



**DEMAND NO.28**

**POLICY NOTE  
ON  
INFORMATION AND PUBLICITY  
2009-2010**

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**TAMIL DEVELOPMENT, RELIGIOUS ENDOWMENTS,  
AND INFORMATION DEPARTMENT**

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Government of Tamil Nadu  
2009

**INFORMATION AND PUBLICITY  
POLICY NOTE  
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**INTRODUCTION**

*The poor ought to live;  
Need fireproof huts  
Enough food, sufficient clothing  
Education to acquire knowledge  
Opportunity to work and  
Appropriate wages for work  
- these are our desirous thoughts.*

- declared Perarignar Anna whose birth centenary is being celebrated now.

As desired by Perarignar Anna, the people welfare Government of Tamil Nadu led by Hon'ble Chief Minister Kalaingar is continuously planning and implementing several schemes with utmost efficiency.

The Information Department is committed to ensure that the benefits accruing out of the achievements and programmes of every Department of the Government reach the public. The Department hence provides complete information on the schemes and activities of Government to the people.

The Department's primary objective is to provide information in Tamil to enable easy understanding so that the poor, women and the working classes become fully aware of the Government schemes and benefit from them.

To achieve this objective, this department is never idle and carries out the publicity work among the people living in small villages, towns and cities, by applying latest technologies.

The Information and Public Relations department executes the important task of enabling the common public understand the welfare schemes, activities and the achievements of the Government.

The Press Release Section arranges extensive publicity of Information from the Government to the public through print and electronic media, which strengthens and enhances democracy.

The Memorial Section focuses on setting up of memorials and erects statues of eminent personalities, who served the nation, Tamil Scholars and maintains them. The department celebrates birth days and observe anniversaries of great leaders and scholars who have made invaluable contributions to the nation.

The Advertisement Section releases advertisements of all Government departments, publicising their activities.

The Reference Section provides news clippings whenever required and preserves newspapers for the purpose. The Information Centers provide reference of books to visiting research scholars and public.

The Tamil Nadu Films Division produces documentary films and short films on Government achievements and schemes. M.G.R. Government Film and Television Institute conducts courses on various technical areas of film making.

Tamil Arasu magazine is printed both in Tamil and English. It is also available on the Government website and provides detailed information about Government schemes to the general public.

The Exhibition Wing functions as an attractive medium in creating public awareness of Government schemes and achievements even among the poor and the ignorant.

The Information and Public Relations department executes the inevitable job of disseminating information on Government Schemes to the people living in the remote areas of the State through screening of video films produced by Tamil Nadu Films Division and issuing press releases to the print and electronic media besides organizing multimedia exhibitions in the Districts by the Information and Public Relations Officers.

The Information and Public Relations department renders fruitful service to the people by supporting and projecting the resolve of the government to successfully implement various welfare schemes as prescribed by the great savant Thiruvalluvar :-  
*“Total involvement in a task and the will power to perform leads to success the way one targets”.*

## **CHAPTER-I**

### **PRESS RELEASE SECTION**

Press Release Section coordinates the publicity of Government announcements, schemes and programmes by sending information, related colour photographs through E-mail to all media and enabling access to the people everyday throughout the year.

Few years ago, this section used to receive press releases from various departments, retype them, make photocopies and distribute them to dailies and television channels through motor cycle messengers. Later on press releases were sent by fax. Now, with the advent of e-governance facility, press releases, press notes are being sent simultaneously to 200 dailies, periodicals, news agencies, news websites and television channels. It is a notable contribution to the much acclaimed e-Governance of Tamil Nadu.

From 1.4.2008 till 31.3.2009, 1,116 press releases, 117 press notes, 678 photo / video / press coverage letters have been sent from headquarters to media

### **JOURNALISTS' WELFARE & JOURNALISTS' PENSION**

After assumption of office, this Government has enhanced the pension to journalists, who have retired after 20 years of service and live in impoverished condition, from Rs.3,000 to Rs.4,000.

87 journalists have been sanctioned pension as on 31.3.2009. This scheme is being implemented from 1987. During this financial year (2009-2010), Rs.37.35 lakh has been allotted for the pension. This Govt. has granted pension to 23 journalists. From 1.4.2008 to 31.3.2009, six journalists were granted pension.

### **JOURNALISTS' FAMILY PENSION**

The Journalists' Family Pension Scheme was introduced in 1999. It was extended to wives of deceased journalists and the amount has been enhanced by the present Government from Rs.1500 to Rs.2000. 20 persons are receiving this pension as on 31.3.2009. After assumption of office, this Government has sanctioned Journalists' Family Pension to 5 persons. From 1.4.2008 to 31.3.2009, the pension has been

sanctioned to 3 persons. During this financial year (2009-10) a sum of Rs.5.40 lakh was allotted for the scheme.

### **JOURNALISTS' FAMILY BENEFIT FUND**

Journalists' Family Benefit Fund is being given from Honb'le Chief Minister's Public Relief Fund to families of journalists viz. editor, sub-editor, reporter, photographer and proof reader who pass away while in service after having worked for 20 years as a journalist.

After assuming office, this Government being considerate of journalists' welfare, modified the eligibility criteria. Now, families are eligible for Rs.50,000 if 5 years of service was completed by the deceased journalist, Rs.1.0 lakh for 10 years of service Rs.1.50 lakh for 15 years and Rs.2 lakh for 20 years of service. A sum of Rs.37.05 lakh has been disbursed to 39 families till 31.3.2009. This Govt. has granted financial assistance of Rs.22,25,000/- to 14 heirs of journalists. From 1.4.2008 to 31.3.2009, one journalist's family was granted this assistance.

### **ASSISTANCE FOR MEDICAL TREATMENT OF JOURNALISTS**

After assumption of office by this Government, financial assistance to 6 Journalists for medical treatment and to a journalist's daughter for surgery provided. So far, a sum of Rs.5 lakh has been disbursed. From 1.4.2008 to 31.3.2009, one journalist was granted financial assistance for medical treatment.

### **JOURNALISTS' RENTAL HOUSING SCHEME**

TNHB is allotting the rental houses for the journalists. So far, 283 houses have been allotted to journalists in the State. After assumption of office, this Govt. has allotted rental houses to 140 journalists.

### **HOUSE SITES FOR JOURNALISTS**

438 Journalists in 11 districts have been provided with house sites. After assumption of office of this Govt., 174 reporters and photographers in Vellore, Salem, Dindugal, and Thiruchirapalli districts were provided with house sites.

## **JOURNALISTS' WELFARE BENEFIT FUND**

As per G.O. Ms.No.17, Tamil Development, Religious Endowments and Information (Admn.4) department dated 14.1.2008, Rs.1 crore has been allocated for the Journalists' Welfare Benefit Fund and the same was deposited with Tamil Nadu Power Finance and Infrastructure Development Corporation which yields Rs.83,333/- per month as interest. Journalists who undergo medical treatment for serious illness will receive financial assistance not exceeding Rs.50,000 from this interest amount.

## **WI-FI INTERNET IN THE PRESS ROOM**

Broadband Wireless Net Connection has been provided in the Press Room at Secretariat since 21.6.2007, enabling 20 journalists to send news and photographs simultaneously through E-mail which helps publication of news in time.

## **ACCREDITATION CARDS FOR MEDIA**

Press Accreditation Cards have been provided to media personnel, representing dailies/television channels/news agencies, on recommendation of the Press Accreditation Committee constituted by the Government. 732 persons in Chennai and 102 persons in other districts have been issued Press Accreditation Cards this year. Identity cards have been issued by the District Collectors to 907 media personnel.

## **FREE BUS PASSES TO JOURNALISTS**

To facilitate bus travel for journalists who are in possession of Press Accreditation Cards or Press Identity Cards, free bus passes are being issued. Free bus passes to 391 accredited journalists in Chennai and 1,434 Press Identity Card holders in the districts, totaling 1825 have been issued this year at a cost of Rs.55 lakh. This department compensates this amount to the State Transport Corporations .

## **PRESS PASS CARDS TO JOURNALISTS OF PERIODICALS**

Press Pass Cards are being issued to journalists of periodicals on the recommendations of Press Pass Recommendation Committee. Press pass cards have been issued this year (2009) to 217 reporters/photographers working in Chennai for periodicals.

## **PHOTO SECTION**

Earlier, photographs were taken in black and white, were processed and copies were printed in photo section of this department in Secretariat and were sent to all dailies and periodicals through motor cycle messengers. After the introduction of E-governance facility, photographs are being shot on digital cameras and sent by E-mail to approximately 200 media simultaneously from Secretariat.

Three latest laptops with wireless internet facility have been purchased and photographs taken at functions are sent immediately to media through these laptops via internet from the function spot itself. All photographs taken are stored on CDs and preserved for future use and reference.

## **CHAPTER-2**

### **REFERENCE SECTION**

Reference Section sends news clippings from dailies and periodicals, both Tamil and English, to Hon'ble Chief Minister, Hon'ble Ministers concerned, Chief Secretary and Department Secretaries for perusal and action. The Reference Section has been preserving important dailies from the year 2000 and providing photocopies of necessary news items to the Government.

Since the Director of Information and Public Relations is also the Registrar of Books, two copies of books published in the state are received from the publishers every year and are registered in the section. 2,124 new books have been registered from April 2008 till March 2009.



## CHAPTER-3.

### MEMORIALS

As a mark of respect and reverence to the freedom fighters who made countless sacrifices during our Nation's freedom struggle and to introduce those leaders and Tamil scholars to the young generation, 48 Memorials, 4 Arangams, 5 Commemoration Pillars and one Memorial Park have been erected and maintained by this department.

#### Memorials

1. Thiruppur Kumaran Memorial, Thiruppur,  
Thiruppur District.
2. "Rationalist Poet" Udumalai Narayanakavi Manimandapam, Udumalaipettai,  
Coimbatore District.
3. Thanthai Periyar Memorial, Vaikom, Kottayam District, Kerala State.
4. Periyar- Anna Memorial, Erode, Erode District.
5. Dheeran Chinnamalai Manimandapam,  
Arachalur Village, Erode District.
6. Mootharignar Rajaji's Birthplace, Thorapalli,  
Krishnagiri District.
7. Vallal Athiyaman Kottam, Athiyaman Kottai, Dharmapuri
8. Namakkal Kavignar Ramalingam Ninaivu Illam, Namakkal.
9. Va.Ve. Subramaniam Memorial, Varahaneri, Thiruchirapalli District.
10. Pattukottai Kalyana Sundaram Manimandapam, Pattukottai, Thanjavur District.
11. Thillaiyadi Valliammai Memorial, Thillaiyadi, Nagapattinam District.
12. "Tamizh Thaatha" Ue.ve. Sa memorial, Uthamadhanapuram, Thiruvarur District.
13. Kaviarasar Kannadasan Manimandapam, Karaikudi, Sivagangai District.
14. Thavathiru Kundrakudi Adigalar Manimandapam, Kundrakudi, Sivagangai District.
15. Maruthupandiar Memorial, Thirupputhur,  
Sivagangai District.
16. 'Thiyagaseelar' Kakkam Manimandapam,  
Thumbaipatti, Melur Taluk, Madurai District.

17. 'Thiyagi' Viswanathadas Ninaivu Manimandapam, Thirumangalam, Madurai District.
18. Parithimar Kalaignar Manimandapam, Vilachery Village, Madurai District.
19. Mozhignayiru Devaneyya Pavaanar Manimandapam, Sathamangalam, Madurai District.
20. Perunthalaivar Kamarajar Illam, Virudhunagar, Virudhunagar District.
21. Perunthalaivar Kamarajar Birth Centenary Manimandapam, Virudhunagar, Virudhunagar District.
22. Mahakavi Bharathiar Manimandapam, Ettayapuram, Thoothukudi District.
23. Mahakavi Bharathiar Illam, Ettayapuram, Thoothukudi District.
24. "Kappalottiya Thamizhan" V.O.Chidambaranar Illam, Ottapidaram, Thoothukudi District.
25. Veeran Alagumuthukone Manimandapam, Kattalankulam, Thoothukudi District.
26. Freedom Fighter Veeran Sundaralingam Memorial, Gavarnagiri, Thoothukudi District.
27. Freedom Fighter Veeran Vellayathevan Memorial, Vallanadu, Thoothukudi District.
28. Umarupulavar Memorial, Ettayapuram, Thoothukudi District.
29. "Kappalotiya Thamizhan" V.O.C. Manimandapam, Tirunelveli District.
30. Poolithevan Memorial, Nerkattumseval Village, Tirunelveli District
31. "Podhuvudamai Veerar" P. Jeevanandam Manimandapam, Nagercoil, Kanniyakumari District.
32. Gandhi Memorial, Kanniyakumari, Kanniyakumari District.
33. Perunthalaivar Kamarajar Manimandapam, Kanniyakumari, Kanniyakumari District.
34. "Sathavathani" Seiguthambi Pavalar Ninaivu Mandapam, Idalakudi, Kottar, Kanniyakumari District.

35. Perarignar Anna Ninaivu Illam, Chinna Kanchipuram, Kanchipuram District.
36. Muthumandapam Memorial (in memory of Vikrama Raja Singan, the last Tamil King of Srilanka) Vellore, Vellore District.
37. Perarignar Anna Memorial and Perarignar Anna Museum, Marina Beach, Kamarajar Salai, Chennai District.
38. Bharat Ratna Dr. M.G.R Memorial and Museum, Marina Beach, Kamarajar Salai, Chennai District.
39. Mahakavi Bharathiyar Ninaivu Illam, Thulasinga Perumal Koil Salai, Thiruvallikeni, Chennai District.
40. Perunthalaivar Kamarajar Ninaivu Illam, Thirumalai Salai, Thiyagaraya Nagar, Chennai District.
41. Valluvar Kottam, Nungambakkam, Chennai District.
42. Gandhi Mandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
43. Mootharignar Rajaji Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
44. Mozhippor Thiyagigal Manimandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
45. Thiyagigal Manimandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
46. Periyavar M. Bhakthavatchalam Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
47. Perunthalaivar Kamarajar Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
48. Kanniyathendral Quaid-e-Milleth Manimandapam, near Quaid-e-Milleth Government Women's College, Chennai District.

### **Arangams**

1. Rajaji Mandapam, Omandurar Govt. Estate, Chennai District.
2. Kalaivanar Arangam, Wallajah Salai, Chennai District.
3. Anna Kalai Arangam, Vellore, Vellore District.
4. Mahamagam Auditorium, Kumbakonam, Thanjavur District.

### **Commemoration Pillars**

1. "Quit India" Movement's Golden Jubilee Commemoration Pillar, Gandhi Mandapam Campus, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
2. Golden Jubilee of India's Independence Commemoration Pillar (Near War Memorial), Kamarajar Salai, Chennai District.
3. Golden Jubilee of Indian Republic Commemoration Pillar, Near Gandhi Statue, Kamarajar Salai, Chennai District.
4. Commemoration Pillar of Sepoy Mutiny, Vellore, Vellore District.
5. Perunthalaivar Kamarajar Centenary Pillar, Virudhunagar.

### **Memorial Park**

- Veerapandiya Kattabomman Memorial Park in Kayathar, Thoothukudi District where he was hanged to death.

### **Statues**

- The statue of "Nadigar Thilagam Chevalier" Sivaji Ganesan who was a personification of true friendship and an embodiment of film acting was erected in Kamarajar Salai, Chennai at a cost of Rs.8.95 lakh and was unveiled by the Hon'ble Chief Minister on 21.7.2006.

- A statue of freedom fighter Thiyagi Chenbagaraman, with pedestal, was erected at a cost of Rs.1.77 lakh in front of the Thiyagigal Manimandapam in Gandhi Mandapam Campus, Guindy, Chennai and was unveiled on 17.7.2008.

### **Other Works**

- Rs.21 lakh was allotted for building a memorial for Rettamalai Srinivasan in Gandhi Mandapam Campus, Guindy, Chennai. Work is nearing completion.
- A Memorandum of Understanding was signed with AIRCEL to improve the Gandhi Mandapam Campus at an estimate of Rs.80 lakh under the supervision of the Public Works Department.
- Hon'ble Minister had announced on the floor of the Assembly, during the Demand No.28 of Information and Publicity for 2007-08, that a memorial for Pattukkottai Azhagiri will be constructed in Pattukkottai in Thanjavur district. Orders have been issued to build the memorial at a cost of Rs.39 lakh on the Pattukkottai-Thanjavur Road in Avudaiyankulam in Pattukkottai. The work is in progress.
- Action is being taken to build memorials with statues for 'Thamizhisai Moovar' – Arunachala Kavirayar, Marimuthaapillai and Muthuthandavar at Seerkazhi.
- Order has been issued to build a memorial for freedom fighter Thiyagi P.Srinivasa Rao at a cost of Rs.25 lakh at Thiruthuraipoondi in Thiruvarur district.
- Repair and renovation works at a cost of Rs.7 lakh in Bharathiyar Illam, Thiruvallikeni, Chennai have been carried out.

## CHAPTER-4

### GOVERNMENT FUNCTIONS

The Tamil Nadu Government honours those who fought for our nation's freedom, leaders who toiled for the cause of Tamil language and eminent scholars by celebrating their birth days and observing their death anniversaries. On these occasions, floral tributes are paid to their portraits placed near their statues.

The statues of the following leaders are garlanded and floral tributes are paid on behalf of the Government to their portraits placed near their statues.

1. January 17 Birthday of Bharat Rathna Dr.M.G.R.
2. January 23 Birthday of Netaji Subash Chandra Bose
3. January 30 Death Anniversary of Uthamar Gandhi
4. April 14 Birthday of Dr.Ambedkar
5. April 27 Birthday of Sir Pitty Thiyagarayar
6. April 29 Birthday of Paventhar Bharathi Dasan
7. May 8 "Symbol of Tamil culture" Kannagi  
On full moonday (Chitra Pournami)
8. June 5 Birthday of Kanniyathenral  
Quaid-e-Milleth
9. June 24 Birthday of Kaviarasu Kannadasan
10. July 15 Birthday of Perunthalaivar Kamarajar
11. July 17 'Thiyagigal Dhinam'  
Thiyagi Arya alias Bhashiyam
12. July 17 'Thiyagigal Dhinam'  
Thiyagi Sankaralinganar
13. September 5 Birthday of  
Kappalottiya Thamizhan V.O.C.

14. September 15 Birthday of Perarignar Anna
15. September 17 Birthday of Thanthai Periyar
16. September 29 Birthday of Former Mayor Sivaraj
17. October 2 Birthday of Uthamar Gandhi
18. October 30 Birthday of  
Pasumpon Muthuramalinga Thevar
19. November 14 Birthday of Pandit Jawaharlal Nehru
20. Decmber 10 Birthday of Mootharignar Rajaji
21. December 11 Birthday of Mahakavi Bharathiyar

Every year, celebrations marking the birth anniversaries of following leaders are organised in the districts. They are :- Veeran Alaghumuthukone at Kovilpatti in Thoothukudi District, V.O.Chidambaranar at Ottapidaram, Veerapandiya Kattabomman at Panchalankurichi, Veeran Sundaralingam at Gavarnagiri, Mahakavi Bharathiyar at Ettayapuram, Rebel Muthuramalinga Sethupathi at Ramanathapuram, Adiperukku vizha in memory of Deeran Chinnamalai at Odanilai in Erode district, Valvil Ori festival in Kollimalai in Namakkal district, Pasumpon Muthuramalinga Thevar in Madurai and Ramanathapuram districts and Mootharignar Rajaji at Thorapalli in Krishnagiri district.

### **Special functions**

1. The centenary celebrations of the weekly magazine "Oru Paisa Tamizhan" founded by Ayothidasa Pandidhar was celebrated on 08.07.2008 at Chennai.
2. Hon'ble Chief Minister released commemorative postal stamps of Sir Pitty Thiyagarayar, T.M.Nair and Dr.C.Natesan on 17.06.2008.
3. Thiruvalluvar day and Government Awards function were conducted on 16.01.2008 at Kalaivanar Arangam, Chennai. Hon'ble Chief Minister gave away the awards.
4. In connection with the birth centenary of Perarignar Anna, the Government of Tamil Nadu conducted a photo exhibition on the life and achievements of Perarignar Anna at Kalaivanar Arangam, Chennai.

5. A photo exhibition based on the life and achievements of Perarignar Anna was conducted on 14.01.2009 (Tamil New Year Day) at Tamil Nadu House, New Delhi.

### **Perarignar Anna Centenary Celebrations**

Hon'ble Minister for Finance while presenting the annual budget for the year 2008-2009, said "on behalf of Chief Minister Kalaignar, I announce that Centenary of Perarignar Anna will be celebrated in a grand manner throughout the state in 2009, so as to enable the present day youth understand the incredible leader Anna".

Accordingly, the centenary of Perarignar Anna is being celebrated in a grand manner since 15.9.2008 by highlighting the remarkable services rendered by Anna in fields such as political, economic, social, linguistic, literary, dramatics and film, as mentioned below.

1. **Photo exhibitions:-**

The centenary celebrations of Perarignar Anna commenced in all districts with photo exhibitions highlighting the important achievements of Perarignar Anna, accompanied by debates, seminars and poets forum.

2. **Naming all Government buildings after Anna :-**

In this birth centenary year, all the Government buildings built at a cost of not less than Rs.one crore and all Government buildings which constitute special wings are being named after Anna.

3. **Youth Sports Competitions:-**

All the Youth Sports Competitions in District Capitals conducted by Sports Development Authority were named after Anna. Relay race of Anna Torch will be held throughout the state in September 2009.

4. **Women Awareness programmes:-**

Various competitions and cultural activities were conducted by Women Self Help groups throughout the state and prizes distributed.

5. **Production of documentary and short film on Anna:-**

Tamil Nadu Films Division has produced a documentary film on Anna titled "Anna Vazhgirar" and released on the birth centenary day of Anna throughout the state.



Besides, the same documentary was telecast on Kalaingar TV, Pothigai, Win, Mega and Tamizhan TV. It was telecast on local cable television channels and through video vans by Information and Public Relations Officers in the districts.

6. **Audio C.D.s:-**

Audio C.D.s of 12 speeches of Anna and 12 songs on Anna were produced and broadcast throughout the state through IPROs in the district.

7. **Other works:-**

- Anna Memorial pillars and attractive arches in all districts and special decorative arch in Kancheepuram are in the process of erection.
- Coins with the portrait of Perarignar Anna will be released shortly.
- Exclusive Website on Anna to be launched shortly.
- Auditorium of international standard in Chennai and auditoriums in districts in the name of Anna will be built.
- Women awareness campaigns, oratorical and essay competitions among school and college students are being conducted throughout the state.
- Depiction of the life of Anna through folk arts.
- Special Souvenir on the commemoration of birth centenary of Anna.
- Establishment of Chairs in the name of Anna in all the Universities of Tamil Nadu.
- Booklet containing famous sayings of Anna prepared for free distribution throughout the State.
- Various programmes relating to Anna Centenary are organized by Government Departments, local bodies, Schools and colleges in such way that at least one programme is being conducted in one part of our state everyday through the year.

## **CHAPTER-5**

### **ADVERTISEMENT**

The Department of Information and Public Relations is carrying out exceptional work in publicizing Government policies, schemes, activities and achievements in daily newspapers enabling the public to understand them well.

All the advertisements of Government departments, boards, corporations and undertakings are centralised through this department and released to dailies and periodicals. The advertisements are released after considering their importance, the target group and area to which they should reach.

Government welfare schemes such as :

- 1] Laying of foundation stone for the new Legislative Assembly - Secretariat buildings.
- 2] Inauguration of operating new buses in various bus routes by Metropolitan Transport Corporation, Chennai
- 3] Inauguration of Arasu Cable T.V
- 4] Inauguration of several fly-over bridges.
- 5] Inauguration of Vellore Municipal Corporation.
- 6] Inauguration of Thoothukudi Municipal Corporation.
- 7] Inauguration of Thiruppur Municipal Corporation.
- 8] Scheme for provision of 1 kg rice for Rs.1 in fair price shops
- 9] Scheme for sale of provisions for Rs.50 in fair price shops.
- 10] Distribution of free dhotis to the families below poverty line, in connection with Thamizhar Thirunaal.

11] Distribution of free cooking ingredients for Pongal to public in connection with Thamizhar Thirunaal.

were released to leading dailies so that they reach all sections of people and create awareness of Govt. welfare schemes among them regarding Government welfare schemes. Advertisements of importance are released to increase the influx of foreign tourists. Discussions with the publishers of newspapers were held to publish articles free of cost along with advertisements and to avail concessions on advertisement charges thereby reducing expenses. Advertisements that portray the infrastructure availability in the state have paved the way for the attraction for foreign direct investment and additional investment from investors from other states.

By adopting modern technology, tender and display advertisements are released through the National Informatics Centre of Government of India free of cost in Government website [www.tn.gov.in](http://www.tn.gov.in) and permission has been granted to make tender schedules freely available on the Website [www.tender.tn.gov.in](http://www.tender.tn.gov.in) so that the Government advertisements reach the public without any additional expenditure.

As the Government advertisements are released in newspapers as well as websites, transparency in Government administration is ensured. It also facilitates all eligible persons to participate in Government tenders.

The State and the District Tender Bulletins are released every week giving detailed information about the activities of the Government under the provisions of the Tamil Nadu Transparency in Tenders Act 1998 and the Tamil Nadu Transparency in Tenders Rules 2000 framed thereunder.

Tender advertisements for purchase at a cost of Rs.5 lakhs to Rs.10 lakh and works at a cost of Rs.10 lakh to Rs.25 lakh are released in District Tender Bulletins. Tender advertisements for purchase exceeding the cost of Rs.10 lakh and works exceeding the cost of Rs.25 lakh are released in State Tender Bulletin. Decisions taken on the tenders are also published in the bulletins.

## CHAPTER-6

### TAMIL NADU GOVERNMENT FILM AWARDS & FILM SUBSIDY & SMALL SCREEN AWARDS

In order to encourage the Tamil Film industry, the Government of Tamil Nadu have been presenting Film Awards to the Best Tamil feature films, actors, actresses and technicians since 1958. The Government constitute a committee every year to select the best feature films, actors, actresses and technicians. The following awards are presented to the films selected by the Committee.

1. First Prize - Rs.2 lakh cash, a memento and certificate
2. Second Prize - Rs.1 lakh cash, a memento and certificate
3. Third Prize - Rs.75,000 cash, a memento and certificate
4. Special Prize - Rs.75,000 cash, a memento and certificate

A cash award of Rs.1.25 lakh along with a memento and certificate is awarded as special prize to a Tamil film which portrays the dignity in women.

A five sovereign gold pendant, a memento and certificate are presented to the selected actors, actresses and technicians. Dubbing Artistes, both male and female, have been included for these awards since 2000. New awards for Best Character Artiste (Male), Best Character Artiste (Female) and Best Comedy Artiste (Female) were instituted in 2001 and are presented. Cash awards of Rs.50,000/- as first prize, Rs.25,000/- as second prize and Rs.10,000/- as third prize are given to films depicting values of small families. Tamil Nadu Government Film Awards for the year 2005 and 2006 were presented in the function organised at Madras University Centenary Auditorium on 16.10.2007. Award Selection Committee to select the best films for 2007-

2008 has been constituted with Justice (Retd.) A.K. Rajan and 12 members. The screening of films to the committee members is going on.

### **Veteran Awards**

Veteran Awards are presented in the name of Arignar Anna, Kalaivanar N.S.Krishnan, M.K.Thiyagaraja Bhagavathar, Raja Sando, Makkal Thilagam M.G.R., Kavignar Kannadasan and Nadigar Thilagam Sivaji Ganesan who have occupied a permanent place in the history of Tamil Film Industry.

### **Government Subsidy**

To encourage production of quality low-budget films with social commitment, the Government of Tamil Nadu is implementing a scheme of granting subsidy to such films. Every year, a Selection Committee is constituted by the Government to select quality Tamil films for the grant of subsidy. Every selected film is granted a subsidy of Rs.7 lakh. A total of 45 and 49 applications were received for the years 2005 and 2006 respectively. 70 films were granted subsidy A selection committee has been constituted with Justice (Retd.) B. Baskaran and 8 members to select the films for the grant of subsidy for the year 2007. On recommendation of the selection committee, subsidy will be granted.

### **Small Screen Awards**

In continuation of the announcement on the floor of the Legislative Assembly, during 2007-08 budget speech that the Artistes of the small screen will be honoured and encouraged, Hon'ble Chief Minister has constituted a Committee, for selection of the best artistes of the small screen for the year 2006. On recommendation of the committee, awards for small screen artistes were given on 8.8.2008 at Kalaivanar Arangam.

A cash prize of Rs.2.00 lakh, a memento and a certificate constitute the first prize. A cash prize of Rs.1.00 lakh, a memento and a certificate constitute the second prize. A cash prize of Rs.1.00 lakh, memento and a certificate are awarded every year for the best weekly serial. Besides, a 5 sovereign gold pendant, a memento and a certificate will be presented to the Best Director, Best Hero, Best Heroine, Best Music Director, Best Story Writer, Best Screen Play Writer, Best Dialogue Writer, Best Cinematographer, Best Editor, Best Character Artiste, (Male and Female), Best Villain

(male and female), Best Child Artiste, Best Playback Singer(Male and Female) and for the Best Special Effects.

Cash prize of Rs.1.00 lakh, a memento and a certificate are given every year to the Best Achiever of the year and the Best Lifetime Achiever.

### **Government's concessions to Tamil Film Industry**

1. The low budget quality Tamil feature films are granted subsidy of Rs.7 lakh each.
2. Cash awards, gold medals, mementos and certificates are presented to the best Tamil films, actors, actresses and technicians.
3. Veteran Awards are presented to the Special Achievers in film industry.
4. From the year 2006, cash awards, gold medals, mementos and certificates are presented to the small screen artistes too as awarded to the film artistes.
5. Permission is granted for film shooting in Government premises under single window system.
6. Committees have been constituted at district and state level to resolve disputes in film industry.
7. A sum of Rupees one lakh is granted from the Chief Minister's Public Relief Fund to the family of a stunt actor who dies during film shooting. A sum of Rs.50,000/- is granted if a stunt actor becomes incapacitated, while shooting a stunt sequence.
8. On representation of Film & Television industry and in order to encourage them, the fees for out-door shooting has been reduced considerably.
9. The Government have announced an incentive scheme for Tamil Films which win National / International Awards to encourage them.

### **Title in Tamil**

The Commercial Taxes department in the Government has fully exempted entertainment tax, for the new Tamil films named in Tamil since 22.7.2006 in order to encourage passion for Tamil language.

During the year 2008, a grant of Rs.25.00 lakh was given to Indo Cine Appreciation Foundation, for the conduct of the International Film Festival at Chennai , which was held from 17.12.2008 to 26.12.2008.

**Reforms Committee on concessions  
granted to Film Industry**

As announced during the Budget session of 2009-2010, the charges for outdoor film shooting were reduced to help the film industry and entertainment tax was exempted for Tamil films with Tamil title. As the benefit from these has not reached the people so far, a Reforms Committee has been constituted, to reexamine these concessions, by holding discussions with representatives of film industry, local bodies and public on entertainment tax for films and theatres, charges for outdoor film shooting and other issues and make recommendations to the Government, with the following members.

1. Thiru A.V.M. Saravanan, 2. Thiru Abirami Ramanathan, 3. Thiru Venkatachalam, Mayor of Coimbatore 4. Thiru R.S. Bharathi, former Municipal Chairman, Alandur 5. Secretary, Home Department, 6. Secretary, Commercial Taxes Department, and 7. Secretary, Information Department. The Director of Information and Public Relations and Ex-Officio Deputy Secretary to Government will coordinate the meetings of this committee. This committee will function as the first level standing committee and will meet once in three months.

## **CHAPTER – 7**

### **TAMIL NADU FILMS DIVISION**

In order to bring out the immense potential available in the film & video media, to utilize it as an effective link between the Government and the people, the Government established the Tamil Nadu Films Division in 1968. Initially TNFD functioned as a part of Govt. Film & TV Institute. From 1973 onwards, TNFD is functioning separately.

#### **News Coverage**

TNFD covers important functions and events all over Tamil Nadu; especially, all Hon'ble Chief Minister's functions and those of Hon'ble Deputy Chief Minister and other Hon'ble Ministers.

#### **Production of Newsreel Bulletins in 35mm**

The News coverages are edited into 10 minute films and are released in 1410 theatres of Tamil Nadu through Chennai and Madurai branches of Central Films Division of Government of India. So far, Tamilnadu Films Division has produced 417 Newsreel Bulletins

#### **Production of Documentary Films in 35mm**

TNFD is the sole agency for producing documentary films for all the Departments, Boards and Corporations of Government of Tamil Nadu . So far TNFD has produced 10-20 minute documentary films on important subjects like Family Welfare, Agriculture, Untouchability, Social Forestry, illicit liquor etc., and these documentary films were released in theatres.

#### **Production of Video News Magazines**

Video News Magazines containing important welfare schemes of Government are exhibited through field publicity units of Information and Public Relations Offices in all districts. Annually Films Division produces 12 Newsreel Bulletins / 12 Video News Magazines.



## **Panel Producers**

When Tamil Nadu Films Division is not in a position to undertake production of documentaries, the services of private panel producers are utilised. Government have empanelled 108 producers for this purpose. The Panel Producers have produced film/video documentaries for Tamil Nadu Films Division. Film and Video stock shots are provided to the private Panel Producers at their request on payment.

## CHAPTER – 8

### M.G.R. GOVT. FILM AND TELEVISION INSTITUTE

M.G.R Government Film and Television Institute, Tharamani, Chennai is an advanced technical institute imparting film techniques and aesthetics. The main objectives are to impart training in Film and Television Production and allied subjects. .

The M.G.R.Government Film and Television Institute is one of the three major film institutes in India. The other two are Film and TV Institute of India at Pune, and Sathyajitray Film and Television Institute at Kolkatta.

M.G.R. Government Film and Television Institute, conducts courses on Film Production as detailed below :

Sl. No.	Name of Courses	Duration	Qualification	No. of Seats
1.	Direction and Screen Play Writing	3 Years	Any Degree	14
2.	Cinematography	3 Years	Plus 2 Pass	14
3.	Sound Recording and Sound Engineering	3 Years	Plus 2 Pass	14
4.	Film Editing	3 Years	Plus 2 Pass	14
5.	Film Processing	3 Years	Plus 2 Pass	14

All India Council of Technical Education has granted accreditation for the diploma courses imparted in this institute.

Notification for the Admission will be advertised in leading Tamil and English newspapers and admissions begin in the month of July of every year

Fees:	Tution Fees	Rs. 10,000/-
	Special Fees	Rs. 1,500/-
	Development Fees	Rs. 1,000/-

In the final year, students of all disciplines are divided into 14 groups and each group is trained to produce one short film independently. The Government sanctions a sum of Rs.14.00 lakh for the production of these Diploma Films produced by students every year.

Successful students of this Institute are well placed in the Film Industry, Doordarshan Kendra of India, other private TV channels and abroad.

The Government of Tamil Nadu presents an award titled “M.G.R. Government Film and Television Training Institute Students’ Short Film Award” which consists of One Sovereign Gold Medal, Cash Award of Rs. 5,000/- and a Memento to the Best Director, Best Cinematographer, Best Editor, Best Sound Recordist and Best Film Processor of the Shorts Films produced by the students of this Institute.

The Government sanctions a sum of Rs.75,000/- every year for sending best Diploma Films of students to National and International Film Festivals.

Government have also sanctioned Rs. 1.43 Crore for the modernization and the renovation of A/C Shooting Floor of the institute and the work undertaken by Public Works Department is nearing completion.

A sum of Rs.18 lakh was granted by the Government towards upgrading studio lights and sets in the Shooting Floor.

Under Part-II Scheme during 2008-2009, a sum of Rs.90 lakh was granted towards the purchase of Colour Film Analyser for Film

Processing Section. Due to administrative reasons the equipments were not procured before March 2009. Action is being taken to complete purchase of the equipments in 2009-10.

Under Part-II Scheme for the year 2009-2010, Government have sanctioned Rs.50 lakh for purchase of equipments for the to Film Processing section and Rs.4.50 lakh for the modernization of the Library.

## CHAPTER – 9

### CINEMA, VIDEO AND CABLE TELEVISION NETWORKS

Film Industry in Tamil Nadu is a very important industry providing employment to several thousands of artists and technicians. Viewing of movies in cinema theatre is a major source of entertainment for most of the people. Therefore, Government have been extending various concessions to encourage all round growth in the film industry.

2. There are 1535 Cinema theatres in Tamil Nadu in the following categories:-

1.	Permanent	:	1257
2.	Semi – Permanent	:	117
3.	Touring Theatres	:	152
4.	Open - Air - Cinema Theatres	:	9
	Total	:	1535

3. The Tamil Nadu Cinemas (Regulation) Act, 1955 and the Tamil Nadu Cinemas (Regulation) Rules, 1957 made there under provide for proper maintenance of cinema theatres including structural soundness of buildings with basic amenities. The present Cinematograph Act i.e Tamil Nadu Cinemas (Regulation) Act, 1955 is fairly old and it does not have adequate provisions to deal with the modern advancement in Cinematography. Hence, the Government considered it necessary to modify the provisions of the existing Tamil Nadu Cinemas (Regulation) Act, 1955 and the Rules, made there under and have constituted a committee under the chairmanship of the Special Commissioner and Commissioner of Land Administration and other official and non-official members in August 2007 to suggest suitable changes to the existing Cinematography Act and Rules. The Committee has since submitted its report to the Government and it is under consideration of the Government.

### CABLE TELEVISION NETWORK SYSTEM

4. The Cable Television Network (Regulation) Act 1995 (Central Act), regulates the cable Television Network all over India. As per the amended Cable Television Network

(Regulation) Act of 2000 (Act of XXXVI of 2000 ) District Magistrates, Sub-Divisional Magistrates and Police commissioner, Chennai have been designated as Authorised Officers to take action against offending Cable Television Operators for contravening Section 3,5,6 or 8 of the Act. The Government of India by its notification dated 09.01.2004, have entrusted the cable services under the purview of Telecom Regulatory Authority of India (TRAI). The Information and Broadcasting, Ministry of Government of India has been examining the issue of introducing a registration to regulate the Broadcasting Services in the Country in the place of the existing Cable Television Network (Regulation) Act, 1995

### **VIDEO ACT AND RULES**

5. "The Tamil Nadu Exhibition of films on Television Screen through the Video Cassette Recorders (Regulation) Act 1984, regulates the exhibition of films on television screen through video cassette (VCR) recorders in the State of Tamil Nadu. This Act provides for the grant of license to individuals for exhibition of films on television screen through VCR and for running Video Libraries. The respective District Collectors/ Commissioner of Police, Chennai act as the Licensing Authorities. No license is necessary for the purpose of any exhibition of films on television screen through VCR for domestic purpose to the family members of households.

### **VIDEO PIRACY CELL:-**

6. The Video Piracy Cell, CB CID, Tamil Nadu is functioning under the direct control of the Additional Director General of Police, Crime, Chennai. The services of this cell is also being utilized to check the violations relating to the Copy Right Act/Information Technology Act 2000. There are twelve units of Video Piracy Cell functioning now. The following table gives the details of case registered Number of accused arrested and value of properties seized etc., by the Video Piracy Cell from the year 2004 to 2009 (up to 17.02.2009) are given below:-

<b>Year</b>	<b>No. of cases registered</b>	<b>No. of accused arrested</b>	<b>Value of properties seized (Rs.)</b>	<b>No. of cases registered against cable TV operators</b>
2004	1180	1206	12,06,43,647/-	53
2005	826	950	9,44,55,557/-	13
2006	1153	1193	19,00,04,502/-	10
2007	1844	1866	17,38,74,360/-	9
2008	1968	1955	1,72,23,401/-	17
2009 (up to 17.02.09)	64	64	16,36,965/-	3

The Video Piracy Cell, having state level jurisdiction has effectively controlled video piracy through out the state.

## CHAPTER – 10

### TAMIL ARASU

Tamil Arasu magazine serves as a print medium of the Government, disseminating information about the activities, policies, plans and achievements of Government of Tamil Nadu.

The Tamil edition of Tamil Arasu is a monthly magazine and the English edition is quarterly. The cost of a single copy of the Tamil issue is Rs.10/- and that of the English issue is Rs.15/-.

The annual subscriptions are Rs.120/- and Rs.60/- respectively. The life subscriptions (10 years) for Tamil and English editions are Rs.1,000/- and Rs.500/- respectively.

The total number of subscriptions are 82,117, out of which 54,537 are life subscriptions.

Tamil Arasu magazine, both Tamil and English, is now being webcast on Tamil Nadu Government's official website [www.tn.gov.in](http://www.tn.gov.in)

Tamil Arasu provides useful information to its readers and the public. Speeches of His Excellency the Governor, speeches and announcements of the Hon'ble Chief Minister and the Hon'ble Ministers, Government schemes and programmes, its activities and achievements, welfare measures of the Government, articles on the developmental works in the districts, interviews with the beneficiaries and success stories are published in the magazine. Articles on women's welfare and related schemes, literature, small stories and poems are also published.

Apart from this, special publications, posters, pamphlets, invitation cards for Government functions and brochures on developmental activities are also printed in Tamil Arasu. Further, applications relating to other sections of this departments and forms are also printed.



As part of the Perarignar Anna Centenary Celebrations (2008-2009) a pamphlet titled “Perarignar biographical note” has been printed and is being distributed free of cost to the public throughout this year.

To enable the masses understand and benefit by Government schemes, “ARASU SEITHI” – a fortnightly wall poster is published by Tamil Arasu by printing 20,000 copies for each issue at the Government Central Press. The wall posters are pasted at prominent public places all over the State through the Information and Public Relations Officers in the districts and municipal corporations.

### **SPECIAL PUBLICATIONS**

1. Speech of Hon'ble Chief Minister Kalaignar M. Karunanidhi at District Collectors and Police officers conference held on June 19 and 20, 2008.
2. Biographical notes on Sir Pitti Thyagarayar, Dr. C. Natesan and Dr. T.M. Nair.
3. Speech of Hon'ble Chief Minister Kalaignar M. Karunanidhi at National Integration Council meeting presided by Hon'ble Prime Minister of India held at New Delhi on October 13, 2008.
4. Speech of Hon'ble Chief Minister Kalaignar M. Karunanidhi at Chief Ministers' conference on Internal Security presided over by Hon'ble Prime Minister of India at New Delhi on January 6, 2009.
5. Citation of awardees for the Ayyan Thiruvalluvar Award, Thanthai Periyar Award, Annal Ambedkar Award, Perarignar Anna Award, Perunthalaivar Kamarajar Award, Mahakavi Bharathiar Award, Paventhar Bharathidasan Award, Tamil Thendral Thiru.Vi.Ka. Award and Muthamizh Kavalal K.A.P.Viswanatham Award who received them from the Hon'ble Chief Minister of Tamil Nadu on the occasion of Thiruvalluvar Day on January 15, 2009.
6. Reply for the debate on the motion of thanks to His Excellency the Governor's address to the Tamil Nadu Legislative Assembly by Hon'ble Minister for Local Administration & Rural Development Thiru M.K.Stalin on 30.1.2009.

A sum of Rs.4.96 lakh was sanctioned under Part II Scheme 2008 – 09 towards the purchase of Multi Colour Printer for use in Tamil Arasu Office. The printer has been installed.

An Electronic Time Recording Machine to log the attendance details of Tamil Arasu Press staff has been installed at a cost of Rs.38,000/-.

## CHAPTER – 11

### EXHIBITIONS

Government exhibitions are organised by the Exhibition wing of Information and Public Relations Department to educate the people on various achievements, welfare schemes, policies of the Government of Tamil Nadu and social awareness. These exhibitions are organised in Madurai and Coimbatore during April-June, in Salem during July-September every year and once in two years either in Vellore or in Tirunelveli.

Various State and Central Government departments, Public sector undertakings and private concerns participate in these exhibitions. The Government exhibitions, apart from educating and entertaining the general public, also provide employment opportunities. Various cultural programmes are organised in the Exhibitions. Stalls are provided to Women Self Help Groups to showcase and market their products. A Selection Committee selects the best pavillion of a Government department and that of a Public Sector Undertaking and prizes are given away.

Mini Exhibitions are also conducted by the Information & Public Relations Offices in the districts every year during festivals and on important occasions. A sum of Rs.3.00 lakhs has been earmarked every year for this purpose.

On behalf of the Government of Tamil Nadu, this Department participates in the Flower Festival (Phool Walon-Ki- Saire), a fair conducted for the promotion of National Integration and Communal Harmony at New Delhi every year. The Government of Tamil Nadu have received awards at this festival.

The Information and Public Relations Department participates in the Republic Day celebrations at Chennai and in New Delhi every year. The cultural programmes and the fabrication of tableaux for the pageantry are co-ordinated by this department. This department participated in the Republic Day celebrations in New Delhi and won third prize in 2009 and has won the first prize in the celebrations held in Chennai this year.

This department participates in the All India Tourist and Industrial Trade Fair every year. This department also participates every year in India International Trade Fair, New Dehli on behalf of the Government of Tamil Nadu.

## **Multimedia Publicity Campaign**

Multimedia Publicity Campaigns and mini photo exhibitions are conducted in all districts by coordinating various departments of the government and putting up pavilions thereby vividly explaining schemes, policies and achievements of the government to the people. Publicity works take place through various other programmes during multi media campaigns.

Moreover, mini multimedia exhibitions are conducted during the Mass Contact Programmes of the District Collector in villages.

District Publicity Coordination Committees discuss and finalise various means of publicity for the welfare schemes of the Government so as to enable people enjoy maximum benefits.

Action is being taken on the announcement made in last years Policy Demand that exhibitions will be organised in districts twice a year. Action is also being taken to conduct special photo exhibitions at Panchayat level throughout the year in connection with Perarignar Anna Birth Centenary celebrations, efforts are now taken to prepare action plans to hold exhibitions in a simple manner as the expenditure required for organising exhibitions twice a year is excessive.

## CHAPTER – 12

### DISTRICT INFORMATION AND PUBLIC RELATIONS OFFICES

The District Information and Public Relations Officers create the awareness of Government schemes and their aims among the public so that they receive the benefits fully.

The Information and Public Relations Officers are carrying out various tasks such as issuing press releases and photographs to all media, arranging press conferences, press tours and publicity through cable T.V., conducting Government functions, organising small exhibitions arranging maintenance of memorials etc.

To make their service better, basic facilities like colour television sets, digital cameras, fax machines, scanners, photo copiers and cellular phones have been provided. Laptops with Internet facility have been provided to Information and Public Relations Officers of 6 districts. The District Information and Public Relations Offices are now sufficiently equipped.

Action is being taken to renew the impaired vehicles, fax machines and photocopiers and ensure smooth functioning of the offices. 7 new Tempo Travellers (Video Vans) have been given to Coimbatore, Kancheepuram, Karur, Namakkal, Perambalur, Thiruvallur and Thiruvarur districts in place of old vehicles. Also, 2 Tempo Trax Judo Vehicles (Press Vehicles) at a cost of Rs.9.0 lakh have been given to Kancheepuram and Chennai districts. 17 computers at a cost of Rs.7.21 lakh have been given to 9 district Information and Public Relations offices to increase the use of computers in Information and Public Relations department. 10 new fax machines at a cost of Rs.0.88 lakh have been given as replacement to old fax machines to the Information and Public Relations Offices in Cuddalore, Coimbatore, Nagapattinam, Salem, Pudukottai, Vellore, Thiruchirapalli, Kancheepuram, Dharmapuri and Nilgiris districts.

G.O. has been issued allocating funds to purchase publicity equipments and one Tempo Traveller (Video Van) at a cost of Rs.7.0 lakh and provide them to the newly

established Ariyalur district Information and Public Relations Office. Action is also being taken to purchase publicity equipments for the Thiruppur district Information and Public Relations Office.

## **CHAPTER - 13**

### **INFORMATION CENTRES**

Information Centres are functioning in Chennai, Madurai, Tiruchirapalli, Thanjavur, Coimbatore and New Delhi, under the control of Information and Public Relations department.

The State Information Centre is functioning in the rear side of Kalaivanar Arangam in Omanthurar Government Estate, Chennai with a library and a reading room.

Books in Tamil and English, exceeding 21,000 in number, covering various subjects such as biographies of leaders, science and politics books for children etc. are available for reference. Legislative Assembly proceedings, publications, Government publications are also provided. Information on Government schemes are also given to public. School and College students, teachers and research scholars make use of this centre.

In the reading room, periodicals and dailies are made available for the public. 100 to 150 persons use this facility daily.

Periodicals and dailies are also preserved and provided for reference of the Government when required. Notes are provided to Hon'ble Ministers, Government officials and departments for use in speeches. Books and notes are also provided to Tamil Arasu magazine for use.

The Hon'ble Chief Minister's achievements and photos of his public programmes are exhibited in the notice board of the State Information Centre.

## **CONCLUSION**

The lofty ambition of the Government is to enable maximum number of people enjoy maximum benefits of the welfare schemes. Keeping this pivotal point in mind, this department marches ahead successfully on a prosperous and progressive path by carrying out publicity activities incorporating latest technology thereby creating awareness among the public to enable them reap maximum benefits out of Government schemes.

**PARITHI ELLAMVAZHUTHI**  
Minister for Information  
Government of Tamil Nadu



## Annexe-2

Budget Estimates 2009-2010		Rupees in Thousands			
		2008-2009 Accounts	2008-2009 Budget Estimates	2008-2009 Revised Estimates	2009-2010 Budget Estimates
2059	PUBLIC WOKS	79.93	75,40	81,62	65,70
2220	INFORMATION AND PUBLICITY	30,99,53	34,86,76	42,84,40	40,90,97
2235	SOCIAL SECURITY AND WELFARE	1,36,06	48,60	41,89	42,75
2250	OTHER SOCIAL SERVICES	5,30	6,18	7,32	8,20
4220	CAPITAL OUTLAY ON INFORMATION AND PUBLICITY	78,89	97,00	1,01,98	1
6220	LOANS FOR INFORMATION AND PUBLICITY	5,22	..	5,43,42	..
TOTAL		3,40,493	3,71,394	5,06,063	4,20,763