

**DEMAND No. 28**  
**INFORMATION AND PUBLICITY**  
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**“Nothing is indeed more dignified  
than saying  
I’ll beautifully raise my families  
well being” (Kural : 1021)**

## **INTRODUCTION**

The Department of Information and Public Relations functions with dedication taking responsibility to create awareness among the people about Government schemes in order to ensure that the schemes reach the people fully and to ensure cooperation from the public for successful implementation of the schemes.

The Information and Public Relations Department uses the latest communication technology for providing publicity so as to take the schemes to the public by integrating its various sections.

The department works innovatively by integrating the Press Release Section, Photo Section, Reference Section, Memorial Section, Functions Section, Field Publicity Section, Advertisement Section, Exhibition Section in the Secretariat and Tamil Nadu Films Division, Cine Workers Welfare Board, MGR Government

Film and Television Institute, Tamil Arasu in the Headquarters and State Information Centres in Chennai and New Delhi and Information and Public Relations Offices in District Headquarters functioning along with District Collectors, so that people living in both urban and rural areas feel as though they are in direct contact with the Secretariat.

The Information and Public Relations Department has taken upon itself the important task of taking across to the people the schemes conceived by Hon'ble Puratchi Thalaivi Amma who lived a life of dedication for the welfare of Tamil people as envisaged in Thirukkural "those who possess love consider even their bones to belong to others" and who lived with a maxim "I am by the people and for the people".

The Department of Information and Public Relations continuously strives and accomplish the task of taking the policies of the Government which treads the path paved by Hon'ble Puratchi Thalaivi Amma acting as a bridge between the Government and the people thereby creating a cordial relationship between them and transparency in the administration.

## **PRESS RELEASE SECTION**

Press Release Section is an important section in the Department of Information and Public Relations which functions 24 x 7.

The press notes of the Hon'ble Chief Minister and Hon'ble Ministers, press releases, Government announcements, development works, achievements, and information on Government welfare schemes, Government sponsored programmes and related photographs and video clippings are sent to the print and electronic media, local and inter-state news agencies, periodicals and on-line news portals numbering more than 300 then and there by the Press Release Section.

Important press releases containing Government announcements are sent to District Information and Public Relations Offices through e-mail so that the media in the districts can also publish them.

Further, news and photographs of the Government functions and other programmes in the districts honoured by Hon'ble Ministers are received by the Press Release section in the Headquarters from the District Information and Public Relations

Offices concerned and sent to the Media at the headquarters.

This section also organizes the press conferences of the Hon'ble Chief Minister and Hon'ble Ministers. This section makes all the necessary arrangements for the media to collect news about the functions honoured by Hon'ble Ministers, Secretaries and Collectors and during VIP visits.

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

The Journalists considered as the Fourth Estate of Democracy works day and night engaged in disseminating information among the people. The Government provides monthly pension to retired journalists who had put in 20 years of service and in indigent condition. After Hon'ble Puratchi Thalaivi Amma's Government came in to power in 2011 the pension of Rs.5,000/- was enhanced thrice to Rs.8,000/- at present. Now 163 journalists receive journalists pension. During this Financial Year orders have been issued for providing pension to 20 more journalists.

For eligibility to receive pension, from 2012 the gratuity ceiling has also been increased from

Rs.1.00 Lakh to Rs.2.00 Lakh for retired Journalists and the ceiling limit of annual income while in service is enhanced from Rs.1.20 Lakh to Rs.2.00 Lakh.

#### **FAMILY PENSION**

As in pension, after Hon'ble Puratchi Thalaivi Amma's Government came in to power in 2012, the family pension given to the deceased journalist's spouse was also enhanced thrice from Rs.2,500/- to Rs.4,750/- At present, 35 persons are getting the family pension.

#### **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. The amount paid are as follows:

<b>No. of years served</b>	<b>Family Benefit Fund</b>
5	Rs. 50,000/-
10	Rs.1,00,000/-
15	Rs.1,50,000/-
20	Rs.2,00,000/-

During the Journalist Pension Committee meeting, it was decided to sanction Journalist Family Benefit fund to the legal heirs of 4 journalists.

#### **WELFARE FUND**

Rs.1 Crore has been allocated for journalists welfare fund and it has been deposited with Tamil Nadu Power Finance and Infrastructure Development Corporation. A maximum of Rs.50,000/- is given from the interest amount to a journalist in service, who suffers from serious illness, for medical treatment.

#### **GOVERNMENT RENTAL HOUSING SCHEME**

Tamil Nadu Housing Board allots Government rental quarters to journalists under special category.

#### **HOUSE SITES**

Under this scheme, journalists working in districts who do not possess own house or plot are provided with house sites at concessional rates through the Department of Revenue.

#### **ACCREDITATION CARDS**

Accreditation Cards are provided every year to media personnel working in newspapers/television

channels/news agencies on the recommendation of the Press Accreditation Committee constituted by the Government to enable them to attend Government functions and VIPs visit.

#### **PRESS PASS**

Press Pass Cards are issued to journalists of periodicals on the recommendation of the Press Pass Recommendation Committee, constituted by the Government to enable them to gather news and details of historical importance and other background information for their articles.

#### **BUS PASSES AT NO COST TO JOURNALISTS**

Bus passes are issued to Government accredited journalists, on their request, every year, to travel at no cost in Government Transport Corporation buses in Chennai and the districts, to gather news. This Department reimburses the expenses to the Transport Corporations.

#### **NEWS AGENCIES**

The news released by Press Trust of India (PTI) and United News of India (UNI) are being received 24 hours in computer in the following places throughout the year:

- a) Raj Bhavan
- b) Hon'ble Chief Minister's Residence
- c) Press Release Section, Secretariat

News from all over the country is received and important news items are brought to the notice of the heads of departments for necessary action.

#### **INFORMATION AND PUBLIC RELATIONS DEPARTMENT WEBSITE**

**www.tndipr.gov.in** the website of the Information and Public Relations Department functions effectively to enable the media to get, then and there, Government news, photos and video clippings, for the people to see and benefit. The website is updated every minute to help the media log in and download materials they need and for the people to view and benefit.

#### **MEDIA CENTRE**

The journalists assigned to the Secretariat send news and photographs to their media houses then and there from the Media Centre established by Hon'ble Puratchi Thalaivi Amma. This centre functions 24 x 7, round the year without holiday from the ground floor of the old building in Secretariat.

Even while the press releases and press notes are issued at the Head quarters (Secretariat) they are also sent through the media centre to all the Information and Public Relations Officers in the districts for publication in the newspapers and media in those districts. Every day the Media Centre gets a feed back from the I & PROs about the publication of the news from the districts.

Details regarding the publication of Press Releases, Press Notes and photographs with regard to Hon'ble Chief Minister in the District dailies are watched everyday. The Media Centre plays a vital role in ensuring prompt publication of Government news across the State.

## **PHOTO SECTION**

Colour photographs of the cabinet meeting chaired by the Hon'ble Chief Minister, VIPs appointments, Government functions, departmental review meetings and other events are taken with digital cameras and sent from Secretariat through e-mail to about 300 media organizations instantaneously. Further, photographs of important functions are sent immediately to the media from the function site itself by using laptops with internet facility.

To enable the public to see the photographs of functions graced by the Hon'ble Chief Minister immediately, they are screened with captions in a large LED digital television screens with internet connections, fixed near the VIP lift of the Main building of the Secretariat. Photos taken by this section are preserved in CDs and Hard disks for future reference.

## **DIGITILISATION OF PHOTO ROLLS AND PROCUREMENT OF MODERN CAMERAS**

In the last five years, rare photo rolls preserved in Photo Section have been digitalised at a cost of Rs.35.46 Lakh. New ultra modern cameras have been purchased for Information Centre, New Delhi and Photo Section at Headquarters and are being used.

## REFERENCE SECTION

Important news items published in news papers, periodicals and upcountry newspapers are brought to the notice of the Government through the Reference Section.

This section consolidates the news clippings of important news items from dailies, periodicals and upcountry newspapers and submits them daily in the morning and as well as in the evening for perusal of the Hon'ble Chief Minister. This work is being carried out on all days without any leave. News clippings are also submitted to the Hon'ble Ministers, Chief Secretary and Secretaries to Government for perusal and necessary action.

In addition to this, important news items on various Government Departments are scanned and sent to their respective Secretaries through e-mail every morning. A hyperlinked alert SMS regarding their Department's important news items is also sent to all Secretaries and the respective Heads of Departments for perusal. Presently this Section also sends SMS through WhatsApp.

Important Tamil and English newspapers are bound and preserved for future reference. They

are made available to the Hon'ble Chief Minister, Hon'ble Ministers and Secretaries to Government for reference whenever needed.

As ordered by the Hon'ble Chief Minister digitization of old newspapers, paper cuttings under various headings viz., announcements, speeches, interviews of the Hon'ble Chief Minister, welfare schemes, achievements, Government Orders, editorials, stories/essays, reviews/criticism, statements of various leaders etc., are compiled, digitized and preserved.

This section has been modernised to preserve old newspapers and periodicals.

## MEDIA PRAISES

Every year, important news items published in dailies, periodicals and upcountry newspapers are compiled and published as Special Issues on Achievements of the Government, viz: Pathirikaiyin Paarvaiyil Olirum Saadhanaigal, Saadhanai Purindha Eeraandu! Sarithiram Pesum Pallaandu, Moondraandu Aatchi! Muzhumaiyaana Valarchi, Oodagangalin Paarattu as media praises the Government.



## MEMORIALS

In order to honour and commemorate the services of the Tamil Savants who devoted themselves to the development of the Tamil language and brought glory to Tamil Nadu and the freedom fighters who made numerous sacrifices in their struggle for freedom of our country, the Information and Public Relations Department has established Memorials in their names so that the general public and the younger generation are aware of the great leaders. These Memorials are maintained and taken care by the Memorial Section.

64 Memorials, 4 Arangams, 5 Commemoration Pillars and 1 Monument have been established and maintained by the Information and Public Relations Department. Construction works of 2 Manimandapams are progressing at a fast pace.

## 1. MEMORIALS

Sl. No.	MEMORIAL	PLACE
1	Perarignar Anna Memorial and Museum	Marina Beach, Kamarajar Salai, Chennai
2	Bharat Ratna Dr.MGR Memorial and Puratchi Thalaivi Amma Selvi J Jayalalithaa Memorial	Marina Beach, Kamarajar Salai, Chennai
3	Perunthalaivar Kamarajar Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
4	Periyavar M.Bhaktavatchalam Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
5	Gandhi Mandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
6	Mootharignar Rajaji Memorial Hall	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, Chennai
14	Perarignar Anna Ninaivu Illam	Kancheepuram, Kancheepuram District
15	Tiruppur Kumaran Memorial	Tiruppur, Tiruppur District
16	Pagutharivu Kavirayar Udumalai Narayanakavi Manimandapam	Udumalaipettai, Tiruppur District
17	Thanthai Periyar Memorial	Vaikkom, Kottayam District, Kerala State
18	Periyar - Anna Memorial	Erode, Erode District

Sl. No.	MEMORIAL	PLACE
19	Dheeran Chinnamalai Manimandapam	Odanilai, Arachalur, Erode District
20	Mootharignar Rajaji Pirantha Illam	Thorapalli, Krishnagiri District
21	Vallal Adhiyaman Kottam	Dharmapuri, Dharmapuri District
22	Namakkal Kavignar Ramalingam Pillai Ninaivu Illam	Namakkal, Namakkal District
23	Va.Ve. Subramaniya Iyer Ninaivu Illam	Varahaneri, Tiruchirappalli District
24	Pattukkottai Kalyanasundaram Manimandapam	Pattukkottai, Thanjavur District
25	Thillaiyadi Valliyammai Memorial	Thillaiyadi, Nagapattinam District
26	Thamizh Thatha Dr. U.Ve.Sa.Ninaivu Illam	Uthamathanapuram, Thiruvarur District
27	Thiyagi P. Srinivasa Rao Ninaivu Mandapam	Thiruthuraiipoondi, Thiruvarur District

Sl. No.	MEMORIAL	PLACE
28	Kaviarasu Kannadasan Manimandapam	Karaikudi, Sivagangai District
29	Thavathiru Kundrakudi Adigalar Manimandapam	Kundrakudi, Sivagangai District
30	Maruthupandiar Ninaivu Mandapam	Tiruppattur, Sivagangai District
31	Thiyaga Seelar Kakkan Manimandapam	Thumbaipatti, Madurai District
32	Thiyagi Viswanathadas Ninaivu Illam	Thirumangalam, Madurai District
33	Parithimarkalaighnar Ninaivu Illam	Vilacheri, Madurai District
34	Mozhignayiru Devaneya Pavaanar Manimandapam	Sathamangalam, Madurai District
35	Perunthalaivar Kamarajar Pirantha Illam	Virudhunagar, Virudhunagar District
36	Perunthalaivar Kamarajar Centenary Manimandapam	Virudhunagar, Virudhunagar District

Sl. No.	MEMORIAL	PLACE
37	Mahakavi Bharathiyar Manimandapam	Ettayapuram, Thoothukudi District
38	Mahakavi Bharathiyar Illam	Ettayapuram, Thoothukudi District
39	Kappalottiya Thamizhan V.O.Chidambaranar Illam	Ottapidaram, Thoothukudi District
40	Veeran Azhagumuthukone Manimandapam	Kattalangulam, Thoothukudi District
41	Freedom Fighter Veeran Sundaralingam Memorial	Gavarnagiri, Thoothukudi District
42	Freedom Fighter Veeran Vellayathevan Memorial	Vallanadu, Thoothukudi District
43	Amudhakavi Umaru Pulavar Memorial	Ettayapuram, Thoothukudi District
44	Kappalottiya Thamizhan V.O.C. Manimandapam	Tirunelveli, Tirunelveli District
45	Poolithevan Ninaivu Maaligai	Nerkattumseval, Tirunelveli District

Sl. No.	MEMORIAL	PLACE
46	Tamil Scholar Caldwell Ninaivu Illam	Idayangudi, Tirunelveli District
47	Pothuvudaimai Veerar P. Jeevanandam Manimandapam	Nagercoil, Kanniyakumari District
48	Gandhi Ninaivu Mandapam	Kanniyakumari, Kanniyakumari District
49	Perunthalaivar Kamarajar Manimandapam	Kanniyakumari, Kanniyakumari District
50	Sathavathani Seiguthambi Pavalar Ninaivu Mandapam	Idalaakudi, Kottar, Nagercoil Kanniyakumari District
51	Muthumandapam (in memory of Vikrama Raja Singan, the last Tamil King of Sri Lanka)	Vellore, Vellore District
52	Thiyagi Subramaniya Siva Manimandapam	Papparapatti, Dharmapuri District
53	Tamizhisai Moovar Manimandapam	Sirkazhi, Nagapattinam District
54	Freedom Fighter Gopal Naicker Manimandapam	Virupatchi, Dindigul District

Sl. No.	MEMORIAL	PLACE
55	Omandur Ramasamy Reddiar Manimandapam	Omandur, Villupuram District
56	Freedom Fighter Thiyagi Dheeran Chinnamalai Monument	Sangagiri, Salem District
57	Thiyagi Vanchinathan Manimandapam	Sengottai, Tirunelveli District
58	Marshal Nesamani Manimandapam	Nagercoil, Kanniyakumari District
59	Veeramangai Velu Nachiyar Ninaivu Mandapam	Surakulam, Sivagangai District
60	Thiyagi Sankaralinganar Manimandapam	Virudhunagar, Virudhunagar District
61	Veerapandia Kattabomman Manimandapam	Kayathar, Thoothukudi District
62	Sindhanai Sirpi Singaravelar and Suyamariyathai Sudaroli Jeevarathinam Manimandapam and Library	Royapuram, Chennai

SI. No.	MEMORIAL	PLACE
63	Freedom Fighter Ondi Veeran Manimandapam	Palayamkottai, Tirunelveli District
64	Manuneethi Chozhan Ninaivu Mandapam	Thiruvarur District

## 2. ARANGAMS

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

## 3. 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

SI. No.	COMMEMORATION PILLAR	PLACE
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

## 4. MONUMENT

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

## COMPLETED WORKS DURING 2011-2016

- New Manimandapams, Monument and Memorial Halls have been constructed through the department of Information and Public Relations during the last five years at an estimate of Rs.74.53 Crore. Statues have been installed for leaders in Kanniyakumari, Tiruchirapalli

and Ramanathapuram districts at an estimate of Rs.35.34 Lakh. Memorial, Ninaivu Illam and Memorial Halls of leaders in various districts have been renovated at a cost of Rs.26.43 Crore.

- Government orders have been issued to construct a Ninaivu Mandapam at an estimate of Rs.15 Crore for Puratchi Thalaivi Selvi J Jayalalitha, former Chief Minister of Tamil Nadu in the premises of Bharat Ratna Dr.MGR Ninaividam on Kamarajar Salai, Chennai, where she was laid to rest. Public Works Department is taking further action.
- Government orders have been issued to construct as Manimandapam at an estimate of Rs.1.50 Crore for Uzhavar Perunthalaivar Narayanasami Naidu at Kondayapalayam village in Coimbatore district. Public Works Department is taking further action.

#### **5. MANIMANDAPAM AND PARK INAUGURATED BY HON'BLE CHIEF MINISTER**

- As per the announcement made by Hon'ble Puratchi Thalaivi Amma, construction work of Ninaivu Mandapam for Manuneethi Chozhan was completed at an estimate of Rs.1.10 Crore in Thiruvarur district and inaugurated by Hon'ble Chief Minister of Tamil Nadu on 07.03.2017.

- As per the announcement made by Hon'ble Puratchi Thalaivi Amma, the three acre land inside Perarignar Anna Memorial campus has been developed by Greater Chennai Corporation into a beautiful park at a cost of Rs.2.62 Crore and was inaugurated by Hon'ble Chief Minister of Tamil Nadu on 23.05.2017.

#### **6. MANIMANDAPAMS AND OTHER WORKS UNDER PROGRESS**

<b>SI. No.</b>	<b>MANIMANDAPAM /KALAIARANGAM</b>	<b>ESTI-MATE Rs.</b>	<b>PRESENT STATUS</b>
1	Manimandapam for Hyder Ali and Tippu Sultan, Dindigul District	1.30 Crore	Work completed and ready for inauguration
2	Swami Sagajaanatha Manimandapam, Chidambaram, Cuddalore District	1.15 Crore	Work completed and ready for inauguration
3	Pattukkottai Alagirisamy Ninaivagam, Pattukkottai, Thanjavur District	85.00 Lakh	Construction work is in progress.
4	Nadigar Thilagam Sivaji Ganesan Mani Mandapam, Adyar, Chennai	2.80 Crore	Construction work of Manimandapam is nearing completion.

## GOVERNMENT FUNCTIONS

The Government of Tamil Nadu celebrates the birth anniversaries and observes the death anniversaries of Tamil savants and Freedom Fighters so as to educate the younger generation about their greatness and sacrifice.

On these occasions, the statues are garlanded and His Excellency the Governor, Hon'ble Chief Minister, Hon'ble Ministers and other dignitaries pay floral tributes to the portraits. In Chennai, statues of 27 leaders and in other districts, statues of 30 leaders are garlanded and floral tributes are paid on the occasion of their birth and death anniversaries.

### 1. FUNCTIONS ORGANIZED IN CHENNAI

SI. No.	Date	FUNCTIONS
1	January 17	Birthday Celebrations of Bharat Ratna Dr.MGR

SI. No.	Date	FUNCTIONS
2	January 23	Birthday Celebrations of Netaji Subash Chandra Bose
3	January 30	Annal Gandhiyadigal death anniversary
4	February 18	Birthday Celebrations of Sindhanai Sirpi Singaravelar
5	April 14	Birthday Celebrations of Dr.Ambedkar
6	April 17	Birthday Celebrations of Freedom Fighter Dheeran Chinnamalai
7	April 27	Birthday Celebrations of Sir Pitty Thiyagarayar
8	April 29	Birthday Celebrations of Paventhar Bharathidasan
9	May 10	Garlanding of Kannagi Statue and paying floral tributes to the portrait of Kannagi on 'Chitra Pournami' Day
10	June 5	Birthday Celebrations of Kaniyathendral Quaid-e-Milleth Muhammad Ismail

SI. No.	Date	FUNCTIONS
11	June 24	Birthday Celebrations of Kaviyarasu Kannadasan
12	July 7	Birthday Celebrations of Rettaimalai Seenivasan
13	July 15	Birthday Celebrations of Perunthalaivar Kamarajar
14	July 17	'Thiyagigal Dhinam'- Bhashiyam alias Thiyagi Arya
15	July 17	'Thiyagigal Dhinam'- Thiyagi Sankaralinganar
16	July 17	'Thiyagigal Dhinam'- Thiyagi Shenbagaraman
17	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O. Chidambaranar
18	September 15	Birthday Celebrations of Perarignar Anna
19	September 17	Birthday Celebrations of Thanthai Periyar

SI. No.	Date	FUNCTIONS
20	September 29	Birthday Celebrations of Sivaraj, former Mayor of Chennai
21	October 2	Birthday Celebrations of Annal Gandhiyadigal
22	October 30	Birthday Celebrations of Pasumpon Muthuramalinga Thevar
23	November 8	Birthday Celebrations of Thamizh Arignar Veeramamunivar
24	November 14	Birthday Celebrations of Pandit Jawaharlal Nehru
25	November 23	Birthday Celebrations of Kavignar Suratha
26	December 10	Birthday Celebrations of Mootharignar Rajaji
27	December 11	Birthday Celebrations of Mahakavi Bharathiyar



**2. FUNCTIONS ORGANISED IN DISTRICTS**

Sl. No.	DATE	FUNCTIONS	PLACE
1	January 3	Birthday Celebrations of Veeramangai Velu Nachiyar	Surakulam, Sivagangai District
2	February 7	Birthday Celebrations of Mozhignayiru Devaneyya Pavanar	Sathamangalam, Madurai District
3	February 9 (Thaipooosam)	Birthday Celebrations of Thirumalai Naicker	Madurai, Madurai District
4	February 19	Birthday Celebrations of Thamizh Thatha U.Ve.Sa	Uthamadhanapuram, Thiruvarur District
5	March 30	Birthday Celebrations of Rebel Muthuramalinga Sethupathi	Ramana-thapuram, Ramana-thapuram District
6	April 16	Birthday Celebrations of Veeran Sundaralingam	Gavarnagiri, Thoothukudi District

Sl. No.	DATE	FUNCTIONS	PLACE
7	April 17	Birthday Celebrations of Dheeran Chinnamalai	Odanilai, Arachalur, Erode District
8	May 12 (Last Friday of Chithirai)	Birthday Celebrations of Veerapandiya Kattabomman	Panchalan-kurichi, Thoothukudi District
9	May 23	Birthday Celebrations of Perumpidugu Mutharaiyar	Tiruchirappalli, Tiruchirappalli District
10	June 12	Birthday Celebrations of Marshal Nesamani	Nagercoil, Kanniyakumari District
11	June 16	Birthday Celebrations of Thiyagi Viswanathadas	Thirumangalam, Madurai District
12	June 18	Birthday Celebrations of Thiyaga Seelar Kakkann	Near Melur, Thumbaippatti, Madurai District

Sl. No.	DATE	FUNCTIONS	PLACE
13	July 6	Birthday Celebrations of Tamil scholar Parithimar-kalaingar	Vilacheri, Madurai District
14	July 11	Birthday Celebrations of Veeran Azhagu Muthukone	Kovilpatti, Thoothukudi District
15	July 17	Birthday Celebrations of Thiyagi Vanchinathan	Sengkottai, Tirunelveli District
16	July 31	Birthday Celebrations of Sathavathani Seiguthambi Pavalar	Idalagudi, Nagercoil, Kanniyakumari District
17	August 2 & 3	Valvil Ori Celebrations	Kollimalai, Namakkal District
18	August 3 (Aadi 18)	Dheeran Chinnamalai Death Anniversary	Odanilai, Arachalur, Erode District

Sl. No.	DATE	FUNCTIONS	PLACE
19	August 3 (Aadi 18)	Dheeran Chinnamalai Death Anniversary	Ninaivu Chinnam, Sangagiri, Salem District
20	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O Chidambaranar	Ottapidaram, Thoothukudi District
21	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O Chidambaranar	Tirunelveli, Tirunelveli District
22	September 15	Birthday Celebrations of Perarignar Anna	Erode, Erode District
23	September 17	Birthday Celebrations of Thanthai Periyar	Erode, Erode District
24	October 2	Birthday Celebrations of Annal Gandhiyadigal	All Districts

Sl. No.	DATE	FUNCTIONS	PLACE
25	October 4	Birthday Celebrations of Thiyagi Subramaniya Siva	Papparapatti, Dharmapuri District
26	October 4	Birthday Celebrations of Tiruppur Kumaran	Tiruppur, Tiruppur District
27	October 24	Marudhu Pandiyar Death Anniversary	Tirupattur, Sivagangai District
28	October 30	Birthday Celebrations of Pasumpon Muthuramalinga Thevar	Pasumpon, Ramanatha - puram District
29	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

Sl. No.	DATE	FUNCTIONS	PLACE
30	December 10	Birthday Celebrations of Mootharignar Rajaji	Thorappalli, Krishnagiri District
31	December 11	Birthday Celebrations of Mahakavi Bharathiyar	Ettayapuram, Thoothukudi District
32	December 15	Athangottasan Vizha	Athangode, Kanniyakumari District

### **3. CELEBRATION OF GOVERNMENT FUNCTIONS ANNOUNCED BY THE HON'BLE PURATCHI THALAIVI AMMA IN THE LAST FIVE YEARS 2011 TO 2016**

- In order to honour Marshal Nesamani who fought for the annexure of Kanniyakumari District, with Tamil Nadu State, 1<sup>st</sup> of November, the date of the occasion, is celebrated as Government function.
- Birthday of Rettaimalai Seenivasan who dedicated his life for the development of the downtrodden people is celebrated on 7<sup>th</sup> July District every year.

- Birthday of freedom fighter Veeramangai Velunachiyar is celebrated, on 3<sup>rd</sup> January in Sivagangai District every year.
- Birthday of Thirumalai Naickar, the most eminent among the Nayak rulers of Madurai, is celebrated in Madurai District on Thaipooosam day every year.
- Birthday of Kodi kaatha Kumaran is celebrated on 4<sup>th</sup> October in Tiruppur every year.
- Birthday of Freedom Fighter Thiyagi Vanchinathan is celebrated on Thiyagigal day on 17<sup>th</sup> July in Sengottai, Tirunelveli District every year.

#### **4. CENTENARY CELEBRATION OF BHARAT RATNA PURATCHI THALAIVAR DR.M.G.R.**

- The Government of Tamil Nadu have decided to celebrate the Centenary Celebrations of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. from July 2017 to January 2018 throughout Tamil Nadu. A committee has been constituted headed by the Hon'ble Chief Minister for State level celebrations and a committee at District level has been constituted for this celebration at District level.
- The inaugural function of the Centenary Celebrations of Puratchi Thalaivar Dr.MGR was

held under the Chairmanship of the Hon'ble Chief Minister of Tamil Nadu at Madurai on 30.6.2017. Action is being taken to celebrate in 31 districts before 30.12.2017 and the valedictory function in January 2018 as a State level function in Chennai.

- The Centenary Celebration of Puratchi Thalaivar Dr. MGR will be celebrated in the manner of his popularity should be in the people's mind and by arranging his Biographic Photo Exhibition, Procession, conducting sports tournament in schools and colleges, elocution, poetry writing, essay writing etc.

#### **5. SPECIAL FUNCTION ORGANISED BY GOVERNMENT**

- Every year, the Departments of Tamil Development and Information & Public Relations jointly organise the Thiruvalluvar Day and Awards presentation function in January. Eminent scholars are honoured in this function with Thiruvalluvar Award, Thanthai Periyar Award, Perarignar Anna Award, Annal Ambedkar Award, Perunthalaivar Kamarajar Award, Mahakavi Bharathiyar Award, Pavendhar Bharathithasan Award, Thamizh Thendral Thiru.Vi.Ka. Award and K.A.P.Viswanatham Award.

## **FIELD PUBLICITY**

As per the orders of the Hon'ble Puratchi Thalaivi Amma, a new section- "Field Publicity Section" was created in 2013 for the first time in the Department of Information and Public Relations for publicizing the Government's welfare schemes and achievements among the people living in the hamlets of Tamil Nadu and to document the benefits received by the people from various welfare schemes implemented by the Government departments.

### **HI-TECH LED SCREEN VIDEO VAN**

32 Video Vans fitted with Hi-Tech LED TV screens have been provided to all districts through this wing. These modern LED Video Vans are engaged day and night in publicizing Government schemes and achievements in the areas where people gather in large numbers and in the venues of Government functions. This section also monitors the movement of these Video Vans in panchayats, town panchayats, municipalities and corporation areas by means of Global Positioning System (GPS) equipment.

## **LED TV SCREENS**

This section also carries out publicity works by installing LED TV Screens at all District Collectorates, and at places where people gather in large numbers such as Amma Unavagam in 10 places in Chennai to make the public aware of the details of Government Schemes and Achievements.

## **INFORMATION & ACHIEVEMENTS DATA BANK**

As ordered by the Hon'ble Puratchi Thalaivi Amma, an Information & Achievements Data Bank has been created in Field Publicity Section. A software has been developed to compile the details of Government schemes and achievements, department wise and district wise.

This software has enabled the uploading of information about beneficiaries of Government schemes by the Government offices of all Departments, which are compiled and provided by this section to Government whenever needed.

Using this software, details, in respect of implementation of welfare schemes through different Departments in the Districts, the number of beneficiaries, their names and address, collected through the nodal officer appointed by each Department are uploaded online.

### **WORK EVALUATION / RANKING OF OFFICERS**

The workings of Public Relations Officers are evaluated and marks awarded on the basis of their performances based on subjects viz. Press Conferences, inspections made in cinema theatres, screening of video films in the districts, releasing of success stories in dailies and special publications on their respective districts. This monthly evaluation made by the committee constituted for this purpose has brought in a healthy competition among the district IPRO's and has paved way for improvement in their work.

### **REFRESHER TRAINING**

Refresher Training are given to District IPROs, APROs and Photographers so as to update their working skills using new technology every year at a cost of Rs.10 Lakh.

This refresher training includes training to develop working skills, good governance skills, to handle Right to Information Act, disciplinary actions, Government cases and to understand the role of Information department in social media, computer training to operate on new technologies and Yoga training to develop both mental and physical capabilities.

## **ADVERTISEMENT**

Advertisements are released on Tamil Nadu Government's Achievements, Policies, Schemes and welfare measures in the dailies, periodicals and electronic media. Advertisements on tenders for development and other works are also published by this department.

This department functions as the nodal agency for the release of all the advertisements of Government Departments, Boards, Universities, Corporations and Undertakings.

Advertisements are also released in Indian Trade Journals based on the importance of the advertisement.

## **TENDER ADVERTISEMENTS**

All Government tender advertisements are released without additional expenditure in the Government website [www.tn.gov.in](http://www.tn.gov.in) through the National Informatics Centre, for easy access by the public. Tender forms can be downloaded free of cost from the website

[www.tenders.tn.gov.in](http://www.tenders.tn.gov.in). As the tender advertisements are released in newspapers and uploaded in the Government Website as well, transparency in Government administration is ensured. This facilitates participation by all eligible persons in Government tenders.

## **TENDER BULLETINS**

The State / District Tender Bulletins are released every week 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.

Rs.5 Lakh to Rs.10 Lakh Procurement Estimates and Rs.10 Lakh to Rs.25 Lakh Works Estimate are released in District Tender Bulletins. Procurement estimates above Rs.10 Lakh and works estimates above Rs.25 Lakh are released in State Tender Bulletin. Decisions taken on the tenders by the Departments concerned are also published in these bulletins.

## **FILM AWARDS, SUBSIDY & SMALL SCREEN AWARDS**

### **FILM AWARDS**

To encourage film industry to produce films reflecting social thought and human values, the Government of Tamil Nadu presents Film Awards to the best Tamil feature films, best actors, best actresses and technicians.

A committee to select these best feature films, best artists and technicians has been constituted by the Government.

The best films selected by this committee are given a cash prize of Rs.2 Lakh for the first prize; Rs.1 Lakh for the second prize and Rs.75,000/- for the third prize and along with cash prizes a memento and certificates are also given.

Another special prize comprising a Cash Award for Rs.1.25 Lakh, along with a Memento and a Certificate is awarded to a Tamil film which portrays women in positive perspective.

A five sovereign gold pendant, a Memento and a Certificate are presented 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 Artiste (Male), Best Character Artiste (Female), 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).

### **VETERAN AWARDS**

Veteran awards are presented in the name of Arignar Anna who enticed the readers with his writings, 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. Each of the Veteran Awardee is presented with a 5 sovereign gold pendant and a Memento.

### **GOVERNMENT FILM SUBSIDY**

With a view to encourage low-budget film producers, the Government of Tamil Nadu grants subsidy to quality low-budget Tamil films with social commitment. A Selection Committee is constituted by the Government to select quality Tamil films and every selected film is granted a subsidy of Rs.7.00 Lakh.

### **SMALL SCREEN AWARDS**

Television serials play an important role in every day life of a person. On behalf of the Government Small Screen Awards are presented to Best Tele Serial, actors, actresses and technicians.

For the Best Mega Serial a Cash prize of Rs.2 Lakh for the first prize and a cash prize of Rs.1 Lakh for the second prize are given along with a memento and a certificate each.

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 Rs.1 Lakh, a Memento and a Certificate are given to Best Achiever of the year and Best Lifetime Achiever.

The Hon'ble Puratchi Thalaivi Amma in order to bring laurels to film industry granted Rs. 10 Crore as subsidy on behalf of the Government to the South Indian Film Chamber of Commerce for organising a function to celebrate the centenary of Indian cinema. The function was held from 21.9.2013 to 24.9.2013 in which, His Excellency the President of India and the Hon'ble Chief Minister of Tamil Nadu and Chief Ministers of other States participated.

For the 9<sup>th</sup> Chennai International Film Festival held between 14.12.2011 and 22.12.2011 the Tamil Nadu Government sanctioned Rs.25 Lakh; Rs.50 Lakh for the 10<sup>th</sup> festival held between 12.12.2012 and 20.12.2012; Rs.50 Lakh for the 11<sup>th</sup> Festival held between 12.12.2013 and 19.12.2013 and Rs.50 Lakh for the 12<sup>th</sup> Festival held between 18.12.2014 and 25.12.2014. Similarly, the Government of Tamil Nadu sanctioned a grant of Rs.50 Lakh for the 13<sup>th</sup> International Film Festival at Chennai from 6.1.2016 to 13.1.2016.

## **CINE WORKERS WELFARE BOARD**

Tamil Nadu Government has created Cine Workers Welfare Board for the welfare of Workers, technicians and their family members of Tamil Nadu Film and Television Industries and various assistance are provided to them.

Workers and Technicians of 41 Associations of the Tamil Nadu Film and Television Industries are eligible for membership of the Tamil Nadu Cine Workers Welfare Board. 21,045 members have enrolled till date.

Members of Film and Television industries are provided with Financial Assistance under various categories viz. Death due to accident, Disability due to accident, Natural Death / Funeral, Education, Marriage, Maternity, Abortion and Reimbursement for Spectacles, etc. as follows:

Sl. No.	Welfare Schemes	Amount (Rs.)
1.	<b>Financial Assistance in the event of</b>	1,00,000
(a)	Death due to accident	
(b)	Disability due to accident	10,000 to 1,00,000
2.	Financial Assistance for Natural death	15,000
3.	Financial Assistance for Funeral	2,000
4.	<b>Financial Assistance for Education</b>	
(a)	Girl Children Studying 10 <sup>th</sup> std	1,000
(b)	Girl Students who passed 10 <sup>th</sup> std	1,000
(c)	Girls studying 12 <sup>th</sup> std	1,500
	Students who passed 12 <sup>th</sup> std (Both gender)	1,500
(d)	Regular Graduate students (Both gender)	1,500
	Regular Graduate students with hostel facility (Both gender)	1,750
(e)	Regular Post Graduate students (Both gender)	2,000
	Regular Post Graduate students with hostel facility (Both gender)	3,000
(f)	Technical Education students (Both gender)	2,000
	Technical Education students with hostel facility (Both gender)	4,000

Sl. No.	Welfare Schemes	Amount (Rs)
(g)	Technical Post Graduate students (Both gender)	4,000
	Technical Post Graduate students with hostel facility (Both gender)	6,000
(h)	Students studying I.T.I/Polytechnic (Both gender)	1,000
	I.T.I /Polytechnic Course students with hostel facility (Both gender)	1,200
5	Marriage Assistance	2,000
6	Maternity Assistance	6,000
7	Abortion Assistance	3,000
8	Reimbursement for spectacles	500

The year wise disbursal of welfare assistance by the Cine Workers Welfare Board is 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/-
	Total	1,346	39,37,250/-

During 2017 Cine Workers Welfare Board has disbursed a sum of Rs.9.42 Lakh as financial assistance to 259 members of Cine Workers Welfare Board under various schemes.

The Government have issued orders, nominating the Hon'ble Minister for Information and Publicity as Chairman, The Director of Information and Public Relations as its Member/Secretary along with following members for the Cine Workers Welfare Board.

Sl. No.	Non-Officials (Tvl)	Sl. No.	Officials
1	Puspha Kandasamy Producer	1.	Secretary, Tamil Development & Information Department
2	R.V. Udhayakumar Producer / Director	2.	Secretary, Finance Department
3	P. Vasu, Director	3.	Secretary, Revenue Department
4	Lyagath Alikhan Screen Playwriter	4.	Secretary, Labour and Employment Department
5	C.V.Rajendran Director	5.	Commissioner, Commercial Taxes

Sl. No.	Non-Officials (Tvl)	Sl. No.	Officials
6	Mohan Gandhi Raman Producer / Director	6.	Deputy Secretary, Home(Cinema) Department
7	Ramarajan Actor /Producer / Director	7.	Commissioner of Labour
8	T.K. Kala Actress / Singer	8.	Commissioner, Land Administration
9	L.R. Eswari Playback Singer		

This Cine Workers Welfare Board peruse the applications and select the beneficiaries.

## **TAMIL NADU FILMS DIVISION**

### **NEWS COVERAGE**

Tamil Nadu Films Division covers all Government functions honoured by the Hon'ble Governor, the Hon'ble Chief Minister and Hon'ble Ministers and other important Government programmes and produces Video News Magazines and does publicity work.

### **JINGLES / SHORT FILMS**

Tamil Nadu Films Division has produced 138 short films on Chief Minister's golden schemes and released them in all digital theatres of Tamil Nadu. Moreover, 147 Video Conference programmes of the Hon'ble Chief Minister have been compiled into audio video capsules and given for telecast through a separate channel by the Tamil Nadu Arasu Cable TV Corporation.

## **WEEKLY NEWS EPISODES**

The welfare schemes launched by Hon'ble Chief Minister through video conferencing have been produced as a series of episodes compiled in DVDs and sent to all District PRO offices in the State and are being screened for public awareness as part of field publicity.

### **VIDEO NEWS MAGAZINES**

The foremost duty of the Tamil Nadu Films Division is to prepare Video News Magazines on the welfare schemes of the Government, Announcements, Development works etc., and release them in all digital theatres and dispatch them in DVD formats to all District I & PR Officers to be screened through LED Video Vans.

These video news magazines are also uploaded in LED screens in all District collectorates and Amma Unavagams where people gather in large numbers and awareness is created about various welfare schemes among the public.

All the functions of Hon'ble Chief Minister are covered by this Division and edited using High-end Non-Linear edit setup and uploaded and distributed to all Television media channels, press media and online media from the Media Centre.

In the last Six Years from 2011 to 2017, 138 Video News magazines and 50 jingles in 7 episodes and 7 weekly News episodes, have been released to publicize Government schemes as follows:

#### VIDEO MAGAZINES

Sl. No.	Title of the Video Magazine
1	Malarndhadhu Amma Avargalin Porkkala Aatchi
2	Maatram Thandha Makkalukku Yetram Tharum Arasin 100 Naal Saadhanaigal
3	Ammavum Annai Thamizhum
4	Ammavin Seyarkkariya Seyalpaatil Sigaram Thotta Palli Kalvi Thurai
5	Amma Kaattum Kalvi Paathai
6	Amma Unavagam
7	Ammavin Kalvi Puratchi

Sl. No.	Title of the Video Magazine
8	Amma Kudineer
9	Kalvithaai
10	Amma Thittam
11	Varamaai Vandhadhu Ammavin Aatchi (song)
12	Amma Salt
13	Amma Salt (song)
14	Maatram Thandha Makkalukku Yetram Thandha Anaigal
15	Sudhandira Thirunaal 2011
16	Yeliyor Yetram Pera Yetramighu Nidhinilai Aikkai
17	Naadu Nalam Pera Nala Thittangal
18	Thane Puyal
19	Palli Kalviyil Ammaavin Sollimaala Saadhanaigal
20	Meenavar Nalan Kaakkum Makkal Arasu
21	Nooraandu Pesum Oraandu Saadhanai
22	Ungalaal Naan (Sudhandhira Dhina Thirunaal 2012)
23	Denguevai Ozhippom
24	Denguevai Ozhippom part 2

Sl. No.	Title of the Video Magazine
25	Pennycuick
26	Oru Kaiyeyzhuthu Maariyadhu Thalaiyeyzhuthu
27	Anbin Arasaangam
28	Saadhanai Purindha Eraandu Sarithiram Pesum Pallandu (part-1)
29	Saadhanai Purindha Eraandu Sarithiram Pesum Pallandu (part-2)
30	Saadhanai Purindha Eraandu Sarithiram Pesum Pallandu (Jingles)
31	Vidhi 110 (part-1&2)
32	Pudhumaigal Padaikkum Puratchi Thalaivi
33	Uyir Kaatha Uthama Thalaivi
34	Maavatta Aatchiyar Maanadu - 2013
35	Kaveri Neerin Urimaiyai Thamizhagathukku Pettruthandhadhu
36	Vilaiyilla Midhivandi Vazhanghum Thittam
37	Kaveri Delta Membhattu Thittam
38	Mudhal Thalaimurai
39	Vilaiyilla Karavai Maadu
40	Suriya Sakthiyudan Kudiya Pasumai Veedu Thittam

Sl. No.	Title of the Video Magazine
41	Arasu Cable TV Sevai Mulam Athiga Channelkalai Kuraintha Kattanathil Vazhanguthal
42	Vilaiyilla Arisi
43	Oru Kilo Arisi Rs.20/-
44	Thaai Paasam
45	Thaalikku Thangam
46	Nadamaadum Maruthuvamanai Thittam
47	Uzhavar Peruvizha
48	Maanava Maanaviyar Kaavalar
49	Pannai Pasumai Nugarvor Malivu Vilai Kaaikarikkadai
50	Tamil Nadu Arasin Kaavalargalukkana Pudhiya kudiyruppugal Thittam
51	Ilavasa Napkin Vazhangum Thittam
52	Thottil Kuzhandhai Thittam
53	Mudhalamaicharin Pennkuzhandhai Paadhugaapu Thittam
54	Varatchiyaal Paadhikkapatta Delta Matrum Delta Alladha Maavattangalukku Nivaranam
55	Vilaiyilla Mixie, Grinder, Min Visiri Matrum Maanava Maanavigalukkana Madikkanini
56	Vilaiyilla Madikkanini

Sl. No.	Title of the Video Magazine
57	Jerusalam Deiveega Sutrula Sellum Christhuvargalukku Maaniyam
58	Uzhavar Paadhugappu Thittam
59	Virivaana Maruthuva Kaaheetu Thittam
60	Anaithu Thittangalaiyum Mugaamil Vaazhum Ilangai Thamizhargalukku Virivupaduthiyadhu
61	Vidhavai, Thirumanam Aagadhavargal, Oivudhiyadhaararin Vidhavai Magal, Kudumba Nala Thittathin keezh Vaazhnaal Oivudhiyam Uyarthi Vazhangudhal
62	Samuga Paadhugappu Thittathin keezh Maadhandhira Pension Thogai Uyarthiya Thittam
63	Vilaiyilla Aadugal
64	Thaai Thittam
65	Palli Maanavargalukkana Vilaiyilla Porutkal Vazhangum Thittam
66	Maatru Thiranaaligalukku Retro fitted Scooter Vazhangum Thittam
67	Marakkandrukai Nadudhal
68	Palli Manavargal Paadhiyil Palliyai Vittu Nirikkaamal Irukka Sirappu Thittam
69	Min Thittangal
70	Pokkuvarathu Thurai

Sl. No.	Title of the Video Magazine
71	Arasu Tholainokku Thittam 2023
72	Meenpidi Thadaikaalathil Meenavargaluku Udhavithogai Uyarthi Vazhangum Thittam
73	Annadhana Thittam
74	Maanasarovar Matrum Mukthinath Aagiya Idangalukku Punidha Payanathirku Maaniyam
75	Tamil Nadu Sooriya Sakthi Kolgai Matrum Sooriya Sakthi Thittangal
76	Biometric Smart Card Moolam Samuga Paadhukappu Oivuthiyam Vazhangudhal
77	Orunginaindha Magalir Sugadhara Valaagam Punaramaippu Thittam
78	Viraivu Patta Maatrum Thittam
79	Maatru Thiranaligalukkana Vayadhu Varambai 18 ku Kuraithu Oivuthiyam Peruvadharkana Thittam
80	Sudhanthira Poratta Thiyagigalukku Maadhandhira Pension Thogayai Uyarthiya Thittam
81	Siriya Perundhu Periya Magizhchi
82	Meenpidi Kuraivu Kaalathil Meenavargalukku Sirappu Nivarana Udhavi Thittam



Sl. No.	Title of the Video Magazine
83	Ayalnaatil Uyarkalvi Padikkum Poruladharathil Pinthangiya Maanavargalukku Udhavithogai Vazhangum Thittam
84	Muthirai Padhitha Moonrandu (part 1)
85	Muthirai Padhitha Moonrandu (part 2)
86	Aandaandu Potrum Moonrandu Saadhanaigal
87	Imayam Thotta Saadhanaigal (song)
88	Thaaye Annapoorani & Thozhil Puratchi
89	Maatram Thandhu Yetram Thandha Puratchi Thalaivi
90	Payanangal Inidhagum Perundhu Payanam
91	Pannai Pasumai Kaaikarigal
92	Kuruvai Nel Saagupadi
93	Anai Kaatha Annai
94	Valamayana Thamizhagam
95	Vivasaaigalin Nalan
96	Kuzhanthaigal Nalan
97	Thaai Thittam, Kaaval Thurai
98	Magalir Mempaadu
99	Vilaiyilla Madikkanini, Amma Unavagam

Sl. No.	Title of the Video Magazine
100	Oottachhathu
101	Amma Kudineer, Amma Cement
102	Adidravidar Nalan Matrum Pirpaduthapattor Nalan
103	Thirumana Uthavi Thittam, 20 Kilo Arisi
104	Sanitary Napkin, Vilaiyilla Mithivandi
105	Thirukkoil Annadhana Thittam, Manasarovar Mukthinath Punitha Payana Maniya Thittam
106	Pannai Pasumai, Amma Marunthagam
107	Mazhaineer Segaripu, Kaadu Valarppom
108	Meenavargal Nalan, Mudhiyor Uthaviththogai
109	Virivana Maruthuva Paathukaapu Thittam, Thozil Thurai - 2023
110	Magapperu Nalan
111	Vilaiyilla Maadu, Naangu Aadugal
112	Vivasayigalin Vazhvaadharam Mullai Periyaru, Kaveriyai Meettedutha Kaviya Thalaivi
113	Thottil Kuzhanthai Thittam, Amma Per Thalaippezhuthu
114	Vilaiyilla Mixie, Grinder Matrum, Min Visiri, Amma Uppu

Sl. No.	Title of the Video Magazine
115	Dharmam Vellum
116	Plastic Aadhar Attai
117	E-Sevaiyil Ini Passport
118	Sattaperavaiyil Aalunar Uraikku Mudhalvar Avargalin Bhadil Urai Part-1
119	Sattaperavaiyil Aalunar Uraikku Mudhalvar Avargalin Bhadil Urai Part-2
120	Sattaperavaiyil Aalunar Uraikku Mudhalvar Avargalin Bhadil Urai Part-3
121	Sattaperavaiyil Aalunar Uraikku Mudhalvar Avargalin Bhadil Urai Part-4
122	Sattaperavaiyil Aalunar Uraikku Mudhalvar Avargalin Bhadil Urai Part-5
123	Sattaperavaiyil Aalunar Uraikku Mudhalvar Avargalin Bhadil Urai Part-6
124	110 Vidiyin Kizh Manbu Migu Mudhalvar Avargalin Arikkaik
125	Thodarum Ammavin Aatchi, Thodargiradhu Makkalin Magizhchi
126	100 unit ilavasa minsaram
127	Sarithiram Padaikkum 100 Naal
128	Uyirdhan Ungal Sothu (Helmet anivathan Kattayam)
129	Mayakkama? Kalakkama? (Mathu arunthi Vaaganam Ottuvathu)

Sl. No.	Title of the Video Magazine
130	Nil Kavani Sel (Saalai Vithigalai Mathithal)
131	Nithanam Nammodu Payanikkattum (Athivegamaga Vaaganam Seluthuvathu)
132	Helmet anivom Emanai Velvom (Helmet anivathan Kattayam)
133	Seat belt (Vidhiyai Madhippom Vidhiyai Velvom)
134	Amma Endrum Engaludan
135	Irudhi Yaathirai
136	Lok Adalat
137	Agilam Potrum Aindhu Thittangal
138	Nalla Kaalam Porandhanchu

**JINGLES**

Sl. No.	JINGLE
1	<p><b>VALARCHIPPADHAIYIL MEENDUM TAMIL NADU</b></p> <p><b>VOLUME-1</b></p> <ol style="list-style-type: none"> <li>1.Vilaiyilla Arisi</li> <li>2.Maatruthiranaali, Vidhavai, Aadharavattror Udhavithogai</li> <li>3.Penn Arasu Uzhiyar Magapperu Kaalam 6 Maadha Vidumurai</li> <li>4.Meenavar Meenpidi Thadaikkaalla Udhavithogai</li> <li>5. Paditha Penngalukku Nidhiyudhaviyudan 4 gram thangam</li> <li>6.Pattam Paditha Penngalukku 4 gram thangam, Rs.50,000/- Nithiyudhavi</li> </ol>
2	<p><b>VOLUME-2</b></p> <ol style="list-style-type: none"> <li>1. Vilaiyilla Mixie, Grinder, Minvisiri</li> <li>2. Vilaiyilla 4 Aadugal, Karavaimaadu Thittam</li> <li>3. Virivaana Maruthuvakkaapidu Thittam</li> <li>4. Vilaiyilla Madikkanini</li> <li>5. Chithirai Thirunaal</li> </ol>
3	Noorandu Pesum Oraandu Saathanai

Sl. No.	JINGLE
4	<p><b>ORU KAIYEZHUTHU, MARIYADHU THALAIYEZHUTHU</b></p> <ol style="list-style-type: none"> <li>1. Vilaiyilla Pasu maadugal, Semmari Aadugal</li> <li>2. Vilaiyilla Madikkanini</li> <li>3. Virivaana Maruthuvakkaapidu Thittam</li> <li>4. Pasumai Veedugal Thittam</li> <li>5. Thaalikku Thangam matrum Rokkam</li> <li>6. Meenpidi Thadaikkaalathil Uthavithogai Uyarvu</li> <li>7. Vidhavaigal, kanavaral Kaividapattor Udhavi Thogai Uyarvu</li> <li>8. Vilaiyilla 20 Kilo Arisi</li> <li>9. Garbini Pengalukku Perukaala Udhavithogai Uyarvu</li> <li>10. Vilaiyilla Mixie, Grinder, Min Visiri</li> </ol>
5	<p><b>SAADHANAI PADAITHHA EERAANDU, SARITHIRAM PESUM PALLAANDU</b></p> <ol style="list-style-type: none"> <li>1. Kaviriyai Meettedutha Kaaviya Thalaivi</li> <li>2. Palli Kalvi</li> <li>3. Kadal Neerai Kudi Neerakkum Thittam</li> <li>4. Pokkuvarathu Thuraiyin Valarchi</li> <li>5. Amma Unavagam (part 1)</li> <li>6. Uzhavar Paadhugaappu Thittam</li> <li>7. Amma Unavagam (part 2)</li> <li>8. Paalangal</li> <li>9. Nirvaagam</li> </ol>

Sl. No.	JINGLE
	10. Thozhirpuratchi 11. Tholai Nokku Thittam 2023 12. Solar System 13. Malivu Vilai Arisi
6	<b>NADU POTTRUM NAANGAANDU SAADHANAIGAL</b> 1. Ammavin Muthal Yezhuthu Thalaippezhuthu 2. Amma Kudineer 3. Amma Marundhagam 4. Amma Cement 5. Amma Sitrunthu 6. Thottil Kuzhandhai Thittam 7. Kaadu Valarppu Thittam 8. Kaattraalai Minsaara Thittam 9. Pannai Pasumai kadaigal 10. Mazhai Neer Segarippu
7	<b>NEW GOVERNMENT'S 100 DAYS ACHIEVEMENTS</b> 1. Makkal Paniyil thamizhaga arasin 100 naal sadhanaigal 2. Kudimaramathu Panigal 3. Meenavargaluku veedu 4. Bharath fibre - net 5. Metro rail

### PROCUREMENT OF MODERN EQUIPMENTS DURING THE FIVE YEARS 2011-2016

During the last five years, three sony HD Video cameras, Laptop, Live back bag Tera Tack (a real time video streaming equipment), a high end video camera, an Apple Macpro Non-Linear video editing system, a Photocopying machine, two computers and printers have been procured and film restoration at a total cost of Rs.83.57 Lakh.

## MGR GOVERNMENT FILM AND TELEVISION INSTITUTE

MGR Government Film and Television Institute functioning under the department of Information and Public Relations is an advanced Technical Training Institute imparting Film technology and techniques and aesthetics of Film and Television Production, Allied Subjects and Film Appreciation. The objective of this institute is to teach students the technical aspects of producing films and television programmes and also to teach allied subjects of film making.

MGR Government Film and Television Institute is one among the three major institutes in India. The other two are Film and TV Institute of India, Pune, and Satyajit Ray Film and Television Institute, Kolkatta.

### DEGREE COURSES

As ordered by the Hon'ble Chief Minister, the Diploma Courses offered by this Institute with the approval of the All India Council for Technical

Education (AICTE), New Delhi were upgraded as Bachelor of Visual Arts, a four year Degree Course with affiliation to Tamil Nadu Music and Fine Arts University. Presently it provides 6 degree courses with the following educational qualification.

Sl. No.	Name of the Course	Educational Qualification
1	Bachelor of Visual Arts (Cinematography)	A Pass in Higher Secondary (10+2) examination with Physics and Chemistry (or) Vocational Courses with Photography as a special subject (or)
2	Bachelor of Visual Arts (Digital Intermediate)	Any equivalent qualification with other specification stated above (or) Diploma in Electrical and Electronics Engineering (or) Diploma in Electronics and Communication Engineering

Sl. No.	Name of the Course	Eligible Qualification
3	Bachelor of Visual Arts (Audiography)	A Pass in Higher Secondary (10+2) examination with Physics and Chemistry (or) Vocational Courses with Radio & TV or domestic electronic equipments as a special subject (or) Any equivalent qualification with other specification stated above (or) Diploma in Electrical and Electronics Engineering (or) Diploma in Electronics and Communication Engineering
4	Bachelor of Visual Arts (Direction and Screen Play Writing)	A Pass in higher secondary (10+2) examination (Any Group)
5	Bachelor of Visual Arts (Film Editing)	
6	Bachelor of Visual Arts (Animation and Visual Effects)	

Now the institute provides degree courses viz. Bachelor of Visual Arts instead of diploma course, Diploma in Film Technology.

14 students are admitted in each of these courses. Tuition fees of Rs.15,000/-, Special fees of Rs.2,000/- and Development fees of Rs.1,000/- are collected from the students. SC/ST students are exempted from tuition fees.

#### **FINANCIAL SUPPORT FOR FILMS PRODUCED BY STUDENTS**

The Government have raised the amount for the production of Students Documentary Films from Rs.8,000/- to Rs.15,000/- per film, from the financial year 2011-2012. Final year students from different branches form 14 units and each unit is trained to produce one short film.

#### **SHORT FILM AWARD**

The students of MGR Government Film and Television Institute are presented 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 for their short films.

### **INDIAN INTERNATIONAL FILM FESTIVAL**

The films produced by the students of this Institute are screened every year at Indian International Film Festival being held in Goa.

### **BRICS FILM FESTIVAL**

Brics (Brazil, Russia, India, China and South Africa) Film Festival of India was held at new Delhi in the year 2016. Four short Films of our Institute students namely, 1) "RAANI" 2) "KANAA" 3) "THE LAST LEAF" and 4) "SHEEPS VANISHED IN THE HERD" were screened in the above festival.

### **AMMA AWARD**

Amma Award (Citation and Cash Prize of Rs.10,000/-) was instituted for the best Short Film of MGR Govt. Film and Television Institute Students in the Chennai International Film Festival held at Chennai. During the 12th Chennai International Film Festival' held in Chennai during 2014-2015, film titled "CHEE" won the 'Amma Award'. In the 13th Chennai International Film Festival' held in

Chennai during 2015-2016, film titled "BURRA" won the 'Amma Award'. In the 14th Chennai International Film Festival' held in Chennai during 2016-2017, film titled "UTHAMAN" won the 'Amma Award'.

### **TRAINING ON PAR WITH PROFESSIONAL STANDARD**

Training is imparted with the latest equipment and accessories of film industry at a cost of Rs.75 Lakh per annum by hiring the latest equipment in order to keep pace with the changing technology in the film industry.

### **ANIMATION AND VISUAL EFFECTS COURSE**

High End Machineries and Equipments for the Animation and Visual Effects course were purchased at a cost of Rs.3.83 Crore and are being used by the students.

### **NEW BUILDINGS, RENOVATION WORKS AND MODERN EQUIPMENTS DURING 2011-2016**

In the last five years, renovation of the Richman House, Dubbing theatre, Preview theatre, Construction of Golden Jubilee Arch and installation of Bharat Ratna MGR bust-size statue, New

classrooms for Animation and Visual Effects course, new student's hostel building purchase of furniture in hostel, installation high end digital Dolby Barco Projector and sound system and purchase of Modern equipments have been done at a total cost of Rs.10.95 Crore.

## **CINEMA, VIDEO AND CABLE TELEVISION NETWORKS**

As cinema is one of the popular entertainments, easily accessible to all classes of people. The Government have been providing encouragement for the overall growth of the film industry. In Tamil Nadu 1024 Cinema Theatres are functioning under the following categories: -

### **Categories**

Permanent Cinema Theatres	-	997
Semi-Permanent Cinema Theatres	-	19
Touring Cinema Theatres	-	05
Open Air Cinema Theatres	-	03
Total	-	1024

To regulate the cinema Industry, the Government of Tamil Nadu had enacted the Tamil Nadu Cinema (Regulation) Act, 1955. As per the provisions made in the Act, all the District Collectors except Chennai and in respect of Chennai, the Commissioner of Police are designated as competent authority for granting No Objection Certificate to construct cinema theatres and to



issue licence for screening of movies in cinema houses. The Joint Commissioner, Commissionerate of Land Administration and the Government in the Home Department are the appellate and revisional authorities respectively as per the Act. In order to streamline the Cinema Industry and also ensure the availability of basic amenities, safety and comfort of the public visiting the cinema houses, and also to provide hygienic environment in cinema houses, the Government have framed stringent guidelines in the Tamil Nadu Cinemas (Regulation) Rules, 1957. The Government fix the rate of admission under these Rules.

#### **CABLE TELEVISION NETWORK SYSTEM:-**

The Cable Television Network (Regulation) Act, 1995 (7 of 1995), regulates the Cable Television Network all over India. Under the above said Act. District Magistrates, Sub-Divisional Magistrates and Commissioner of Police are designated as Authorised Officers to take action against offending Cable Operators for contravening sections 3, 4A, 5,6,8 & 9 (or) 10 of the Act. Accordingly, the Government of Tamil Nadu notified the Commissioners of Police in respect of Chennai, Trichy, Tirunelveli, Madurai,

Salem and Coimbatore Cities, the Collectors of the District concerned in respect of other areas and the Sub-Divisional Officers in their respective local limits of Police jurisdiction as Authorised Officers to take action against violators of the provisions of the Cable Television Networks (Regulation) Act, 1995. Further, the Government have issued instructions to all the District Collectors, Commissioners of Police and Superintendents of Police to take stringent action against the violators of the provisions of the Act.

#### **VIDEO ACT AND RULES**

The Tamil Nadu Exhibition of Films on Television Screen through Video Cassette Recorders and Cable Television Network (Regulation) Act, 1984, regulates the exhibition of films on television screen through Video Cassette Recorder (VCR) in the State. This Act provides for the grant of licence to the individuals for exhibition of films on television screen through Video Cassette Recorder (VCR) and for running Video Libraries. The respective District Collectors/Commissioner of Police, Chennai are the Licensing Authorities.

## VIDEO PIRACY CELL

The Video Piracy Cell, Crime Branch, C.I.D., Tamil Nadu is functioning under the direct control of the Additional Director General of Police (Crime), Chennai. He is assisted by 1 Superintendent of Police and 1 Deputy Superintendent of Police at the State level. There are twelve units functioning in the State namely, 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). Each Unit consists of 1 Inspector of Police, 1 Sub-Inspector of Police and 6 Grade-I Police Constables. In respect of Chennai Units (2 Units), Unit-1 consists of 1 Inspector of Police, 2 Sub-Inspectors of Police, 8 Grade-I Police Constables, 2 Grade-II Police Constables and Unit-2 consists of 1 Inspector of Police, 2 Sub-Inspectors of Police, 8 Grade-I Police Constables. 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. The details of cases registered, number of accused arrested and the value of properties seized etc., by the Video Piracy Cell from the year 2004 to 2017 are as follows: -

## CASES REGISTERED BY THE VIDEO PIRACY CELL FROM THE YEAR 2004 TO 2017 (up to 31.05.2017)

Year	No. of cases registered by the Video Piracy Cell	No. of accused arrested	Value of properties seized by the Video Piracy Cell (Rs.)	No. of offences committed by the Cable TV operators by violating the rules and regulations
2004	1151	1206	12,06,43,647	53
2005	813	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	2204	2201	8,32,59,759	31
2010	2690	2664	14,38,31,530	34
2011	2665	2648	10,78,74,745	9
2012	2858	2838	14,36,05,175	2
2013	3020	3004	36,57,57,107	2
2014	3320	3320	17,75,02,306	29
2015	3406	3406	11,65,23,631	51
2016	4893	4906	26,14,13,385	21
2017 (up to 31.5.17)	2390	2401	23,66,12,159	10

Apart from this, the offenders are also booked under the Goondas Act (Tamil Nadu Act 14/1982). During 2016-2017, 7 persons were detained under the Goondas Act for offences relating to Video Piracy.

## **TAMILARASU**

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

Speeches of Hon'ble Tamil Nadu Governor, speeches and announcements of the Hon'ble Chief Minister, speeches and announcements of the Hon'ble Ministers, achievements of the Government of Tamil Nadu, welfare schemes and their implementation, Government welfare assistance, detailed write ups on development schemes in the Districts, success stories of the beneficiaries and Government Orders of public importance are published in Tamilarasu magazine.

Articles on women's welfare, healthcare, medicine, blood donation, AIDS awareness, Government schemes, Tamil literature, short stories and poems are also published every month in Tamilarasu. 'Tamilarasu' magazine also carries Government advertisements and published both in tamil and english every month.

As ordered by the Hon'ble Puratchi Thalaivi Amma, Tamilarasu (English) which was published as quarterly is being published as monthly from July 2012.

The Tamil and English Edition of Tamilarasu is a monthly magazine. The cost of single copy of the Tamil and English issue is Rs.20/-. The Annual subscriptions are Rs.240/- respectively. The life subscriptions (10 years) for Tamil and English editions are Rs.2,000/- and Rs.2,400/- respectively.

## **SPECIAL PUBLICATIONS**

Special Publications containing speeches of Hon'ble Chief Minister, both in Tamil and English, are published and sent to the IPROs in the Districts for distribution to the public. Apart from this, special publications portraying the biographies of leaders, thiyagis and other great personalities, posters, pamphlets, Mini Telephone directory, invitation cards for Government functions and brochures on the developmental activities are also printed at Tamilarasu Press. Further, applications and forms relating to other sections of this Department are also printed here.

## BOUQUET OF ACHIEVEMENTS

Department-wise achievements of the Government under the leadership of Hon'ble Puratchi Thalaivi Amma in 100 days were compiled and printed as a special publication under the caption "**Maatram Thantha Makkalukku Yetram Tharum Arasin 100 Naal Saadhanaigal**".

**ONE YEAR OF ACHIEVEMENTS** in Tamil & English: "One Year of Achievements, Hundred Years Leap Forward". **TWO YEARS ACHIEVEMENTS** in Tamil & English: "Achievements of Two Years, History Forever". **THREE YEARS ACHIEVEMENTS** in Tamil & English: "Three Year Achievements of the Government headed by Hon'ble Chief Minister of Tamil Nadu". **FOUR YEARS ACHIEVEMENTS** in Tamil & English: "Four Year Achievements of the Government headed by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma". **FIVE YEARS ACHIEVEMENTS** in Tamil & English: "Achievements of the Government of Hon'ble Chief Minister of Tamil Nadu (16.05.2011 - 31.01.2016)" were published.

Department-wise achievements of the Government under the leadership of Hon'ble Chief Minister Puratchi Thalaivi Amma in 100 days were compiled and printed as a special publication under the caption "**Nilayana Aatchi - Niranthara Valarchi**".

Department-wise achievements of the Government under the leadership of Thiru Edappadi K.Palaniswami in 100 days were compiled and printed as a special publication under the caption "**Maanbumigu Puratchi Thalaivi Amma Avargalathu Vazhiyil Nilayana Aatchi - Niranthara Valarchi**".

## PAMPHLETS

On behalf of Tamilarasu, pamphlets (Tamil) on the life history of Leaders and Thiyagis have been published from May 2011 till date and sent to the districts.

1. Thanthai Periyar
2. Perarignar Anna
3. Perunthalaivar Kamarajar
4. Bharat Ratna Dr.MGR

5. Mahakavi Subramaniya Bharathiyar
6. Kanniyathendral Quaid-e-Milleth Muhammad Ismail
7. Thiyaga Chemmal V.O. Chidambaranar
8. Veeran Sundaralingam
9. Freedom Fighter Veeran Azhagumuthukone
10. Freedom Fighter Shenbagaraman
11. Pagutharivu Kavirayar Udumalai Narayana Kavi
12. Pothuvudamai Veerar P. Jeevanandam
13. Freedom Fighter Tiruppur Kumaran
14. Virupatchi Gopal Naicker
15. Thiyagi Va.Ve. Subramaniya Iyer
16. Bhashyam (a) Thiyagi Arya
17. Marshal Nesamani
18. Former Mayor N. Sivaraj
19. Thamizhukku Perumai Sertha Parithimarkalaignar
20. Dheeran Chinnamalai
21. Thiyaga Seelar Kakkan
22. Thiyagi Sankaralinganar
23. Thiyagi Viswanathadas

24. Amuthakaviarasu Umaru Pulavar
25. Kaviyarasu Kannadasan
26. Namakkal Kavignar V. Ramalingam Pillai
27. Makkal Kavignar Pattukkottai Kalyanasundaram
28. Sathavadhani Seigu Thambi Pavalar
29. Mozhi Gnayiru Devaneyya Pavanar
30. Thavathiru Kundrakudi Adigalar
31. Pattukkottai Azhagirisamy
32. Maamannar Perumpidigu Mutharaiyar
33. Robert Caldwell
34. The first five files that Hon'ble Chief Minister of Tamil Nadu signed after assuming office for the sixth time

#### **SPECIAL PUBLICATIONS**

<b>Sl. No</b>	<b>Title</b>	<b>Month of issue</b>
1	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma reply to the discussions on the motion of thanks to His Excellency the Governor's address in the Tamil Nadu egislative Assembly - 10.06.2011 (Tamil)	June 2011

Sl. No	Title	Month of issue
2	Speech delivered by Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma at the <b>National Council Meeting</b> of CII on 05.07.2011 (English)	July 2011
3	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma reply to the discussions on the motion of thanks to His Excellency the Governor's address in the Legislative Assembly - 04.02.2012 (English)	Feb. 2012
4	Presidential Address of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma at the release of " <b>Vision Tamil Nadu 2023</b> " document in Chennai on 22.03.2012 (English)	March 2012

Sl. No	Title	Month of issue
5	<b>Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches</b> - Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches Part-I (One Year Achievements Special Publication) (Tamil & English)	May 2012
6	<b>Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches</b> - Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches Part-II (One Year Achievements Special Publication) (Tamil)	May 2012
7	<b>Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Welfare Schemes</b> - The Success Stories of the Beneficiaries of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Welfare Schemes (Tamil)	May 2012

Sl. No	Title	Month of issue
8	<b>Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Amutha Mozhigal</b> - (One Year Achievements Special Publication) (Tamil)	May 2012
9	Speech of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma during the meeting with the <b>Deputy Chairman, Union Planning Commission for finalization of Annual Plan</b> for Tamil Nadu at New Delhi on 04.06.2012 (English)	June 2012
10	Speech of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma at the <b>7<sup>th</sup> Meeting of the Cauvery River Authority</b> held on 19.09.2012 at New Delhi (English)	Sep. 2012
11	Tamil Nadu emerging as the destination of choice for investment – The Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Speech – (Signing of 12 MoU), Chennai on 05.11.2012 (English)	Nov. 2012

Sl. No	Title	Month of issue
12	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches - <b>Cauvery Nadhi Neer Pangeedu</b> (Tamil and English)	Dec. 2012
13	<b>Vidhiyai Maatriya Vidhi</b> Part-I (Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Speeches in Tamil Nadu Legislative Assembly under Rule 110)	Dec. 2012
14	Speeches of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma in the conference of the Collectors and Police Officers (December 17,18 & 19.12.2012) (English and Tamil)	Dec. 2012
15	Speech of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma during the <b>57<sup>th</sup> meeting of the National Development Council</b> at New Delhi on 27.12.2012 (English)	Dec. 2012

Sl. No	Title	Month of issue
16	The Hon'ble Chief Minister of Tamil Nadu's Puratchi Thalaivi Amma reply to the discussions on the motion of thanks to His Excellency the Governor's address in the Legislative Assembly on 08.02.2013 (Tamil)	Feb. 2013
17	<b>We will retrieve Kachchatheevu</b> – Speech delivered on 03.05.2013 by the Hon'ble Chief Minister in the Tamil Nadu Puratchi Thalaivi Amma Legislative Assembly (Tamil)	May 2013
18	The Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma's Inspiring Speeches Part–III (Two years Achievements Special Publication) (Tamil)	May 2013
19	The Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma's Inspiring Speeches Part – IV (Two years Achievements Special Publication) (Tamil)	May 2013

Sl. No	Title	Month of issue
20	The Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma's Inspiring Speeches Part–II (Two years Achievements Special Publication) (English)	May 2013
21	Stories from Inspiring Speeches (Tamil - Two years Achievements Special Publication)	May 2013
22	<b>Vidhiyai Maatriya Vidhi</b> – Volume II - Speeches made by the Hon'ble Chief Minister, in the Tamil Nadu Puratchi Thalaivi Amma Legislative Assembly under Rule 110 (Two years achievements special publication) (Tamil)	May 2013
23	Speech of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma at Chief Ministers Conference on Internal Security at New Delhi on 05.06.2013 (English)	June 2013



Sl. No	Title	Month of issue
24	Speech delivered by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma during the finalization of annual plan for Tamil Nadu for the year 2013-2014 with Union Planning Commission on 10.06.2013 (English)	June 2013
25	<b>NLC shares for Public Sector</b> Undertakings of Tamil Nadu - 'Victory for the people of Tamil Nadu' (Tamil)	July 2013
26	'Making Tamil Nadu a global hub for university education' – Convocation address delivered by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma, at the 155 <sup>th</sup> Annual Convocation of the University of Madras, on 17.08.2013 (English)	August 2013
27	Convocation Address delivered by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma at the Silver Jubilee Convocation of the Tamil Nadu Dr. MGR Medical University on 20.08.2013 (English)	August 2013

Sl. No	Title	Month of issue
28	Speeches of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma at the conference of Collectors and Police Officers held on the 11 <sup>th</sup> , 12 <sup>th</sup> and 13 <sup>th</sup> of December 2013 (English)	Dec. 2013
29	Speeches of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma during the meeting with the 14 <sup>th</sup> Finance Commission, held at Chennai on 16.12.2013 (English)	Dec. 2013
30	Speech delivered by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma on the Valedictory Function of the 4 <sup>th</sup> All-India Police Commando Competition held on 27.01.2014 at the Jawaharlal Nehru Indoor Stadium, Chennai (English)	Jan. 2014

Sl. No	Title	Month of issue
31	'Engal Pakkam Makkal, Makkal Pakkam Naangal' - the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma's reply in the Tamil Nadu Legislative Assembly on 03.02.2014 to the debate on the motion of thanks to the Governor's address (Tamil)	Feb 2014
32	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches -Volume - V (Tamil - Three year Achievements Special Publication)	May 2014
33	Inspiring Speeches of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma-Volume-VI (Tamil - Three year Achievements Special Publication)	May 2014
34	Inspiring Speeches of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma - Volume - III (English – Three year Achievements Special Publication)	May 2014

Sl. No	Title	Month of issue
35	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Amudha Mozhigal (Tamil - Three year Achievements Special Publication)	May 2014
36	Letters from the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma to the Hon'ble Prime Minister of India (2011-2014) (English - Three year Achievements Special Publication)	May 2014
37	Memorandum presented by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma to the Hon'ble Prime Minister of India on 03.06.2014 (Tamil and English)	June 2014
38	Three year Achievements of the Government of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma (District-wise Achievements for 32 districts)	July 2014

Sl. No	Title	Month of issue
39	Government Welfare Schemes (Information Booklet) (Tamil)	July 2014
40	<b>Vidhiyai Maatriya Vidhi</b> Speeches made by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma in the Tamil Nadu Legislative Assembly under Rule 110 (From 08.06.2011 to 12.08.2014)(Tamil)	Sep. 2014
41	The Hon'ble Chief Minister of Tamil Nadu's Puratchi Thalaivi Amma Inspiring Speeches (2011-2012) (Four year Achievements Special Publication) (Tamil)	May 2015
42	The Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches (2012-2013) (Four year Achievements Special Publication) (Tamil)	May 2015
43	The Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Inspiring Speeches (2013-2014) (Four year Achievements Special Publication) (Tamil)	May 2015

Sl. No	Title	Month of issue
44	Inspiring Speeches of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma (2011-2014) (Four year Achievements Special Publication) (English)	May 2015
45	Letters from the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma to the Hon'ble Prime Minister of India (2011-2015) (Four year Achievements Special Publication) (English)	May 2015
46	Stories from the Hon'ble Chief Minister of Tamil Nadu's Puratchi Thalaivi Amma Inspiring Speeches (Four year Achievements Special Publication)	May 2015
47	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Amudha Mozhigal (Four year Achievements Special Publication) (Tamil)	May 2015

Sl. No	Title	Month of issue
48	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Welfare Schemes - The Success Stories of the Beneficiaries of Amma's Welfare Schemes (Four year Achievements Special Publication) (Tamil)	May 2015
49	Awards and Accolades for Tamil Nadu Government (Four year achievements Special Publication) (English)	May 2015
50	Four year Achievements of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Government (District-wise achievements published in book form for 32 Districts) (Tamil)	May 2015
51	Tamil Nadu in the Forefront under the dynamic leadership of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma (Four year achievements Special Publication) (English)	May 2015

Sl. No	Title	Month of issue
52	"Vidhiyai Maatriya Vidhi" Speeches made by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma in the Tamil Nadu Legislative Assembly under Rule 110 (From 8.6.2011 to 29.9.2015) (Tamil)	Nov 2015
53	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma - Arasin Saadhanaigal (16.5.2011 - 31.1.2016)(Tamil)	Feb 2016
54	Achievements of the Government of the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma (16.5.2011 - 31.1.2016) (English)	Feb 2016
55	Memorandum presented by the Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma to the Hon'ble Prime Minister of India on 14.6.2016(English)	June 2016

Sl. No	Title	Month of issue
56	Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma reply to the discussions on the motion of thanks to His Excellency the Governor's address in the Legislative Assembly - 23.06.2016 (Tamil)	June 2016
57	"Vidhiyai Maatriya Vidhi" Speeches made by Hon'ble Chief Minister of Tamil Nadu Puratchi Thalaivi Amma Selvi J Jayalalithaa in the Tamil Nadu Legislative Assembly under Rule 110 (From 18.02.2016 to 01.09.2016) (Tamil)	Sep 2016
58	"Nilayana Aatchi - Nirandhar Valarchi" - 100 Days Achievement of the Government under the leadership of Hon'ble Chief Minister Puratchi Thalaivi Amma.	Sep 2016
59	Memorandum presented by Hon'ble Chief Minister of Tamil Nadu to Shri Narendra Modi, Hon'ble Prime Minister of India on 19.12.2016	Jan 2017

Sl. No	Title	Month of issue
60	Government Welfare Schemes (Tamil & English)	Feb 2017
61	Memorandum Presented by Thiru. Edappadi K. Palaniswami Hon'ble Chief Minister of Tamil Nadu to Shri Narendra Modi Hon'ble Prime Minister of India on 27.02.2017	March 2017
62	A compilation of letters addressed by the Hon'ble Chief Minister of Tamil Nadu to the Hon'ble Prime Minister of India to resolve the livelihood issues of Tamil Nadu fishermen	March 2017
63	Department-wise achievements of the Government under the guidance of Hon'ble Former Chief Minister Puratchi Thalaivi Amma and the leadership of Thiru. Edappadi K. Palaniswami in 100 days were compiled and printed as a special publication under the caption "Nilayana Aatchi - Niranthara Valarchi - 100 Naal Saadhanaigal".	May 2017

Sl. No	Title	Month of issue
64	Inspiring Speeches of the Hon'ble Chief Minister of Tamil Nadu Thiru. Edappadi K. Palaniswami (16.2.2017 - 19.5.2017) (Tamil)	May 2017

#### **NEW BUILDING AND PROCUREMENT OF NEW MODERN MACHINES DURING THE FIVE YEARS 2011-2016**

In the last five years, a new Building for Tamilarasu Office and Press have been constructed and ultra modern computer to plate Machine have been purchased at a cost of Rs.11.25 crore. Also, the Tamilarasu issues and Special Publications of 1991-1996, 2001-2006 and 2011-2016 have been digitised.

#### **EXHIBITION**

Information and Public Relations Department acts as a communication bridge between the Tamil Nadu Government and the general Public. The Exhibition Wing creates awareness on public welfare schemes, achievements and activities of Government directly to the public.

As visuals have better impact than hearing, public Government Exhibitions act as a medium for the public, as a family, can visit in person and know about the welfare schemes in detail. Government Exhibitions are being conducted during festive seasons and holidays at district headquarters by the Information and Public Relations Department.

In Government Exhibitions, Government welfare schemes are depicted in a grand and attractive manner with due displays and advertisement.

Mostly, Government Exhibitions are being conducted at the district headquarters so that it enables the people from the rural areas especially the visitors along with their families are given exposure to various Government schemes. In addition, exhibitions also serve as a recreational facility.

Central and State Government Departments, Public Undertakings and Private Organisations participate in these exhibitions. These Government Exhibitions serve also as a channel for direct and indirect employment for many. Further, they offer chances for the economically under-privileged artistes to conduct their cultural programmes so as to improve their standard of living.

Every year, Government Exhibitions are being conducted in 10 Districts. 6 Government Exhibitions are being conducted at Coimbatore, Madurai, Salem, Vellore, Tirunelveli and Tiruchirappalli regularly every year. Further, 4 Government Exhibitions are being conducted at other districts, on rotation basis.

So far, 183 Government Exhibitions have been conducted by the Information and Public Relations Department and the Government have earned a net income of about Rs.37 Crore 65 Lakh and 18 Thousand.

### **PRIVATE EXHIBITIONS**

Earlier Private Exhibitions were conducted with business motives without following any rules and regulations. They have now been streamlined and certain terms and conditions have been framed for the use of public and recreational activities. Based on the recommendations of the respective District Collector, the Information and Public Relations Department accords permission for conducting private exhibitions.

### **ANNUAL FLOWER FESTIVAL AT NEW DELHI**

Every year this Department represents Government of Tamil Nadu in the Annual Flower Festival organized in New Delhi for the promotion of National Integration and Religious Harmony. It

is noteworthy to mention that Tamil Nadu bagged the first prize in the flower festivals held during November in the years 2012, 2013, 2014, 2015 and 2016.

### **REPUBLIC DAY PAGEANTRY PROCESSION**

This Department's important works include co-ordinating the procession of the pageantry of floats pertaining to the various departments of Government of Tamil Nadu in the Republic Day celebrations in Chennai and to participate in the pageantry at the Republic Day celebrations in Chennai and New Delhi every year.

The float of the Government of Tamil Nadu which highlighted the famous Pongal festival activities of Tamil Nadu in the Republic Day Pageantry 2014 held in New Delhi bagged the second prize at the national level. In the year 2016, the state of Tamil Nadu was selected for the procession of pageantry of floats in New Delhi for the Republic Day celebrations and Tamil Nadu float

depicted the "Todas" of Nilgiris District, a Tribal Community. Further, in Republic Day Pageantry 2017 held at New Delhi, Tamil Nadu float depicted the theme on folk dance "Karagattam" and bagged third prize at the national level.

During the Republic Day Pageantry held in Chennai the float of Information Public Relations Department bagged the first prize in 2012 and in 2013, 2014, 2015, 2016 it bagged the second prize and in the year 2017 the float of this department bagged the third prize.

### **ALL INDIA TOURIST AND INDUSTRIAL TRADE FAIR, CHENNAI**

This Department participates in the All India Tourist and Industrial Trade Fair, Island Ground, Chennai every year where the policies, activities and achievements of the Government are displayed with photographs and models so as to educate and create awareness among visitors.



## **INDIA INTERNATIONAL TRADE FAIR, NEW DELHI**

This Department also participates in the India International Trade Fair (IITF), New Delhi every year displaying the policies, activities and achievements of the State Government in accordance with the given theme. Since this Fair is conducted on all India basis, the participating States will have an opportunity to know about the schemes and achievements of state of Tamil Nadu.

The Exhibition opens avenues for providing employment opportunities to many.

### **MINI EXHIBITIONS AT BLOCK LEVEL**

Government have conducted mini exhibitions in 385 Panchayat Unions in 32 Districts in the years from 2011 to 2016, to create awareness about the welfare schemes and achievements among the people and so far 20,90,360 persons benefited. Government have also proposed to conduct mini exhibitions in Panchayat Unions in the ensuing financial years to create awareness.

## **PHOTO EXHIBITIONS**

Photo Exhibitions are being conducted in all Districts during the festival season, functions of Hon'ble Chief Minister and other Ministers in which the Government assistances are distributed to the beneficiaries to create awareness about Government Welfare Schemes and achievements.

Every year, Photo Exhibitions are being conducted in all districts of Tamil Nadu to highlight the Government Schemes and Achievements. In the years from 2011 to 2016, about 15,28,050 persons have viewed these exhibitions. A sum of Rs.10,000/- is allocated to each District for conducting Photo Exhibition. It is also proposed to conduct Photo exhibitions in the ensuing financial years to create awareness among the people about Government's achievements and welfare schemes.

Moreover, mini multimedia publicity campaigns are also being organized in all Districts during the Collector's mass contact programmes.

### **VIDEO WALL - LED OUTDOOR DISPLAY UNIT**

In order to propagate Government achievements, schemes and notifications to the visiting public, one video wall – LED outdoor display unit at a cost of Rs. 20 Lakh has been procured and is being used at Government Exhibitions conducted in districts.

### **GOVERNMENT EXHIBITION GODOWN, M.S.CORRUGATED SHEETS AND STREET LIGHT POSTS (2011-2016)**

During the last five years, a Government Exhibition godown with modern facilities has been constructed at a cost of Rs.1.23 Crore in Salem. New M.S. Corrugated sheets and Street Light Posts have been purchased at a cost of Rs.1.35 Crore.

### **DISTRICT INFORMATION AND PUBLIC RELATIONS OFFICES**

The District Information and Public Relations Offices in all the 32 Districts form a vital part of the Information and Public Relations Department.

The District Information and Public Relations Officers disseminate information relating to the welfare schemes and activities and achievements of the Government besides creating awareness among the people through print and electronic media.

The District Information and Public Relations Offices play a major role in the activities of the Department of Information and Public Relations. Apart from publicising the details of Government schemes and achievements, the District Information and Public Relations Officers create awareness among the public so that the benefits of Government schemes reach the beneficiaries fully.

The District Information and Public Relations Officers release Government press releases and

photographs to media, organize video shows in places where people throng in large numbers, press conferences and publicity through local Cable TV Channels, Government functions, multi-media campaigns and mini exhibitions besides maintaining the Department's memorials.

### **INFORMATION CENTRES**

Information Centres are functioning in Chennai, Madurai, Tiruchirappalli, Thanjavur, Coimbatore and New Delhi.

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 in large scale by research scholars, teachers and students of schools and colleges.

### **STATE INFORMATION CENTRE, CHENNAI**

The Hon'ble Puratchi Thalaivi Amma issued orders for construction of a massive building for Kalaivanar Arangam along with a building for the State Information Centre in the Omandhurur Government Estate after it was demolished along with Kalaivanar Arangam in 2009. As per the orders of the Hon'ble Chief Minister, a new building for the State Information Centre was constructed on behalf of the Information and Public Relations Department at a cost of Rs.2.58 Crore behind the new Kalaivanar Arangam building in the Omandhurur Government Estate and the new building was declared open by the Hon'ble Puratchi Thalaivi Amma on 14.02.2016.

A library and a reading room is functioning in the State Information Centre. About 57,770 books on various subjects such as history, Tamil language and literature, biographies of leaders, children's books, science, political science, etc., are available

here. In the reading room of the State Information Centre, Tamil and English daily newspapers and periodicals are kept for the benefit of the public. Periodicals and newspapers are preserved for future reference by the Government.

Proceedings of the Tamil Nadu Legislative Assembly, publications of the Assembly and Government publications are available here for reference. Reference materials are provided to Hon'ble Ministers and officials as and when required. Notes for Government functions organised by the Department of Information and Public Relations are also given. Necessary reference books are also made available to Tamilarasu for information. Many readers, both public and students make use of this facility everyday.

#### **REGISTRATION OF BOOKS**

The Director of Information and Public Relations is the Registrar of Books as per the Newspapers and Books Registration Act, 1867.

Two copies of all the books published every year are received from publishers and registered in this office.

#### **MODERNISATION OF LIBRARY**

Modernisation of the library is being carried out with an allocation of Rs.10.50 Lakh by installation of Photo Copier, Book racks, Computer with the required software for easy retrieval of books and to provide drinking water facilities to the centre.

## CONCLUSION

Soon after the victorious general elections of 2016 to the Tamil Nadu Legislative Assembly, changing the 32 year political history and after assuming office for the second time continuously, Hon'ble Puratchi Thalaivi Amma while thanking the pople of Tamil Nadu for her glorious victory, conveyed that she will work with renewed vigour for the wellbeing of the people and show them her gratitude.

The Department of Information and Public Relations is resoved to work with vigour, enthusiasm and dedication to take the welfare schemes, development works and the achievements made through various departments to the people in order to fulfill the assurance given by Hon'ble Puratchi Thalaivi Amma, though she has departed from this world, to improve the lives of the people.

**Kadambur Raju**

Minister for Information and  
Publicity

### ANNEXURE-1

#### Budget Estimates 2017-2018

(Rupees in Thousands)

	2015-2016 Accounts	2016-2017 Budget Estimate	2016-2017 Revised Estimate	2017-2018 Budget Estimate
2059 PUBLIC WORKS	73,39	67,00	86,78	70,00
2220 INFORMATION AND PUBLICITY	87,27,21	65,54,05	73,87,51	71,45,37
2235 SOCIAL SECURITY AND WELFARE	87,86	1,03,50	1,03,50	1,03,50
2250 OTHER SOCIAL SERVICES	11,61	12,98	13,10	13,94
4220 CAPITAL OUTLAY ON INFORMATION AND PUBLICITY	3,98,26	1	---	---
<b>TOTAL</b>	<b>92,98,33</b>	<b>67,37,54</b>	<b>75,90,89</b>	<b>73,32,81</b>