four Arangams, Six Commemoration Pillars and one Monument have been constructed on behalf of the Information and Public Reations Department and properly maintained.

DETAILS OF MEMORIALS IN TAMIL NADU

Sl. No.	MEMORIAL	PLACE
1	Perarignar Anna Memorial and Museum	Marina Beach, Kamarajar Salai, Chennai
2	Bharat Ratna Puratchi Thalaivar Dr.M.G.R. Memorial	Marina Beach, Kamarajar Salai, Chennai
3	Gandhi Mandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
4	Perunthalaivar Kamarajar Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
5	Mootharignar Rajaji Ninaivalayam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
6	Periyavar M.Bhakthavatchalam Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
7	Mahakavi Bharathiyar Ninaivu Illam	Thulasinga Perumal Koil Street, Triplicane, Chennai
8	Perunthalaivar Kamarajar Ninaivu Illam	Thirumalai Salai, Thiyagaraya Nagar, Chennai
9	Valluvar Kottam	Nungambakkam, Chennai

Sl. No.	MEMORIAL	PLACE
10	Mozhippor Thiyagigal Manimandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
11	Thiyagigal Manimandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
12	Rettaimalai Seenivasan Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
13	Kanniyathendral Quaid-e-Milleth Muhammad Ismail Manimandapam	Dams Road, Pudupet, Chennai
14	Sindhanai Sirpi Ma.Singaravelar and Suyamariyathai Sudaroli N. Jeevarathinam Manimandapam and Library	Royapuram, Chennai
15	Nadigar Thilagam Sivaji Ganesan Manimandapam	Adyar, Chennai
16	Perarignar Anna Ninaivu Illam	Chinna Kancheepuram, Kancheepuram District
17	Tiruppur Kumaran Memorial	Tiruppur, Tiruppur District

Sl. No.	MEMORIAL	PLACE
18	Pagutharivu Kavirayar Udumalai Narayanakavi Manimandapam	Udumalaipettai, Tiruppur District
19	Thanthai Periyar Memorial	Vaikkom, Kottayam District, Kerala State
20	Periyar - Anna Memorial	Erode, Erode District
21	Dheeran Chinnamalai Manimandapam	Odanilai, Arachalur, Erode District
22	Mootharignar Rajaji Pirantha Illam	Thorapalli, Krishnagiri District
23	Vallal Adhiyaman Kottam	Dharmapuri, Dharmapuri District
24	Thiyagi Subramaniya Siva Manimandapam	Pappaparatti, Dharmapuri District
25	Namakkal Kavignar Ramalingam Pillai Ninaivu Illam	Namakkal, Namakkal District
26	Va.Ve.Subramaniya Iyer Ninaivu Illam	Varahaneri, Tiruchirappalli District
27	Pattukkottai Kalyanasundaram Manimandapam	Pattukkottai, Thanjavur District
28	Pattukkottai Azhagirisamy Ninaivu mandapam	Avudaiyankulam, Pattukkottai, Thanjavur District

Sl. No.	MEMORIAL	PLACE
29	Thillaiyadi Valliyammai Memorial	Thillaiyadi, Mayiladuthurai District
30	Tamizhisai Moovar Manimandapam	Sirkazhi, Mayiladuthurai District
31	Thamizh Thatha Dr.U.Ve.Sa.Ninaivu illam	Uthamathanapuram, Thiruvarur District
32	Thiyagi P.Srinivasa Rao Ninaivu Mandapam	Thiruthurai poondi, Thiruvarur District
33	Manuneethi Chozhan Ninaivu Mandapam	Thiruvarur, Thiruvarur District
34	Kaviarasu Kannadasan Manimandapam	Karaikudi, Sivagangai District
35	Thavathiru Kundrakudi Adigalar Manimandapam	Kundrakudi, Sivagangai District
36	Maruthupandiar Ninaivu Mandapam	Tiruppattur, Sivagangai District
37	Veeramangai Velunachiyar Ninaivu Mandapam	Surakulam, Sivagangai District
38	Thiyaga Seelar Kakkan Manimandapam	Thumbaipatti, Madurai District
39	Thiyagi Viswanathadass Ninaivu Illam	Thirumangalam, Madurai District
40	Parithimar Kalaignar Ninaivu Illam	Vilacheri, Madurai District

Sl. No.	MEMORIAL	PLACE
41	Mozhignayiru Devaneya Pavaanar Manimandapam	Sathamangalam, Madurai District
42	Perunthalaivar Kamarajar Pirantha Illam	Virudhunagar, Virudhunagar District
43	Perunthalaivar Kamarajar Nootraandu Vizha Manimandapam	Virudhunagar, Virudhunagar District
44	Thiyagi Sankaralinganar Manimandapam	Virudhunagar, Virudhunagar District
45	Mahakavi Bharathiyar Manimandapam	Ettayapuram, Thoothukudi District
46	Mahakavi Bharathiyar Illam	Ettayapuram, Thoothukudi District
47	Kappalottiya Thamizhan V.O.Chidambaranar Illam	Ottapidaram, Thoothukudi District
48	Veeran Azhagumuthukone Manimandapam	Kattalangulam, Thoothukudi District
49	Freedom Fighter VeeranSundaralingam Memorial	Gavarnagiri, Thoothukudi District

Sl. No.	MEMORIAL	PLACE
50	Freedom Fighter Veeran Vellayathevan Memorial	Vallanadu, Thoothukudi District
51	Amudhakavi Umaru Pulavar Memorial	Ettayapuram, Thoothukudi District
52	Veerapandia Kattabomman Manimandapam	Kayathar, Thoothukudi District
53	Kappalottiya Thamizhan V.O.C Manimandapam	Tirunelveli, Tirunelveli District
54	Poolithevan Ninaivu Maaligai	Nerkattumseval, Tirunelveli District
55	Tamil Scholar Caldwell Ninaivu Illam	Idayangudi, Tirunelveli District
56	Thiyagi Vanchinathan Manimandapam	Sengottai, Thenkasi District
57	Freedom Fighter Ondi Veeran Manimandapam	Palayamkottai, Tirunelveli District
58	Pothuvudaimai Veerar P. Jeevanandam Manimandapam	Nagercoil, Kanniyakumari District
59	Gandhi Ninaivu Mandapam	Kanniyakumari, Kanniyakumari District
60	Perunthalaiavar Kamarajar Manimandapam	Kanniyakumari, Kanniyakumari District

Sl. No.	MEMORIAL	PLACE
61	Sathavathani Seiguthambi Pavalar Ninaivu Mandapam	Idalaakudi, Kottar, Nagercoil, Kanniyakumari District
62	Marshal Nesamani Manimandapam	Nagercoil, Kanniyakumari District
63	Muthu Mandapam (in memory of Vikrama Raja Singan, the last Tamil King of Sri Lanka)	Vellore, Vellore District
64	Freedom Fighter Gopal Naicker Manimandapam	Virupatchi, Dindigul District
65	The Great Kings Hyder Ali, Thippu Sultan Manimandapam	Adiyanuthu Village, Dindigul District
66	Omandur Ramasamy Reddiar Manimandapam	Omandur, Villupuram District
67	Freedom Fighter Thiyagi Dheeran Chinnamalai Monument	Sankagiri, Salem District
68	Swami Sagajanandha Manimandapam	Chidambaram, Cuddalore District
69	Uzhavar Perunthalaivar Narayanasami Naidu Manimandapam	Vaiyampalayam, Coimbatore District

Sl. No.	MEMORIAL	PLACE
70	Ramasamy Padayatchiyar Ninaivu Mandapam	Manjakuppam, Cuddalore District
71	Dr.B.Sivanthi Aditanar Manimandapam	Thiruchendur, Thoothukudi District
72	Former Chief Minister Puratchi Thalaivi Selvi J Jayalalithaa Ninaividam	Marina Beach, Kamarajar Salai, Chennai
73	Bharathamatha Ninaivaalayam	Pappaparapatti, Dharmapuri District

ARANGAMS

Sl. No.	ARANGAM	PLACE
1	Mootharignar Rajaji Hall	Omandurar Government Estate, Chennai
2	Kalaivanar Arangam	Omandurar Government Estate, Chennai
3	Anna Kalaiarangam	Vellore, Vellore District
4	Mahamagam Multipurpose Kalaiarangam	Kumbakonam, Thanjavur District

COMMEMORATION PILLARS

SI. No.	COMMEMORATION PILLAR	PLACE
1	"Quit India" Movement's Golden Jubilee Commemoration Pillar	Gandhi Mandapam Premises, Sardar Vallabhbhai Patel Salai, Guindy, Chennai
2	Golden Jubilee of Independence Commemoration Pillar	Near War Memorial, Kamarajar Salai, Chennai
3	Golden Jubilee of Republic Commemoration Pillar	Near Gandhi Statue, Kamarajar Salai, Chennai
4	Sepoy Mutiny Commemoration Pillar	Vellore, Vellore District
5	Perunthalaivar Kamarajar Centenary Celebrations Commemoration Pillar	Virudhunagar, Virudhunagar District
6	Music Maestro Nallappaswami Commemoration Pillar	Vilathikulam, Thoothukudi District

MONUMENT

Sl. No.	NINAIVUCHINNAM	PLACE
1	Veerathai Kuyili Monument	Surakulam, Sivagangai District

ANNOUNCEMENTS MADE BY HON'BLE CHIEF MINISTER UNDER RULE 110 IN THE YEAR 2021-2022 – WORKS IN PROGRESS

Administrative Sanction Orders have been issued for setting up of Manimandapam with statue for Ayothidasa Pandithar who lived from 1845 to 1914 at Chennai in memory of his 175th birth anniversary at a cost of Rupees Two crore and fifty lakh. The construction works are to be commenced soon.

Administrative Sanction Orders have been issued for construction of Manimandapam at a cost of Rupees Four Crore in Vazhuthareddy Village, Viluppuram District for the 21 martyrs who lost their lives in the struggle for social Justice in 1987. The construction works are to be commenced.

Construction works are in progress for Muthamizh Arignar Kalaignar Memorial with pictorial representation at Arignar Anna Memorial Campus, Kamarajar salai, Chennai at a cost of Rupees Thirty Nine Crore on an area of 2.21 acre.

WORKS RELATING TO OTHER ANNOUNCEMENTS OF HON'BLE CHIEF MINISTER

Construction works of Arangam with statue and a library for folklorist and acclaimed writer K. Rajanarayanan who popularized karisal literature, has commenced in Kovilpatti at a cost of Rupees One Crore Fifty lakh and Seventy Thousand.

Administrative sanction Orders have been issued to renovate the House, where in Mahakavi Bharthiyar lived in Kashi, Uttar Pradesh, by the Government of Tamil Nadu.

Administrative sanction Orders have been issued for construction of Rao Bahadur Cruz Fernandes Manimandapam at Thoothukudi District.

Administrative sanction Orders have been issued for renovation of the Mandapam wherein the oil press pulled by V.O.Chidambaranar is displayed in Gandhi Mandapam premises, at a cost of Rupees Forty Three Lakh Forty Two Thousand Seven Hundred and Twenty.

Administrative sanction Orders have been issued for renovation of V.O.Chidambaranar Memorial House at Ottapidaram and Manimandapam at Thirunelveli at a cost of Rupees Seventy Two Lakh and Fifty Thousand.

Administrative sanction Orders have been issued for setting up of full size statue of V.O.Chidambaranar at VOC park in Coimbatore at a cost of Rupees Forty Three Lakh and Seventy Thousand.

WORKS RELATING TO ANNOUNCEMENTS OF INFORMATION DEPARTMENT

Administrative sanction Orders have been issued for installing a statue for freedom fighter

who fought against the British and was hanged, Panjalankurichi King Veera Pandiya Kattabomman, at Gandhi Mandapam premises, Guindy, at a cost of Rupees Eighteen Lakh. The works are to be commenced.

Administrative sanction Orders have been issued for installing a statue for freedom fighters Maruthu Brothers, who ruled Sivagangai Seemai, at Gandhi Mandapam premises, Guindy, at a cost of Rupees Thirty Four Lakh. Further action is in Progress.

Administrative sanction Orders have been issued for installing statue for Freedom Fighter Anjalai Ammal, addressed as Jansi Rani of South India by Mahatma Gandhi, at Gandhi Park, Muthu Nagar, Cuddalore Corporation, at a cost of Rupees Twenty Five Lakh. The works are to be commenced soon.

Administrative sanction Orders have been issued for installing a statue for former President

of India who was also India's leading scientist and charismatic idol of the students, Dr. A.P.J. Abdul Kalam at Anna University Campus, Guindy, at a cost of Rupees Eighteen Lakh and Fifty Thousand. The University has identified the place. Installation work is to be commenced.

Administrative sanction Orders have been issued for installing a statue for Nobel Prize Laureate, Bengal Poet who penned the National Anthem, Rabindranath Tagore at Queen Mary's College Campus, Chennai at a cost of Rupees Twenty Six Lakh. The place has been identified. The works are to be commenced soon.

Administrative sanction Orders have been issued for installing a statue for Social reformer, Writer, Eminent person in Dravidian Movement and in abolition of Devadasi system Moovalur Ramamirtham Ammaiyar at Varadachiyar Park in Mayiladuthurai at a cost of Rupees Sixteen Lakh. Action is being taken to install the statue.

Administrative sanction has been accorded to install a statue for Dr.Muthulakshmi Reddy who was the first Woman Legislator, Leader of Women's Indian Association, social reformer and a doctor in the premises of the Government Medical College, Pudukottai at an estimate of Rupees Ten Lakh.

Administrative sanction Orders have been issued for setting up of sound and light show depicting the glory, history and events of Indian freedom struggle at all the Memorials to mark the 75th year of India's Independence. In the first instance estimate has been received for 10 Memorials and the work is to be commenced.

Administrative sanction Orders have been issued for Renovating Gandhi Mandapam and Museum and Memorials of Perunthalaivar Kamarajar, Periyavar Bhakthvatchalam and Mootharignar Rajaji at Gandhi Mandapam premises, Guindy, at a cost of Rupees Three Crore

Thirty Eight Lakh and Seventy Thousand. Action is in progress for commencing the work.

Administrative sanction Orders have been issued for installing a Statue at Udumalaipettai Municipality Office premises and for constructing an Arangam near Thirumoorthy Dam for Thali Palayakarar Malaiyandi Venkidupathi Ethalappar Nayakar at a cost of Rupees Two Crore and Sixty Lakh. The works are to be commenced soon.

Administrative sanction Orders have been issued for constructing a Memorial for those who died during Parambikkulam Aliyar Project works, at Aliyar dam park, to name the office premises of Chief Engineer, Water Resources Department in Pollachi as 'C.Subramaniam Valagam' and for constructing a two storyed building at a cost of Rupees Four crore and to name the ground floor of the building as 'V.K. Palanisamy Arangam' and to name the upper floor as 'Pollachi Na.Mahalingam Arangam' and to install statues for

V.K. Palanisamy Gounder, Former Minister
C.Subramaniam, Industrialist Pollachi
N. Mahalingam at a cost of Rupees Thirty Lakh.
The works are to be commenced soon.

Administrative sanction Orders have been issued for installing a statue in Chennai and for constructing an Arangam in Namakkal District for Former Chief Minister of Madras presidency Dr. Pa.Subbarayan a Freedom fighter who toiled for Tamil language and Tamil people, at a cost of Rupees Two Crore and Sixty Lakh. The work is to be commenced soon.

Administrative sanction Orders have been issued for installing a statue and for constructing an arangam for the former Member of the Legislative Assembly and freedom fighter Thiru Eswaran who was instrumental in bringing Keezh Bhavani Irrigation Scheme which cater to the need of irrigating Two Lakh acres of land in Kongu Region, at Bhavani Sagar in Erode District

at a cost of Rupees Two Crore and Sixty Lakh. The works are to be commenced soon.

Administrative sanction Orders have been issued for installing a statue and for constructing an arangam for Thiru A. Govindasamy, a former Minister in the cabinet of Perarignar Anna and Muthamizh Arignar Kalaignar at Vazhudhareddy Village, Viluppuram District at a cost of Rupees Two Crore and Sixty Lakh. The work is to be commenced.

Renovation work is to be commenced at Valluvar Kottam at a cost of Rupees Twenty Nine Crore Fifty Five Lakh Sixty One Thousand One Hundred and Eighty Four.

OTHER WORKS UNDER CONSTRUCTION

Manimandapam construction work for Sir A.T. Paneerselvam, Perumpidugu Mutharaiyar, M.K. Thigaraja Bagavathar at Trichy Corporation Central Bus stand is nearing completion.

Intallation of statue of Freedom Fighter Vellayathevan riding a horse in the Freedom Fighter Vellayathevan Manimandapam at Vallanadu in Thoothukudi district at a cost of Rupees Thirty Nine Lakh Seventy Five Thousand is nearing completion.

Construction of Manimandapam with statue for Rettaimalai Seenivasan at Achirupakkam, Maduranthgam Taluk, Chengalpattu is under progress.

Orders have been issued for installation of Full size statue with dome for Allala Elaya Nayagar at Jedarpalayam, Namakkal District at a cost of Rupees Twenty one lakh and Eighty Thousand and the works are in progress.

Orders have been issued for construction of Mandapam with a Statue and a library for Kavimani Desiga Vinayagam Pillai at Thovalai in Kanniyakumari District, at a cost of Rupees Ninety two lakh and Twenty seven Thousand and the

works have commenced. A case has been filed at Madurai branch of Madras High Court in this regard.

Orders were issued and Renovation work for Ondiveeran Manimandapam and construction of a library at a cost of Rupees Fifty one lakh and seventy nine thousand is under progress.

Construction is under progress for the Martyrs Memorial at Usilampatti Taluk, Madurai District for 16 Piramalai Kallar Martyrs who lost their lives against the British law imposed against them in 1920, at a cost of Rupees One Crore and Forty seven lakh, to mark the completion of 100 years of that occurrence.

Administrative sanction accorded for Construction of Manimandapam for Veeramamunivar at Saint Paralogamatha Church campus, Kamanayakkanpatti, Thoothukudi District at a cost of Rupees One Crore.

COMPLETED WORK

Installation of a bust size Bronze Statue for Navalar R.Nedunchezhan at New Guest House Campus, Chepauk, Chennai was completed and was unveiled by the Hon'ble Chief Minister of Tamil Nadu on 26.12.2021.

MANIMANDAPAMS AND MEMORIALS AT 360°

Facility has been made in the Information and Public Relations Department Website to view Manimandapams / Memorials at 360°. In the first instance 16 Manimandapams / Memorials at 360° has been uploaded in the websites for public viewing. The remaining Manimandapams / Memorials will be filmed and uploaded for 360° viewing.

GOVERNMENT FUNCTIONS

The Government of Tamil Nadu celebrates the Birthdays and observes the Death Anniversaries of the leaders who fought for the freedom of India and the Tamil savants who contributed to our mother tongue Tamil 'Semmozhi', so that, their ideals and principles are known to the younger generations.

Hon'ble Governor, Hon'ble Chief Minister, Hon'ble Ministers, Members of Parliament, Members of Legislative Assembly and Government officials participate in these functions and pay respects to them by garlanding their statues and showering flower petals on their portraits. 36 statues of leaders in Chennai and 77 statues of leaders in the districts are garlanded and paid floral tributes.

FUNCTIONS ORGANISED IN CHENNAI

Sl. No.	DATE	FUNCTIONS
1	January 17	Birthday Celebrations of Bharat Ratna Dr.M.G.R.
2	January 23	Birthday Celebrations of Nethaji Subash Chandra Bose
3	January 30	Annal Gandhiyadigal Death Anniversary
4	February 18	Birthday Celebrations of Sindhanai Sirpi Singaravelar
5	February 24	Birthday Celebrations of former Chief Minister Selvi J Jayalalithaa
6	April 14	Birthday Celebrations of Dr.B.R.Ambedkar – Samathuva Naal
7	Chitra Pournami Day	Garlanding the statue of Kannagi and paying floral tributes to the portrait of Kannagi
8	April 17	Birthday Celebrations of Freedom Fighter Dheeran Chinnamalai
9	April 27	Birthday Celebrations of Sir P.T. Thiyagarayar
10	April 29	Birthday Celebrations of Paventhar Bharathidasan

Sl. No.	DATE	FUNCTIONS
11	June 5	Birthday Celebrations of Kanniyathendral Quaid-e-Milleth Muhammad Ismail
12	June 24	Birthday Celebrations of Kaviyarasu Kannadasan
13	June 26	Birthday Celebrations of Silambu Chelvar Ma.Po. Sivagnanam
14	July 7	Birthday Celebrations of Rettaimalai Seenivasan
15	July 11	Birthday Celebrations of Veeran Azhagu Muthukone
16	July 15	Birthday Celebrations of Perunthalaivar Kamarajar
17	July 17	'Thiyagigal Dhinam' Thiyagi Arya (alias) Bhashiyam
18	July 17	'Thiyagigal Dhinam' Thiyagi Sankaralinganar
19	July 17	'Thiyagigal Dhinam' Thiyagi Shenbagaraman
20	Aadi 18	Dheeran Chinnamalai Death Anniversary
21	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O. Chidambaranar

Sl. No.	DATE	FUNCTIONS
22	September 11	Mahakavi Bharathiyar Death Anniversary-Mahakavi Naal
23	September 15	Birthday Celebrations of Perarignar Anna
24	September 16	Birthday Celebrations of Ramasami Padayatchiyar
25	September 17	Birthday Celebrations of Thanthai Periyar – Samuga Needhi Naal Vizha
26	September 27	Birthday Celebrations of Dr. Si. Pa. Adithanar
27	September 29	Birthday Celebrations of Sivaraj, Former Mayor of Chennai
28	October 1	Birthday Celebrations of Nadigar Thilagam Sivaji Ganesan
29	October 2	Birthday Celebrations of Annal Gandhiyadigal
30	October 30	Birthday Celebrations of Pasumpon Muthuramalinga Thevar
31	November 8	Birthday Celebrations of Thamizh Arignar Veeramamunivar
32	November 14	Birthday Celebrations of Pandit Jawaharlal Nehru

Sl. No.	DATE	FUNCTIONS
33	November 14	Kappalottiya Thamizhan V.O. Chidambaranar Death Anniversary-Thiyaga Thirunaal
34	November 23	Birthday Celebrations of Kavignar Suradha
35	December 10	Birthday Celebrations of Mootharignar Rajaji
36	December 11	Birthday Celebrations of Mahakavi Bharathiyar

FUNCTIONS ORGANISED IN DISTRICTS

Sl. No.	DATE	FUNCTIONS	PLACE
1	January 3	Birthday Celebrations of Veeramangai Velu Nachiyar	Surakulam, Sivagangai District
2	January 15	Birthday Celebrations of John Pennycuick	Lower Camp, Theni District
3	January 17	Birthday Celebrations of Bharat Ratna Dr. M.G.R.	Kamarajar Salai, Chennai

Sl. No.	DATE	FUNCTIONS	PLACE
4	January 17	Birthday Celebrations of Bharat Ratna Dr. M.G.R.	Salem, Salem District
5	Thai 5	Celebrating the day of dedicating the Rajavaikal constructed by Kalingarayan to the Nation	Kalingarayan dam, Erode District
6	January 26	Birthday Celebrations of Thiyagi Sankaralinganar	Virudhunagar, Virudhunagar District
7	January 27	Birthday Celebrations of Swamy Sagajanatha	Chidambaram, Cuddalore District
8	February 1	Birthday Celebrations of Omandur Ramasamy Reddiar	Omandur, Villupuram District

Sl. No.	DATE	FUNCTIONS	PLACE
9	February 6	Birthday Celebrations of Uzhavar Perunthalaivar Narayanasamy Naidu	Vaiyampalayam, Coimbatore District
10	February 7	Birthday Celebrations of Mozhignayiru Devaneyya Pavaanar	Sathamangalam, Madurai District
11	Thai Poosam Thirunal	Birthday Celebrations of Thirumalai Naicker	Madurai, Madurai District
12	February 18	Birthday Celebrations of Sindhanai Sirpi Ma. Singaravelar	Royapuram, Chennai District
13	February 19	Birthday Celebrations of Thamizh Thatha Dr. U. Ve. Sa.	Uthamadhanapuram Thiruvarur District
14	February 22	Birthday Celebrations of Thillaiyadi Valliammai	Thillaiyadi, Mayiladuthurai District

Sl. No.	DATE	FUNCTIONS	PLACE
15	February 24	Birthday Celebrations of former Chief Minister Selvi J Jayalalithaa	Salem, Salem District
16	March 30	Birthday Celebrations of Rebel Muthuramalinga Sethupathi	Ramanathapuram Ramanathapuram District
17	April 2	Birthday Celebrations of Va.Ve. Subramania Iyer	Varaganeri, Tiruchirappalli city, Tiruchirappalli District
18	April 10	Birthday Celebrations of Thyagi P.Seenivasa Rao	Thiruthuraiipoondi Thiruvarur District
19	April 13	Birthday Celebrations of Pattukottai Kalyana sundaram	Pattukottai, Thanjavur District
20	April 16	Birthday Celebrations of Veeran Sundaralingam	Gavarnagiri, Thoothukudi District

Sl. No.	DATE	FUNCTIONS	PLACE
21	Chithra Pournami	Birthday Celebrations of Vallal Adhiyaman	Adhiyaman Kottai Dharmapuri District
22	April 17	Birthday Celebrations of Dheeran Chinnamalai	Odanilai, Arachalur, Erode District
23	May 7	Birthday Celebrations of Robert Caldwell	Edayangudi, Thirunelveli District
24	Last Friday of Chithirai	Birthday Celebrations of Veerapandia Kattabomman	Kayatharu, Thoothukudi District
25	Last Friday of Chithirai	Birthday Celebrations of Veerapandia Kattabomman	Panchalankurichi, Thoothukudi District
26	May 23	Birthday Celebrations of Perumpidugu Mutharaiyar	Tiruchirappalli, Tiruchirappalli District
27	May 31	Birthday Celebrations of Freedom fighter Vellaya Thevan	Vallanadu, Thoothukudi District

Sl. No.	DATE	FUNCTIONS	PLACE
28	June 12	Birthday Celebrations of Marshal Nesamani	Nagercoil, Kanniyakumari District
29	June 16	Birthday Celebrations of Thiyagi Viswanathadass	Thirumangalam, Madurai District
30	June 18	Birthday Celebrations of Thiyaga Seelar Kakkan	Thumbaippatti, Near Melur, Madurai District
31	June 23	Birthday Celebrations of Pattukottai Alagirisamy	Pattukottai, Thanjavur District
32	June 24	Birthday Celebrations of Kavignar Kannadasan	Karaikudi, Sivagangai District
33	July 6	Birthday Celebrations of Tamil scholar Parithimar kalaigarnar	Vilacheri, Madurai District
34	July 11	Birthday Celebrations of Veeran Azhagu Muthukone	Kattalankulam, Thoothukudi District

Sl. No.	DATE	FUNCTIONS	PLACE
35	July 11	Birthday Celebrations of Thavathiru Kundrakudi Adigalar	Kundrakudi, Sivagangai District
36	July 15	Birthday Celebrations of Perunthalaivar Kamarajar	Kanniyakumari, Kanniyakumari District
37	July 15	Birthday Celebrations of Perunthalaivar Kamarajar	Virudhunagar, Virudhunagar District
38	July 15	Birthday Celebrations of Perunthalaivar Kamarajar	Thirumalai Salai, Thiyagarayar Nagar, Chennai District
39	July 17	'Thiyagigal Dhinam' Thiyagi Vanchinathan	Sengottai, Thenkasi District
40	July 31	Birthday Celebrations of Sathavathani Seiguthambi Pavalar	Nagercoil, Kanniyakumari District
41	Aadi 17 & 18	Valvil Ori Celebrations	Kollimalai, Namakkal District

Sl. No.	DATE	FUNCTIONS	PLACE
42	Aadi 18	Death Anniversary of Dheeran Chinnamalai	Odanilai, Arachalur, Erode District
43	Aadi 18	Death Anniversary of Dheeran Chinnamalai	Sangagiri, Salem District (where he was Hanged)
44	August 20	Death Anniversary of Freedom Fighter Ondiveeran	Palayamkottai, Tirunelveli District
45	August 21	Birthday Celebrations of Pothuvudaimai Veerar Pa.Jeevanandam	Nagercoil, Kanniyakumari District
46	August 25	Birthday Celebrations of Thirumuruga Kirubanantha Variar swamigal	Kangeyanallur, Katpadi Taluk, Vellore District
47	Avani 16	Birthday Celebrations of Freedom Fighter Poolithevan	Nerkattumsevel, Tirunelveli District

Sl. No.	DATE	FUNCTIONS	PLACE
48	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O. Chidambaranar	Ottapidaram, Thoothukudi District
49	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O. Chidambaranar	Tirunelveli, Tirunelveli District
50	September 5	Death Anniversary of Freedom Fighter Gopal Naicker	Virupaatchi, Dindigul District
51	September 15	Birthday Celebrations of Perarignar Anna	Anna Square, Chennai District
52	September 15	Birthday Celebrations of Perarignar Anna	Chinna Kancheepuram, Kancheepuram District
53	September 15	Birthday Celebrations of Perarignar Anna	Erode, Erode District

Sl. No.	DATE	FUNCTIONS	PLACE
54	September 16	Birthday Celebrations of Ramasamy Padiyatchiyar	Manjakuppam, Cuddalore District
55	September 17	Birthday Celebrations of Thanthai Periyar	Erode, Erode District
56	September 17	Birthday Celebrations of Thanthai Periyar	Vaikom, Kerala State
57	September 24	Birthday Celebrations of Dr.Pa. Sivanthi Aadhithanaar	Tiruchendhur, Thoothukudi District
58	September 25	Birthday Celebrations of Pakutharivu Kavirayar Udumalai Narayana Kavi	Udumalaipettai, Tiruppur District
59	October 2	Birthday Celebrations of Annal Gandhiyadigal	Kanniyakumari, Kanniyakumari District
60	October 2	Birthday Celebrations of Annal Gandhiyadigal	All Districts

Sl. No.	DATE	FUNCTIONS	PLACE
61	October 4	Birthday Celebrations of Thiyagi Subramaniya Siva	Papparapatti, Dharmapuri District
62	October 4	Birthday Celebrations of Tiruppur Kumaran	Tiruppur, Tiruppur District
63	October 4	Birthday Celebrations of Tiruppur Kumaran	Chennimalai, Erode District
64	October 7	Parambikulam Aliyar Irrigation Project Day	Coimbatore District
65	October 9	Birthday Celebrations of Periyavar M. Bhaktha vatchalam	Gandhi Mandapam, Chennai District
66	October 10	Birthday Celebrations of Namakkal Kavignar Ramalingam Pillai	Namakkal, Namakkal District

Sl. No.	DATE	FUNCTIONS	PLACE
67	October 23	Birthday Celebrations of Amuthakavi Umaru Pulavar	Ettayapuram, Thoothukudi District
68	October 24	Death Anniversary of Marudhu Pandiyar	Thirupattur, Sivagangai District
69	October 30	Birthday Celebrations of Pasumpon Muthuramalinga Thevar	Pasumpon, Ramanathapuram District
70	November 1	Paying tributes to Marshal Nesamani by garlanding his statue in view of the Celebration of the day of Annexation of Kanniyakumari District with Tamil Nadu State	Nagercoil, Kanniyakumari District
71	November 11	Birthday Celebrations of Suyamariyadhai Sudaroli N.Jeevarathinam	Royapuram, Chennai District

Sl. No.	DATE	FUNCTIONS	PLACE
72	November 15	Birthday Celebrations of Rao Bahadur Cruz Fernandez	Thoothukkudi, Thoothukkudi District
73	December 10	Birthday Celebrations of Mootharignar Rajaji	Thorappalli, Krishnagiri District
74	December 11	Birthday Celebrations of Mahakavi Bharathiyar	Ettayapuram, Thoothukudi District
75	December 11	Birthday Celebrations of Mahakavi Bharathiyar	Triplicane, Chennai District
76	December 12	Athangottasan Celebrations	Athangode, Kanniyakumari District
77	December 28	Birthday Celebrations of Freedom Fighter Pollan, Commander of Freedom Fighter Dheeran Chinnamalai's army	Modakurichi, Erode District

SPECIAL FUNCTIONS

150TH BIRTH ANNIVERSARY OF KAPPALOTTIYA THAMIZHAN V.O.CHIDAMBARANAR

The Hon'ble Chief Minister of Tamil Nadu announced that the 150th birth anniversary of Kappalottiya Thamizhan V.O.Chidambaranar will be celebrated with joy on behalf of the Government. In continuation of the announcement, the Hon'ble Chief Minister paid floral tributes to VOC's statue located at Chennai Port Complex on 5.9.2021. Then the Hon'ble Chief Minister flagged off a moving photo exhibition fabricated in a bus on 1.11.2021 in Chennai. The bus exhibition on VOC is travelling across the State and the students in the districts visit the exhibition and understand the life history of V.O. Chidambaranar. So far, 2,24,249 students have visited the VOC exhibition.

100th DEATH ANNIVERSARY OF MAHAKAVI BHARATHIYAR

As announced by the Hon'ble Chief Minister of Tamil Nadu, Government Orders have been issued to observe the Death Anniversary of Mahakavi Bharathiyar as Mahakavi Day and floral tributes were paid to his statue on behalf of the Government on that day.

The Hon'ble Chief Minister in honour of Mahakavi Bharathiyar, made 14 important announcements to mark the 100th death anniversary. As one of the announcements, he said a weekly programme will be conducted by the Information Department in the Bharathiyar Ninaivu Illam in Chennai for one year.

In order to implement the announcement of the Hon'ble Chief Minister, the Information Department launched the year long weekly programme in Bharathiyar Ninaivu Illam, in Triplicane, Chennai on 4.12.2021 with the cultural programme of the school children, symposium and

other patriotic programmes. The programmes are conducted every Saturday.

75TH INDEPENDENCE DAY CELEBRATION

As a part of celebrating the 75th year of India's Independence, the Hon'ble Chief Minister of Tamil Nadu inaugurated a photo exhibition titled Tamil Nadu in the Freedom struggle in the Chennai Mofussil Bus Terminus at Koyambedu, Chennai on 1.11.2021. The exhibition was conducted for 14 days from 1.11.2021 to 14.11.2021. The exhibition displayed historic occurrences of freedom struggle, women's contribution to the freedom struggle, photographs of freedom fighters unknown to the people, old coins engraved with the image of freedom fighters and postal stamps featuring freedom fighters. The exhibition was seen by students of schools, colleges and public in large number.

Presently the 75th year of India's Independence is being celebrated in all the districts with the title '75 aavathu Suthanthira

Thirunaal Amutha Peruvizha' under the chairmanship of Hon'ble Ministers and District Collectors. For conducting multi media mass photo exhibitons in these functions, a sum of Rupees Four Lakh has been sanctioned to each district totaling Rupees One Crore and Fifty Two Thousand for 38 districts.

For organizing the celebrations of 75th year of India's Independence in Chennai, (Azadi ka Amrit Mahotsav) a sum of Rupees Two Lakh has been allocated to give prizes to the winners of the competitions to be held in poem writing, essay writing, arts competition, and marathon race, in coordination with school education, Higher education and tourism departments along with cultural programmes.

OTHER FUNCTIONS

Government Order has been issued to celebrate the birth anniversary of Rajendra Cholan Aadi Thiruvathirai festival in Gangaikonda Cholapuram in Ariyalur District as a Government

function by Tourism, Culture and Religious Endowments Department.

Government Order has been issued declaring the day on which the then Prime Minister of India Pandit Jawaharlal Nehru inaugurated the Parambikkulam Aliyar Irrigation Project on 7.10.1961 as 'Parambikkulam Aliyar Irrigation Project Day' and every year on this day to pay homage to the statues of former Member of Legislative Assembly Thiru V.K.Palanisamy Gounder, former Minister Thiru C.Subramaniam and former Member of Legislative Assembly and industrialist Thiru Pollachi N.Mahalingam and former Union Minister for Water Resources Dr. K.L.Rao on behalf of the State Government.

The death anniversary of Kappalottiya Thamizhan V.O.Chidambaranar on 18th November was announced as Thiyaga Thirunaal (The day of Sacrifice) and observed as the day of Sacrifice on behalf of the Government of Tamil Nadu.



FIELD PUBLICITY

The Field Publicity Section is functioning to publicize the Government schemes and achievements among the public. It also documents the details of beneficiaries benefited through welfare schemes of various departments.

ZONAL OFFICERS

In order to ensure good work by the district PROs, all the 38 districts in the State has been divided into 6 zones viz. Chennai, Tiruchi, Coimbatore, Thanjavur, Madurai and Tirunelveli and Joint Directors posted in various departments on deputation/foreign service have been given additional charge to monitor the workings of the PROs of districts in their respective zones.

LED SCREEN VAN

LED screen Hi-tech vans with state-of-the-art technology have been given to 32 Districts. These vans screen films on Government schemes, achievements, policies of the Government and on announcements, day and night at places, where people gather in large numbers and also at the venues of Government functions. Action is being taken to procure LED vans for 6 new Districts.

PUBLICITY THROUGH LED SCREENS

Field publicity is being carried out by installing LED Screens in the Secretariat, 32 District Collectorates, three Taluk offices in Chennai where people visit in large numbers and at the Tamil Nadu House in New Delhi wherein short films produced by Information and Public Relations Department on Government schemes and achievements are screened.

EVALUATION OF THE PERFORMANCE OF OFFICERS

Functions of District Public Relations Officers are assessed every month by a committee comprising of Higher Officials in the Headquarters and awarded marks category wise. Work assessment is based on organizing regular press meets, arranging tours for media personnel, publishing success stories in various dailies and magazines, screening of video films, inspection of cinema theatres to ensure screening of Government news magazine and special publications.

Action is being taken to motivate the District Public Relations Officers to work with enthusiasm and without slackness to achieve their targets by comparing the performances of other district PROs.



ADVERTISEMENT

Advertisements on Government Achievements, schemes and Policies of the Government and social welfare works are released by the Information and Public Relations Department in dailies, Journals, electronic and Social media, so that people understand fully and benefit. Advertisements on tenders for development works and other works and details relating to land acquisition are also released by this department.

The Information and Public Relations Department functions as the nodal agency for the release of all advertisements of the Government Departments, Boards, Universities, Corporations and Government Undertakings in dailies and Journals.

The Advertisements are released in Newspapers based on their importance, the target group and the target area.

TENDER ADVERTISEMENTS

Details about Government tender advertisements are released using latest technology to reach the public easily without additional expenditure in the Government website **www.tenders.tn.gov.in** through the National Informatics Centre (NIC). If required Tender forms can also be downloaded free of cost.

As the tender advertisements are released in newspapers at the rates prescribed by the Government and uploaded in the Government website as well, transparency in Government administration is ensured. This facilitates participation by all eligible persons in Government tenders without any partiality.

Tender Advertisements are given as shown in the table below:

Details of Newspaper			Value of Procurement	
Area	English	Tamil	Goods/ Services	Works
			Revised Norms	Revised Norms
(1)	(2)	(3)	(4)	(5)
District	---	1 (District Editions)	Above Rs.25 Lakh upto Rs.50 Lakh.	Above Rs.50 Lakh upto Rs.75 Lakh
State	1 (All editions in the State)	1 (All editions in the State)	Above Rs.50 Lakh upto Rs.3 Crore.	Above Rs.75 Lakh upto Rs.10 Crore.
South India	1 (South India edition)	1 (All editions in the State)	Above Rs.3 crore and upto Rs.5 crore	Above Rs.10 crore and upto Rs.20 crore
All India	1 (All India edition)	1 (All editions in the State)	Above Rs.5 crore and upto Rs.75 crore	Above Rs.20 crore and upto Rs.100 crore
	Indian Trade Journal		Above Rs.75 crore	Above Rs.100 crore

TENDER BULLETINS

The General public has to be made aware of all the Government activities in a transparent manner and hence to ensure this, the Districts/State Tender Bulletins are released every

week on Thursday giving detailed information about the tenders of the Government under the provisions of the Tamil Nadu Transparency in Tenders Act, 1998 and the Tamil Nadu Transparency in Tender Rules 2000 framed there under. Decisions taken on the tenders are also published in these bulletins.

NIC is creating a software for receiving tender advertisements and releasing them through on-line on behalf this department.



EXHIBITION

Government exhibitions are organised in districts by the Information and Public Relations Department on behalf of Tamil Nadu Government to enable people to understand the schemes, achievements and activities of the Government. Government welfare schemes and achievements are publicized in an attractive manner in these Government Exhibitions.

Government Exhibitions, in addition to providing information on Government schemes and Achievements to rural and urban people, they also provide entertainment.

Central and State Government Departments, Public Sector Undertakings and private concerns take part in these exhibitions. It is noteworthy to mention that apart from providing information on

Government schemes and entertaining the visiting public, the Government exhibitions also provide direct and indirect employment opportunities to several people. In order to help poor drama artistes, they are provided opportunities to conduct cultural programmes.

Ten Government exhibitions are organised in Tamil Nadu every year. They are organised in the district headquarters of Madurai, Coimbatore, Salem, Vellore, Tirunelveli, and Tiruchirappalli and in four other districts on rotation basis.

From the year 1978 to till date, 211 Government Exhibitions have been organized by the Information and Public Relations Department earning a net income of about Rupees Thirty Eight Crore Ninty Three Lakh and Ninety Four Thousand to the Government Exchequer.

Government exhibitons were not conducted from March 2020 due to Covid-19 pandemic. As

the pandemic situation has come down, Government and Private Exhibitions are being conducted following the guidelines prescribed by the Government.

PRIVATE EXHIBITIONS

Permission is accorded for conducting private exhibitions by Information and Public Relations Department with recommendations, obtained from District Collectors, with necessary permissions from relevant authorities and after collecting Chief Minister's Public Relief Fund as prescribed by the Government.

TAMIL NADU IN THE FREEDOM STRUGGLE-PHOTO EXHIBITION

The Hon'ble Chief Minister of Tamil Nadu inaugurated a photo exhibition titled Tamil Nadu in the Freedom struggle in the Chennai Mofussil Bus Terminus at Koyambedu, Chennai on 1.11.2021, as a continuation of the 75th Independence Day celebrations. The exhibition displayed the

photographs of freedom fighters from Tamil Nadu, who sacrificed their lives and underwent untold sufferings and trauma during the country's Freedom Struggle. The 14-day exhibition from 01.11.2021 to 14.11.2021 displayed the historic collection of various events during the Freedom Struggle, photographs of women who played major role in the freedom movement, photographs of freedom fighters whose role hitherto was not known to the public, old coins with the engravings of freedom fighters, commemorative stamps and photos of freedom fighters. A large number of college and school students and persons who were preparing for competitive examinations enthusiastically visited the exhibition and benefitted. The show received a tremendous response from the people.

**ANNUAL FLOWER FESTIVAL IN NEW DELHI
(PHOOL WALON KI SAIRE)**

Every year, this Department represents Government of Tamil Nadu in the Annual Flower

Festival (Phool Walon – ki – Saire) organized in New Delhi for the promotion of National Integration and Religious Harmony. Due to Covid-19 pandemic this programme was not organised.

REPUBLIC DAY PAGEANTRY PROCESSION

On behalf of Government of Tamil Nadu, the Information and Public Relations Department participates in the pageantry of floats at the Republic Day Celebrations held in New Delhi every year by designing the float according to the theme. It also participates in the cultural programme with talented artists receiving tremendous appreciation from the viewers, bringing laurels on National level to Tamil Nadu State.

The Information and Public Relations Department participates in the pageantry of floats at the Republic Day Celebrations in Chennai every year and also co-ordinates, the designing of floats

and the procession of the pageantry of floats of various departments.

REPUBLIC DAY PAGEANTRY PROCESSION-2022

The Information and Public Relations Department took part in the pageantry of floats in the Republic Day Celebrations held in Marina on 26.01.2022. Three floats depicting the contribution of Tamil Nadu in the freedom struggle glorifying the role played by freedom fighters of Tamil Nadu took part in the procession. Later, all the three floats were flagged off by the Hon'ble Chief Minister from the island grounds for the floats to be showcased in the districts.

FIRST TABLEAUX

The first Tableaux carried the structure of the Sepoy Mutiny, held in Vellore Fort in the year 1806, the Marudhu Brothers, who fought valiantly against the British Army, Veera Mangai Velu Natchiyar, who retrieved Sivagangai, brave woman Kuili, who led the Veera Mangai Velu

Natchiyar's Women's Wing of the Army and destroyed the ammunition depot of the British by sacrificing her life, Veera Pandiya Kattabomman, who was a terror to the British Army and the first Indian to oppose the alien rule, for which he was hanged to death at Kayatharu, his army general, Thoothukudi District Governagiri Veeran Sundaralingam, Ondiveeran of Nerkattum Seval, who single handedly destroyed the alien forces, Puli Thevan, fighter of Nerkattum Seval, who was the first in the Freedom Movement to raise the slogan 'Vellaiyanae Veliyeru' (Quit India), Kattalamkula King Veera Alagumuthu Kone, who stiffly opposed the Palayakarars paying Kist to the British Administration, Maruthu Brothers, who were hanged to death for opposing the British Army and for fighting bravely against them and the Temple Gopuram of Kalaiyarkovil, patronized by the Maruthu Brothers.

SECOND TABLEAUX

In the Second Tableaux, the statues of Mahakavi Subramania Bharathiyar, who sowed the revolutionary seeds against the British through his songs, fought for social justice and women's liberation, V.O. Chidambaranar, popularly known as Kappalottiya Thamizhan and Chekku Izhuththa Chemmal, who launched a Swedeshi Ship Company against British Shipping Trade and was branded as a traitor by the British rule for purchasing a ship from the French Company S.S.Gallia and S.S.Lavo and sentenced to double life sentence by the then British Rule, Subramania Siva, who started two Tamil magazines 'Gnanabhanu' and 'Prabanjamithiran' and sowed the seeds of freedom fighting spirit among the people in Tamil Nadu, by publishing the stories of freedom fighters and the freedom fighter and social reformist Salem Vijaya Raghavachari were displayed.

THIRD TABLEAUX

The Third Tableaux displayed the statues of Periyar, who fought a relentless battle for freedom of the country, social reform, women's liberation, untouchability and self respect movement, Mootharignar Rajaji, who was a freedom fighter and who actively participated in the Quit India Movement and Salt Satayagraha, Pasumpon Muthramalinga Thevar, who considered Nationalism and Spiritualism were like his two eyes, Karmaveerar Kamarajar, who throughout his life fought for the uplift of the poor and the downtrodden, Social Reformer Irrattaimalai Seenivasan, Veeran Vanchinathan, who shot himself to death after gunning down Collector Ashe, Freedom fighter Dheeran Chinnamalai, Maaveeran Pollan, Kodi Kaththa Tiruppur Kumaran, Va.V.Su. Iyer, who played an active role in the freedom struggle and a literary writer, Kanniyamighu Quaid e Milleth and Economic

teacher of Gandhi Adigalar J.C.Kumarappa, Thiyagaseelar Kakkan and Cuddalore Anjalaiyammal.

These 3 decorated floats toured majority of the districts in the State and returned. When the floats visited the districts, Hon'ble Ministers, VIPs, Government officials and the public welcomed the floats by showering flowers. On returning to Chennai all these three decorated floats were stationed in front of Vivekanandar Illam, Chennai. School children and public in large numbers visited the place and saw the floats. When the Hon'ble Chief Minister of Tamil Nadu visited the place to see the floats, he interacted with school children who had come to see the floats. People who witnessed this were full of praise for the Government and the Hon'ble Chief Minister.

ALL INDIA TOURIST AND INDUSTRIAL TRADE FAIR, CHENNAI

The Department participates in the All India Tourist and Industrial Trade Fair held in Chennai every year and puts up Arangam showcasing the schemes and achievements of the Government with photographs and models to educate and create awareness among the visiting public.

INDIA INTERNATIONAL TRADE FAIR, NEW DELHI

This Department also participates every year in India International Trade Fair (I.I.T.F), held in New Delhi displaying photographs and models depicting achievements of different departments of the State, scheme works, policies and developmental works and the ways of benefitting from the welfare schemes, in an attractive manner.

As the Fair is conducted on All India basis, the participating States will have the opportunity to know about the welfare schemes and achievements of Tamil Nadu. It also creates a

national-level marketing opportunity to the products made by the Women's Self Help Groups of our State.

EXHIBITIONS AT PANCHAYAT UNIONS

Mini exhibitions in all 388 Panchayat Unions with an allotment of Rupees Ten Thousand per Panchayat Union in the Districts (except Chennai district) of Tamil Nadu are conducted so as to bring awareness on welfare schemes, achievements and activities of the Government among the people. Due to Covid-19 pandemic mini exhibitions were not conducted last year.

PHOTO EXHIBITION ON GOVERNMENT'S ACHIEVEMENTS

A sum of Rupees Ten Thousand sanctioned per district including Chennai district to conduct one time Photo exhibition on Government's Achievements in all Districts of Tamil Nadu.

SPECIAL PHOTO EXHIBITIONS DURING FESTIVALS AND GOVERNMENT FUNCTIONS

Photo Exhibitions are being conducted in all Districts during festivals and Government functions to create awareness on welfare schemes and achievements of the Government to the public. These exhibitions are providing opportunities for people to understand the welfare schemes and achievements of the Government.

HONORARIUM TO POOR INDIGENT ARTISTS

An honorarium of Rupees Five Thousand is being given to Indigent artists for conducting awareness cultural programmes in the Government exhibitions.



**DISTRICT INFORMATION AND
PUBLIC RELATIONS OFFICES**

The District Information and Public Relations Offices functioning in the premises of the District Collectorates in all the District capitals form a vital part of the Information and Public Relations Department. The District Public Relations Officers disseminate information relating to the Government schemes and development works among the people in all parts of the district.

The Public Relations Offices in the Districts with the Information Public Relations Officer, Assistant Public Relations Officer (Information), Assistant Public Relations Officer (Publicity) and supporting staff work with dedication in disseminating information on people's welfare schemes, achievements and new announcements instantly. Field publicity work is also carried out through dailies, visual media, LED vans and photo exhibitions.

The District Information and Public Relations Officers make arrangements for the functions of Hon'ble Chief Minister, Hon'ble Ministers and VIPs, arrange press meets, press tours, publicity through Tamil Nadu Arasu Cable TV, multi-media exhibitions besides maintaining the Department's memorials.

INFORMATION CENTRES

Information Centres are functioning efficiently in Chennai, Madurai, Tiruchirappalli, Thanjavur, Coimbatore and New Delhi under the Information and Public Relations Department.

Books on language and literature, history and science etc., along with newspapers and periodicals are made available in these Information Centres for the use of the public. These Information centres are used by research scholars, teachers and students of schools and colleges.



**STATE INFORMATION CENTRE -
CHENNAI**

The State Information Centre, Chennai is functioning under the control of Information and Public Relations Department in the premises of Kalaivanar Arangam. A Library is functioning at the State Information centre for the use of the public. This Library functions on all working days except on Government holidays from 9.45 a.m. to 5.45 p.m. This Library contains around 68,560 books in Tamil and English on various subjects including Tamil Literature, Science, Research articles, Law, Medicine, Psychology, Spiritual, Astrology, Physical Education, Yoga, History, Politics, Culture, Education, the history of political Leaders books Novels, Short Stories, Poems and all kinds of competitive exam notes. These books are available in well maintained calm and neat

environment for the Public, Scientists, Artists, Students and Professors to read.

Also Tamil and English Daily Newspapers and periodical magazines are kept in this library for reading. Notes and Publications of Tamil Nadu Legislative Assembly and Other Government Publications are compiled and maintained for reference.

The School and College students visit this library to take notes for their education and to take part in various literary competitions such as speech competitions, essay competitions, poetry competitions, quizzes conducted in schools and colleges.

This library has a variety of competitive examination books exclusively for the use of students participating in various competitive examinations.

The daily newspapers, weekly and monthly periodicals for more than two years are preserved here for the use of various departments of the Government and research scholars.

This State Information Centre Library receives two copies of the books published by various publishers for the purpose of copyright registration and only the copyright information contained in the books is being recorded and maintained here.

The highlight of the State Information Centre Library is that it is equipped with modern software facility to select the book needed quickly from the list of 68,560 books for reading, installed at an estimated cost of Rupees Three Lakh and Sixty Thousand. School and college students and public who visit this library find it very easy for selecting the book they require for reading from the total books of 68,560.

Out of 2,500 books selected from this library for digitalization 1,800 books that does not comes under copyright Act have been digitalized through Anna Centenary Library under digital library scheme for the benefit of future generation.

Action is being taken for more utilization of the books and documents in the library by the students of nearby Madras University and general public.



The Information Centre is functioning from 1993 in Vaigai, Tamil Nadu House in New Delhi. This Information Centre has one Assistant Director, a Public Relations Officer, an Information Officer, one Office Assistant, a Driver, a Photographer and a Video Cameraman.

The Information Centre coordinates with the media for publicity work during the visit of Hon'ble Governor, Hon'ble Chief Minister and Hon'ble Ministers of Tamil Nadu to New Delhi. Information Centre works with Prime Minister's Office, and Office of the Press Secretary to Hon'ble President of India and officers of the Union Minister's for collection of Photos and Visuals of Hon'ble Governor and Hon'ble Chief Minister whenever the calling on takes place and provides them to the media for publishing and telecast.

In addition to this, the Information Centre coordinates the participation of Tamil Nadu Government in the India International Trade Fair every year in ITPO New Delhi. It also coordinates with Ministry of Defence at the time of fabrication and running of Republic Day Tableaux during the Republic Day Celebration at New Delhi. It coordinates the annual event of Phool walon ki saire.

The Information Centre also coordinates with office of the Resident Commissioners for August 15th Independence day Programmes organized by Ministry of Defence (Bharat Parv, Guest of States at Red Fort). Coordinates with office of the Resident Commissioners for the conduct of 'Pongal Vizha' in Tamil Nadu House and 'Tamil Nadu Day' activities every year. It also arrange and coordinate all public functions and meetings of Hon'ble Special Representative to Government of Tamil Nadu at New Delhi and the Resident Commissioners.

The Information Centre is also involved in the works of liaising with the Ministries of Government of India for the I&PR Department like Issue of Commemorative coin and Stamps. It also follows the Supreme Court Cases relating to I&PR Department.

It provides vital information on current affairs, Government, Judicial and Political

developments, Social Media trends to I&PR department and Resident Commissioners on day today basis. It maintains and updates digital video and Photo displays at Tamil Nadu House on day today basis. Oversee Periodical maintenance, change of display photos in the VIP Corridor of Tamil Nadu House.

A media centre for the working purpose of Journalists is also maintained by the Information Centre.



TAMILARASU

Due to the extraordinary enthusiasm and efforts of Muthamizh Arignar Dr. Kalaigarnar, magazines published by various Government Departments were integrated and brought out as 'Tamilarasu' magazine on behalf of the Department of Information and Public Relations and the first issue was released on July 1, 1970. The Tamilarasu journal is published as a monthly, both in Tamil and English. As Tamilarasu magazine is publishing Government policies, its views and schemes, all the welfare programmes implemented for the poor and marginalized sections and a compilation of the successes of the schemes, it joins the category of print media.

The speeches of Hon'ble Governor of Tamil Nadu, those of Hon'ble Chief Minister of Tamil

Nadu in different events in a compiled form, schemes and announcements made by all Government Departments detailed articles about District development and interviews with the beneficiaries of Government welfare programmes across the State are published in this magazine. Further, folders with life imprints of freedom fighters, Tamil scholars and political leaders are prepared, printed and distributed for people's use.

SPECIAL PUBLICATIONS:

1. Hon'ble Chief Minister's reply to the debate on the motion of thanks to the Hon'ble Governor for his address to the assembly;
2. Progressive Tamizhagam – 100 days in the direction of 100 years – a souvenir on 100 days achievements ('Thalai Nimurum Thamizhagam –Nootraandin Dhisaiyil Nooru Naatkal');
3. Hon'ble Chief Minister's announcements in the Tamil Nadu Legislative Assembly under Rule 110 (from 24.08.2021 to 13.09.2021);

4. Department-wise announcements made in the Tamil Nadu Legislative Assembly during the debates on demands for grants (from 13.08.2021 to 13.09.2021);
- 5 'Navalar' Dr. R. Nedunchezhan' – unveiling of statue at the valedictory of his centenary.

PAMPHLET:

6. Life imprints of Kappalottiya Thamizhan V.O. Chidambaranar, Mahakavi Subramania Bharathiyar and Nadigar Thilagam Chevalier Sivaji Ganesan; information about Valluvar Kottam and a brief on India International Trade Fair 2021.

WALL POSTERS:

Five types of wall posters 'Progressive Thamizhagam - Hundred Days Identification' ('Thalai Nimurum Thamizhagam-Paeru Sollum Nooru Naatkal' were printed in Tamilarasu press and distributed to all Districts.

The Information & Public Relations Department's small Telephone Directory, applications and forms needed by the various sections of the Department were printed and distributed.

The TAMILARASU Press has printed Aadhaar enrolment/correction/update forms for the Tamil Nadu Arasu Cable TV Corporation Limited; the books 'Indhu Madha Inaippu Vilakkam' and 'Saivamum Vainavamum' sent by the HR & CE Department for re-print and a compilation of research articles of the conference on 'Computer Tamil's Growth and Challenges' Volume 1 & 2 for Tamil Virtual Academy, a brief about Cine Workers Welfare Board and Membership Card.

REGISTRATION IN WEBSITE:

The TAMILARASU monthly is now patronized most by the general public, Government offices, Government library readers and eminent political personalities. Students preparing for competitive

examinations conducted by the Tamil Nadu Public Service Commission purchase the magazine directly from the Tamilarasu office. A website – www.tamilarasu.org has been created for the sake of new readers and for renewal of subscription by subscribers; provision has been made for registering as subscribers and such subscribers will get the magazine through post.

The magazine can also be received by sending the subscription through a cheque or a demand draft to the Joint Director (Publications), Tamilarasu office, Rajiv Gandhi Road, Kaanagam, Taramani, Chennai – 600 113, mentioning the name, door number, street name, town, district, pincode and Mobile phone number.

TAMILARASU AT DOORSTEPS ON REGISTERING IN THE ARASU E-SEVAI CENTRES

Necessary arrangements have been made for collecting the subscription amount for Tamil Arasu magazines in all 580 Arasu e-sevai centres

established by Tamil Nadu Arasu Cable TV Corporation Ltd. subscribers will receive their copies through post.

An issue of Tamilarasu, Tamil or English edition is priced at Rupees Twenty the annual subscription at Rupees Two Hundred and Forty and Life subscription (10 years) at Rupees Two Thousand for the Tamil edition and at Rupees Two Thousand Four Hunderd for the English edition.

TAMILARASU SUBSCRIPTION DETAILS

Tamilarasu	Total subscription	Subscription added after 7.5.2021
Tamil	31,157	12,949
English	2,224	778
Total	33,381	13,727



TAMIL NADU FILMS DIVISION

Tamil Nadu Films Division started in the year 1968 acts as a bridge to enable people to easily understand importance of various Government welfare schemes.

Tamil Nadu Films Division video records all functions participated by the Hon'ble Chief Minister, Hon'ble Ministers and VIPs, other government functions and Tamil Nadu Legislative Assembly proceedings are compiled and sent as video Clippings to government and private TV Channels through the Media centre in Secretariat.

The above important Programmes are compiled and created as News Magazines with background music and Commentary and sent to all District Information and Public Relations offices, Arasu Cable TV to telecast in their info channel and to all the Collectorates to be screened in LED screens to create public awareness.

Tamil Nadu Films Division plays major role by producing News Magazine on various welfare schemes of the Government, announcements, achievements and awareness films during disaster and pandemic period. These Video News Magazines, Short films and Jingles produced in updated theatrical version and telecast in all Digital Cinema theatres, Tamil Nadu Arasu Cable TV, all LED screens in Collectorates and also sent to all districts Information and Public Relations Offices to be screened in LED Vans, thereby creating public awareness about various welfare schemes of the Government.

SOCIAL MEDIA

After the formation of the New Government on 07.05.2021, as per the guidance of the Hon'ble Chief Minister of Tamil Nadu, the welfare assistance given by the Government are hosted in the social media. All Government functions are recorded and edited with voice-over and music and are

hosted in Tamil Nadu Films Division YouTube Channel from 16.07.2021 onwards so that, the events could be seen not alone in Tamil Nadu but also globally. Important visual media and social media flash the inputs of Tamil Nadu Films Division. The Social Media Wing newly formed by this Government continuously watches the postings and replies and effect changes when required. About 1057 Video Clippings have been uploaded and 17,10,660 visitors have viewed so far.

To motivate the film technology students, competition was announced for production of short film based on the awareness of children's safety and Prize amount was distributed to the selected best Short films.

Creation of Digital Video Archives is under progress by digitizing 4000 Video cassettes.



**TAMIL NADU GOVERNMENT M.G.R.
FILM AND TELEVISION INSTITUTE**

Tamil Nadu Government M.G.R. Film and Television Institute is a leading Technical Training Institute educating Film Technology and techniques of Film Production and aesthetics of Art. The purpose of this institute is to impart the students with technical aspects of producing films and television programmes and also to educate the students in allied subjects of film making. Tamil Nadu Government M.G.R. Film and Television Institute which functions under the Information and Public Relations Department of the Government of Tamil Nadu is located on an area of 15.25 acres in Taramani, Chennai.

Tamil Nadu Government M.G.R. Film and Television Institute is a pioneer Institute and have carved its own niche in the film making industry

and organization. This Institute was functioning as one of the branch in the Central Polytechnic Institute from 1945. Thereafter, from 1960 onwards it was formed as a separate Institute. The company was renamed as MGR Film and Television Institute in 2006 and the MGR Government Film and Television Institute since 2007.

This unique institution was renamed as "Tamil Nadu Government MGR Film and Television Institute" from 09.08.2021.

From 6th November 1964 to till date it functions in the same premises for the past 50 years. To commemorate its Golden Jubilee Year a Golden arch and bust size statue of 'Bharat Ratna' Dr. MGR was installed in this Institute.

This is the one and only institute in India which offers Bachelors degree in film studies.

DEGREE COURSES

The Diploma Courses offered by this Institute for 50 years with the accreditation of the

All India Council for Technical Education (AICTE), New Delhi were upgraded as four years duration Degree Courses from Academic Year 2016-2017 as Bachelor of Visual Arts in affiliation with Tamil Nadu Dr.J Jayalalithaa Music and Fine Arts University.

The following six degree courses are being offered by this Institute.

1. Bachelor of Visual Arts (Cinematography),
2. Bachelor of Visual Arts (Digital Intermediate),
3. Bachelor of Visual Arts (Audiography),
4. Bachelor of Visual Arts (Direction and Screenplay Writing)
5. Bachelor of Visual Arts (Film Editing)
6. Bachelor of Visual Arts (Animation and Visual Effects)

STUDENTS ADMISSION

During every academic year 14 students are admitted in each of these courses and a total of 84 students are admitted for all the 6 courses in this Institute, Tuition fees of Rupees Fifteen thousand,

Special fees of Rupees Two Thousand and Development fees of Rupees One Thousand. SC/ST students are fully exempted from tuition fees.

FINANCIAL SUPPORT FOR FILMS PRODUCED BY STUDENTS

The Government provides Rupees Fifty Thousand for the production of Students Documentary Films. Every year, the final year students from all the 6 courses are formed as 14 units and each unit produce a short film as the final film project.

SHORT FILM AWARD

The students of Tamil Nadu Government M.G.R. Film and Television Institute are presented with 'Tamil Nadu Government M.G.R. Film and Television Institute students award' which consists of One Sovereign Gold Medal, Cash Award of Rupees Five Thousand and a Memento in the category of Best Director, Best Cinematographer,

Best Editor, Best Sound Recordist and Best Colourist for their short films.

TRAINING ON LATEST TECHNOLOGY

In order to keep pace with the changing technology in the film industry, the students of Tamil Nadu Government M.G.R. Film and Television Institute are trained with the latest equipment and accessories on par with the film industry by hiring the latest equipment at an annual allocation of Rupees One Crore and Fifty Lakhs.



CINEMA, VIDEO AND CABLE TELEVISION NETWORKS

The Cinema Industry provides employment opportunities to several thousands of artists and technicians. Cinema theatres are a major source of entertainment for most of the people in our State. The Cinema Industry in Tamil Nadu is one of the largest producers of Films in India. The Government generates considerable revenue from this industry. In order to encourage the comprehensive growth of this Industry, the Government have been giving several subsidies and concessions.

Cinema theatres play a vital role in the exhibition of films providing a wholesome entertainment to the Public. There are 940 cinema theatres in Tamil Nadu in various categories: -

Sl. No.	Categories		No of Theatres
1)	Permanent Cinema Theatres	-	886
2)	Semi-permanent Cinema Theatres	-	47
3)	Touring Cinema Theatres	-	05
4)	Open Air Cinema Theatres	-	02
	TOTAL	-	940

The Government of India had enacted the Cinematograph Act, 1952 (Central Act XXXVII of 1952) to make provision for the certification of Cinematograph films for exhibition and for regulating exhibitions. In order to regulate the cinema theatres including structural soundness of buildings with basic amenities and to provide proper maintenance of cinema theatres, the Government of Tamil Nadu enacted the Tamil Nadu Cinemas (Regulation) Act, 1955 and the Tamil Nadu Cinemas (Regulation) Rules, 1957. The Tamil Nadu Cinemas (Regulation) Act grants licences to private individuals for exhibition of films in cinema houses. As per the provisions of

the Act, the Collector is the Licensing Authority in the Districts and in respect of Chennai, the Commissioner of Police is the Licensing Authority. As per the Tamil Nadu Cinemas (Regulation) Rules, 1957, the Joint Commissioner of Land Administration is the Appellate Authority and the Government is the Revision Authority against the decision of the Appellate Authority. The Government fix the rates of admission for the cinema theatres under these Rules.

CABLE TELEVISION NETWORK SYSTEM

The Cable Television Network is governed by the Cable Television Networks (Regulation) Act, 1995 (Central Act 7 of 1995). The District Magistrates, Sub-Divisional Magistrates and all Police Commissioners have been designated as Authorised Officers in order to take action against offending Cable Television Operators for contravening sections 3, 4A, 5, 6, 8 and 9 (or) 10. In the State, the Commissioners of Police of the

concerned Cities and the Districts Collectors concerned in respect of other areas and the Sub-Divisional Officers in their respective local limits of Police jurisdiction, are the authorized officers to take action against the violation of the said Act. Strict action is taken against the law breakers who contravene the above Act.

VIDEO ACT AND RULES

The State enacted the Tamil Nadu Exhibition of Films on Television Screen through Video Cassette Recorders and Cable Television Networks (Regulation) Act, 1984, to regulate the exhibition of films on television screen through Video Cassette Recorder. This Act grant licence to persons requesting for grant of licence for exhibition of films on television screen through Video Cassette Recorder and for setting up Video Libraries. The Commissioner of Police in respect of Chennai City and the District Collectors concerned

in respect of the Districts are the Licensing Authorities.

COPYRIGHT ACT

The Central Act viz., the Copyright Act, 1957, states that Artist is the first owner of the artistic work. This Act makes it mandatory for broadcasters – both radio and television - to pay royalty to the owners of the copyright each time a work of art is broadcasted. Whereas, this Act exempts students from the copyright laws using such material for research and education purpose. The Copyright Act, 1957 empowers the Police officers to control the offences relating to violation of copy right, infringement pertaining to Cinematographic films, musical works etc. Under section 64 of the Act, Police officers not below the rank of Sub-Inspector can search and seize the materials relating to such offences. When Copyright, as given under section 51 of the Act, is infringed, such infringement is punishable under

section 63 of the Act. The punishment is not less than six months of imprisonment which may extend to three years or fine which shall not be less than Rupees Fifty Thousand and may extend to Rupees Two Lakh. The Act prescribes enhanced penalty for second offence and for every subsequent offence which shall not be less than one year but which may extend to three years and with fine which shall not be less than one lakh rupees but which may extend to two lakh rupees. Section 52(A) of the Act describes the particulars to be included in sound recording and video films. Any person, who publishes a sound recording or a video film in contravention of the provisions of Section 52-A, is punishable under section 68-A with imprisonment which may extend to three years and shall also be liable to fine.

INTELLECTUAL PROPERTY RIGHT ENFORCEMENT CELL (IPREC)

The Additional Director General of Police (Crime), Chennai is the head of the Intellectual

Property Right Enforcement Cell, Crime Branch C.I.D., Tamil Nadu and he is assisted by one Superintendent of Police and one Deputy Superintendent of Police at the State level. The service of this cell is also being utilized to check the violations relating to the Copy Right Act, 1957 and Information Technology Act, 2000. Twelve units are functioning in the State at Chennai (2), St. Thomas Mount (1), Vellore (1), Salem (1), Coimbatore (1), Trichy (1), Cuddalore (1), Madurai (1), Dindigul (1), Virudhunagar (1) and Tirunelveli (1).

CASES REGISTERED FOR ILLEGAL TELECASTING OF NEW TAMIL MOVIES AGAINST CABLE TV OPERATORS

There are more than 12,000 number of cable operators in the State. The units of Intellectual Property Enforcement Cell constantly endeavour to get specific intelligence regarding violation of Copyright by the cable operators and take action accordingly. Based on the complaint of the film producers and authorized copyright

owners, special raids were conducted throughout Tamil Nadu and stringent actions were taken against the violators/pirates who were involved in telecasting new films in Cable TV. Six cases were registered in Cuddalore Unit and three accused were arrested. The value of the property seized was Rupees Thirty Three Thousand and Six Hundred. 148 cases were registered on violation of the Copyright Act by Intellectual Property Right Enforcement Cell and the value of the property seized was Rupees Sixty Nine Lakh Two Thousand Eight Hundred and Forty Eight.

NEW INITIATIVES DURING 2022

The Headquarters of the Intellectual Property Right Enforcement Cell and the Unit Officers watch the active/prone to be active video pirates and their activities.

Action is being taken against the Cinema theatre owners and operators indulging in the

illegal Video camera recording of new movies and making pirated DVDs.

To avoid the sale of pirated CDs, periodical meetings are organized to give instructions to all video shop owners. Action is taken against tourist bus operators through frequent checks to curb screening of new films without valid licence.

To prevent the contraband of pirated CDs from abroad, steps have been taken to liaise with the officials of Airport and Customs Department.

Action is being taken against Cable Operators for screening unauthorized film materials in their Cable TVs without valid licence.

To impart more technical knowledge to the unit officers for effective enforcement, the Special training courses are conducted to all unit officers with co-ordination of experts of IPR Authorities, IMI Authorities, Cinematography etc., at Headquarters.

The details of cases registered, number of accused arrested and the value of properties seized etc., by the Intellectual Property Right Enforcement Cell from the year 2017 to 2022 (up to 31.01.2022) are as follows: -

Year	No. of cases registered by the Intellectual Property Right Enforcement Cell	No. of accused arrested	Value of properties seized by the Intellectual Property Right Enforcement Cell (Rs.)	No. of offences committed by the Cable TV operators by violating the rules and regulations
2017	5589	5591	51,24,96,880	13
2018	3102	3076	8,85,28,841	29
2019	762	710	3,37,19,738	18
2020	292	297	1,16,13,631	35
2021	151	151	63,40,428	5
2022 (Upto 31.01.22)	3	3	5,96,020	-
Total	9899	-	-	100



CINE WORKERS WELFARE BOARD

The former Hon'ble Chief Minister Muthamizh Arignar Kalaignar informed that several welfare boards were formed to safeguard the livelihood of labourers and welfare assistance was being provided to them, while speaking at the All India Cine workers conference on 9.10.2009. In that conference, he announced that a new Cine Workers Welfare Board will be formed for the welfare of cine workers including small screen workers, after considering the requests of South Indian Artistes Association and Tamil film industry.

In continuation to his announcement, the Cine Workers Welfare Board was formed with the Minister for Information as the President and the Director of Information and Public Relations Department as Member Secretary.

OFFICIAL MEMBERS OF THE BOARD

The Official Members of the board comprise with Secretary, Tamil Development and Information Department, Secretary, Finance Department, Secretary, Revenue and Disaster Management Department, Secretary, Labour Welfare and Skill Development Department, Commissioner, Commercial Taxes Department, Deputy Secretary (Cinema), Home Department, Commissioner, Labour Welfare Department and Commissioner, Land Administration.

Non-Official Members are also nominated.

So far, 39 associations of the Tamil Nadu Film and Television Industries have enrolled with 26,792 members.

Financial assistance under various categories viz. education assistance, marriage assistance, maternity assistance, abortion assistance, spectacles assistance, assistance for death due to accident, assistance for natural death, funeral assistance etc. have been provided to the Members.

The details are as follows:

Sl. No.	Welfare Schemes	Amount (Rs.)
1.	Financial Assistance for Education	
(a)	Girl Children studying 10 th std	1,000
(b)	Girl Children who passed 10 th std	1,000
(c)	Girl Children studying 12 th std	1,500
(d)	Students who passed 12 th std (Both Gender)	1,500
(e)	Regular Graduate students (Both Gender)	1,500
(f)	Regular Graduate students with hostel facility (Both Gender)	1,750
(g)	Regular Post Graduate students (Both Gender)	2,000
(h)	Regular Post Graduate students with hostel facility (Both Gender)	3,000
(i)	Technical Education students (Both Gender)	2,000
(j)	Technical Education students with Hostel facility (Both Gender)	4,000
(k)	Technical Post Graduate students (Both Gender)	4,000

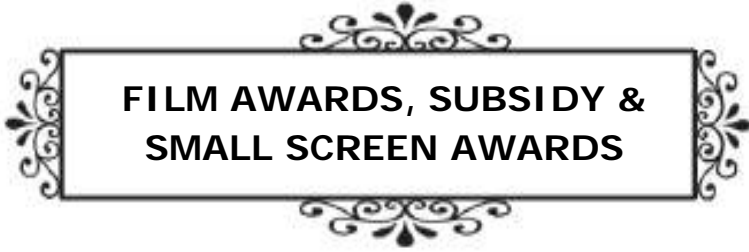
Sl. No.	Welfare Schemes	Amount (Rs.)
(l)	Technical Post Graduate students with Hostel facility (Both Gender)	6,000
(m)	Students studying I.T.I/Polytechnic (Both Gender)	1,000
(n)	I.T.I / Polytechnic Course students with hostel facility (Both Gender)	1,200
2.	Marriage Assistance	2,000
3.	Maternity Assistance	6,000
4.	Abortion Assistance	3,000
5.	Reimbursement for spectacles	500
6.	Financial Assistance in the event of accident	
(a)	Death due to accident	1,00,000
(b)	Disability due to accident (Based on the nature of disability)	10,000 to 1,00,000
7.	Financial Assistance for Natural death	15,000
8.	Financial Assistance for funeral	2,000

The year wise disbursal of welfare assistance by the Cine Workers Welfare Board and the details of beneficiaries are as follows: -

Sl.No.	Year	Total numbers of members	Amount Rs.
1.	2011	38	1,98,000/-
2.	2013	728	21,39,000/-
3.	2014	303	8,00,000/-
4.	2016	277	8,00,250/-
5.	2017	259	9,41,500/-
6.	2018	449	13,61,250/-
7.	2019	205	7,20,000/-
8.	2020	141	5,28,500/-
9.	2021	226	8,64,500/-
	Total	2,626	83,53,000/-

222 applications have been received from 01.01.2021 to 31.12.2021 seeking various welfare assistance for an amount of Rupees Twelve Lakh Six Thousand Two Hundred and Fifty.

This Board peruses the applications and select the eligible beneficiaries.



FILM AWARDS, SUBSIDY & SMALL SCREEN AWARDS

FILM AWARDS

Movies are a powerful tool that can easily reach all walks of life. The Government of Tamil Nadu presents Film Awards from 1968 to encourage production of films that reflects social thoughts with good human conducts. Awards are given to the best Tamil feature films, best actors, best actresses and technicians.

The Government of Tamil Nadu Constitutes selection committees to select the best feature films, best actors, best actresses and best technicians. Best Films selected by the selection committee are given a cash prize of Rupees Two Lakh for the first prize, Rupees One Lakh for the second prize, Rupees Seventy Five Thousand for

the third prize and Rupees Seventy Five Thousand for the special prize. Along with cash prizes a memento and a certificate are also given.

Another special prize comprising a Cash Award for Rupees One Lakh and Twenty Five Thousand, along with a Memento and a Certificate is awarded to a Tamil film which portrays women in positive perspective.

A five sovereign gold medal, a Memento and a Certificate are given to the Best Actor, Best Actress, Best Actor (special prize), Best Actress (special prize), Best Villain Actor, Best Comedy Actor, Best Comedy Actress, Best Character Actor, Best Character Actress, Best Director, Best Screenplay writer, Best Dialogue writer, Best Music Director, Best Lyricist, Best Play back singer (Male), Best Play back singer (Female), Best Cinematographer, Best Sound Recordist, Best Film Editor, Best Art Director, Best Stunt Master, Best Dance Master, Best Makeup Artiste, Best Costume

Designer, Best Child Artiste, Best Dubbing Artiste (Male) and Best Dubbing Artiste (Female).

Awards have not been presented for the past few years. Actions are being taken to present these awards at the earliest.

VETERAN AWARDS

Veteran awards are presented by Tamil Nadu Government in the name of Arignar Anna who enticed the Tamil film industry with his writings and acting, Kalaivanar N.S. Krishnan who induced thoughts through laughter, Thiyagaraja Bhagavathar the Carnatic vocalist, Raja Sandow who ascended through hard work, Makkal Thilagam MGR who stole the hearts of people, Kavignar Kannadasan who penned immortal songs and Nadigar Thilagam Sivaji Ganesan who was an example for acting in the history of the Tamil Film Industry and Former Chief Minister J Jayalalithaa. Each of the Veteran Awardee is presented with a 5 sovereign gold pendant and a Memento.

GOVERNMENT FILM SUBSIDY

To encourage producers of low-budget, quality films with social awareness and with good messages, the Tamil Nadu Government is implementing a scheme to provide subsidy to such films. A Selection Committee is set up by the Government to select such films and every selected film is granted a subsidy of Rupees Seven Lakh.

A sum of Rupees Ten Crore and Forty Three Lakh as Subsidy has been given to 149 Tamil film producers at Rupees Seven lakh each to such quality films produced and released between 2007 to 2014.

SMALL SCREEN AWARDS

Television programmes has a tremendous impact on the housewives. Television serials play an important role in everyday life of a person. On behalf of the Government Small Screen Awards

are presented to the Best Tele Serial, actors, actresses and technicians.

For the Best Mega Serial a Cash prize of Rupees Two Lakh for the first prize and a cash prize of Rupees One Lakh for the second prize are given along with a memento and a certificate. Besides, 3 sovereign gold pendant, a Memento and a Certificate are presented every year to the Best Story Writer, Best Screenplay writer, Best Dialogue Writer, Best Director, Best Cinematographer, Best Editor, Best Hero, Best Heroine, Best Character Artiste (male and female), Best Villain (male and female), Best Child Artiste, Best Music Director, Best Dubbing Artiste (male and female) and Best Special Effects Technician.

Cash Award for Rupees One Lakh, a Memento and a Certificate are given to Best Achiever of the year and Best Lifetime Achiever.

Small Screen Award has not been presented for the past few years. Further action is being taken to present these awards by this department.

SUBSIDY FOR INTERNATIONAL FILM FESTIVAL

The Government of Tamil Nadu has given a Subsidy of Rupees Six Crore and Seventy Five Lakhs till date for International Film Festivals held in Chennai between 2008 and 2022.

AWARDS TO STUDENTS OF TAMIL NADU GOVERNMENT M.G.R FILM AND TELEVISION INSTITUTE

The Selection Committee viewed eighteen short films produced by students during the academic years 2008-2009 to 2013-2014. The Committee had selected thirty awardees for six years with five awards per year for which the Government Order has been issued.

Action is being taken to view the short films produced by students every year, select and present awards.

CONCLUSION

**“Whate’er men think, ev’n as they think, may men obtain,
If those who think can steadfastness of will retain”.**

(Kural 666)

“If those who have planned (an undertaking) possess firmness (in executing it) they will obtain what they have desired even as they have desired it”. According to this Thiruvalluvar’s dictum,

The Hon’ble Chief Minister of Tamil Nadu Thiru M.K.Stalin, Protects the welfare of Tamil people, Social Justice, enforcing equality, stressing one’s rights, frame schemes with uniqueness and implements them in an avid manner.

The Information and Public Relations Department will continue this awesome work without any slackness in taking the information to the people about the incomparable works and schemes of the Government headed by the Hon’ble Chief Minister who works day and night

tirelessly considering the welfare of the people as his own welfare.

M.P. Saminathan,
Minister for Information and Publicity

ANNEXURE

Budget Estimates 2022-2023

(Rupees in Thousands)

	2020-2021 Account	2021-2022 Budget Estimate	2022-2023 Revised Estimate	2022-2023 Budget Estimate
2059 PUBLIC WORKS	1,03,92	2,19,01	2,33,99	2,29,66
2205 ART AND CULTURE	12,29
2220 INFORMATION PUBLICITY	98,05,24	144,08,95	130,07,59	125,28,16
2230 LABOUR, EMPLOYMENT AND SKILL DEVELOPMENT	35,35
2235 SOCIAL SECURITY AND WELFARE	3,12,11	4,45,61	5,14,21	2,11,81
2250 OTHER SOCIAL SERVICES	12,90	14,15	14,15	16,09
4202 CAPITAL OUTLAY ON EDUCATION, SPORTS, ART AND CULTURE	67,88,60	1	1	1
TOTAL	17,02,277	15,08,773	13,76,995	13,03,337



Hon'ble Ministers paid Floral Tributes to the portrait of Veeran Azhagu Muthukone (Chennai, 11.7.2021).



Hon'ble Minister for Information and Publicity Thiru.M.P.Saminathan inspected Gandhi Mandapam (Chennai, 14.7.2021).



Hon'ble Minister for Information and Publicity Thiru.M.P.Saminathan inspected Tamil Nadu Government M.G.R. Film and Television Institute (Chennai, 29.7.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru. M.K.Stalin flagged off the Corona Awareness campaign vehicle (Chennai, 31.7.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin released the special publication of Tamilarasu (Chennai, 19.8.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru. M.K.Stalin
paid floral tributes to the portrait of V.O.Chidambaranar (Chennai, 5.9.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin paid floral tributes to the portrait of Thanthai Periyar (Chennai, 17.9.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin flagged off the mobile photo exhibition bus to mark the 150th birth anniversary of V.O.Chidambaranar (Chennai, 1.11.2021).



Hon'ble Minister for Information and Publicity Thiru.M.P.Saminathan visited the Tamil Nadu Pavilion in the India International Trade Fair, New Delhi (16.11.2021).



Hon'ble Minister for Information and Publicity Thiru.M.P.Saminathan paid floral tributes to the portrait of Mahakavi Bharathiyar (Chennai, 11.12.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin
paid floral tributes to the statue of Iyyan Thiruvalluvar on Thiruvalluvar Day
(Chennai, 15.1.2022).



Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin paid floral tributes to the portraits of Mozhipor Thiyagigal on Mozhipor Thiyagigal Day (Chennai, 25.1.2022).



Hon'ble Governor of Tamil Nadu Thiru.R.N.Ravi,
Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin and other dignitaries watched
the pageantry of floats designed on the theme “Tamil Nadu in the Freedom Struggle”
during the Republic Day celebrations (Chennai, 26.1.2022).



Hon'ble Governor of Tamil Nadu Thiru.R.N.Ravi,
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Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin and other dignitaries watched
the pageantry of floats designed on the theme “Tamil Nadu in the Freedom Struggle”
during the Republic Day celebrations (Chennai, 26.1.2022).




Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin flagged off the Republic Day floats, for showcasing them in the districts (Chennai, 26.1.2022).



Republic Day float given a warm welcome by showering flowers
(Tiruvannamalai, 17.2.2022).



Hon'ble Chief Minister of Tamil Nadu Thiru.M.K.Stalin interacted with students who had come to witness the Republic Day floats (Chennai, 21.2.2022).



**“The goal of this Government is to create
an excellent standard of living
in the present and future for the people,
by fully utilizing the ample resources
of the State to increase economic
growth considerably”**

- Thiru. M. K. Stalin
Hon'ble Chief Minister of Tamil Nadu




Government of Tamil Nadu
2022

Printed by Govt. Central Press, Chennai - 600 001.