

DEMAND No. 28

INFORMATION AND PUBLICITY

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INFORMATION AND PUBLICITY

POLICY NOTE

2012 – 2013

“This government is resolved and committed to give a clean, transparent, efficient and responsive administration. It is my dream that everybody in Tamil Nadu gets everything.”

- Hon'ble Chief Minister Puratchi Thalaivi Amma



“A well governed democratic Government is one, which provides everything to everybody. Only in such government, poor people can get all facilities on par with the well to do section of population.”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

Introduction

Creating awareness on the Government schemes and achievements among the public, making them understand the government schemes and ensuring that the benefits of the schemes reach the needy are the endeavours of the Information and Public Relations.

**“The loveless grab all for themselves
The loving give even their bones.”**

The loveless are selfish but the loving risk their life and render service says Thirukkural. The Hon'ble Chief Minister Puratchi Thalaivi Amma who cares for the Tamil language and the people of Tamil Nadu strives hard untiringly for the welfare of the people. The Information and Public Relations Department acts as the eyes and ears of the Government disseminating the information on the activities and welfare schemes of the government among the public, acting as a bridge of goodwill between the government and the public.

The Department of Information and Public Relations popularizes the welfare schemes and the benefits by various means. The Department endeavours

- To take the schemes announced by the Hon'ble Chief Minister and the Hon'ble Ministers to the people through various print and electronic media
- To create awareness on the schemes by organizing exhibitions and photo exhibitions
- To publicize the development schemes through artistic and informative advertisements

- To publish the schemes, developmental activities and achievements of the government in Tamilarasu and special publications
- To honour freedom fighters, Tamil savants and eminent leaders by organizing functions
- To honour the great leaders by constructing memorials so that the younger generation emulate their great qualities.
- To produce news reel bulletins on the government schemes and to screen them in rural areas and theatres
- To create future cine professionals by offering courses in technical aspects of film and television production.

Thus the Information and Public Relations department using the latest communication technology creates a feeling of nearness and direct communication between the remote villages of Tamil Nadu and the Secretariat.

**“Get not discouraged saying ‘It’s hard’
Efforts will bring due regard.”**

Keeping this in mind and following the direction of the Hon’ble Chief Minister Puratchi Thalaivi Amma who works tirelessly to take Tamil Nadu to the forefront, by the Department of Information and Public Relations rejuvenates itself to achieve its objectives.

“My aim is to make Tamil Nadu the *numero uno* state in all spheres of development and administration.”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

PRESS RELEASE SECTION

Press Release Section is an important section of the department of Information and Public Relations which functions 24 hours a day on all 365 days. The Press Release Section releases the announcements, achievements, press releases and press notes of the Hon'ble Chief Minister and Hon'ble Ministers, information on Government welfare schemes, development works, Government sponsored programmes and related photographs to the print and electronic media. They are sent by e-mail and fax to media numbering around 200 in order to reach out to the public instantaneously.

This Section also organizes the press conferences of the Hon'ble Chief Minister and Hon'ble Ministers. Important press releases containing Government announcements are sent to District Information and Public Relations Offices so that the media in the districts also publish them. This Section makes all the necessary arrangements for the media to gather news about the functions attended by Hon'ble Ministers and Secretaries and Collectors.

Besides, news and photographs of the Government functions and other programmes in the districts attended by Hon'ble Ministers are received by this section through the Information and Public Relations Offices concerned and are sent to the media at the headquarters, by this section.

JOURNALISTS' WELFARE

JOURNALISTS' PENSION

This scheme is being implemented since 1986. A monthly pension of Rs.5000/- was given to retired journalists in indigent circumstances who had served for 20 years and above. Hon'ble Chief Minister has enhanced this pension amount to Rs.6,000/- from 14.09.2011. A sum of Rs.45.00 lakhs was allocated for the pension during 2011-2012. Pension has been sanctioned to 109 journalists so far under this scheme.

JOURNALISTS' FAMILY PENSION

A monthly family pension of Rs.2500/- was given to the wife of a Journalist pensioner, on his death. Hon'ble Chief Minister has enhanced this amount to Rs.3000/- from 14.09.2011. So far wives of 25 deceased pensioners have been benefited under this scheme. A sum of Rs.5.40 lakh was allotted during 2011-2012 for this scheme.

JOURNALISTS' FAMILY BENEFIT FUND

Journalists' Family Benefit Fund is being given from the Chief Minister's Public Relief Fund to families of journalists who happen to die while serving as editor/sub-editor/reporter/photographer/proof-reader. The amount being paid are as follows:

Eligibility Criteria

No. of years served	Eligible Amount
5	Rs. 50,000/-
10	Rs.1,00,000/-
15	Rs.1,50,000/-
20	Rs.2,00,000/-

So far, families of 46 deceased journalists have been benefited.

JOURNALISTS' MEDICAL WELFARE FUND

Rs.1 crore has been allocated for this fund has been deposited with Tamil Nadu Power Finance and Infrastructure Development Corporation fetching an interest of Rs.83,333/- per month. A Journalist in service who suffers from serious illness is eligible for a sum of Rs.50,000/- for medical treatment.

GOVERNMENT RENTAL HOUSING SCHEME FOR JOURNALISTS

Tamil Nadu Housing Board is allotting rental quarters to journalists under special category. So far, 367 journalists have been allotted.

HOUSE SITES FOR JOURNALISTS

Under this scheme, 785 journalists have so far been provided with house sites at concessional rates.

ACCREDITATION CARDS FOR MEDIA

Press 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. These cards are issued to the journalists through the District Collectors in the districts.

PRESS PASS CARDS TO JOURNALISTS

Press Pass Cards are issued to journalists of periodicals on the recommendation of the Press Pass Recommendation Committee, constituted by the government.

FREE BUS PASSES TO JOURNALISTS

To enable journalists to collect news, free bus passes are issued valid for a year to travel in Government Transport Corporation buses are issued every year. This Department reimburses an approximate sum of Rs.55.00 lakh per year to the Transport Corporations to meet this expenditure.

Details of Free Bus Passes issued this year

S.No	Name of Identity Cards	Chennai	Districts	Total
1	Press Accreditation Cards	863 persons	113 persons	976 persons
2	Press Identity Cards	244 persons	689 persons	933 persons
3	Free Bus Passes	434 persons	1531 persons	1965 persons

NEWS AGENCIES

The news released by Press Trust of India and United News of India are received in the following places for 24 hours on all 365 days:

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

Press Room renovated

The Press room in the Secretariat was renovated at a cost of Rs.25 lakh, as ordered by the Hon'ble Chief Minister Puratchi Thalaivi Amma. This was declared open by the Hon'ble Chief Minister on 3.8.2011.



Online Facility for Uploading Video Clippings

To facilitate delivery of video clippings of Hon'ble Chief Minister's functions and Government programmes instantaneously to media from the Press Release Section in the Secretariat, an **online media exchange and supply chain management solution** established at a cost of Rs.50.00 lakh will be shortly inaugurated.

Media Centre

As ordered by the Hon'ble Chief Minister, a Media Centre established at an estimate of Rs.31.00 lakhs in the Secretariat will be shortly inaugurated to facilitate the media personnel to send their news and photographs to their concerns immediately.

**“People’s expectations are a Driving force
to this Government ”**

- Hon’ble Chief Minister Puratchi Thalaivi Amma

PHOTO SECTION

Colour photographs are taken with digital cameras and sent from the Secretariat by e-mail to about 200 media organizations simultaneously. Further, photographs of important functions are sent immediately to the media from the function site itself by using laptops with internet facility.

All function photographs are preserved for future use in CDs format. Already 75,000 rare negatives of photographs have been digitally scanned with suitable titles and preserved for easy retrieval at a cost of Rs. 13.25 lakhs. Further, 1.60 lakh negatives of photographs will be shortly digitally scanned and preserved.

Renovated Photo Gallery

Hon’ble Chief Minister inaugurated the photo gallery renovated at an estimate of Rs.14 lakhs on 06.01.2012 at the Secretariat main building. An average of 2,500 people watch these photographs daily.



High End Digital Cameras

Hon'ble Chief Minister provided 30 High End Digital Cameras to the district PROs at an estimate cost of Rs.89,85,000/- and 9 Canon Digital Still Cameras for Head Quarters at an estimate of Rs.22,50,000/- to improve the photographs.

“My dream or my aim is to make Tamil Nadu the numero uno state in all aspects of development. The dream becomes a reality when it is properly executed. Proper planning itself is half the task completed.”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

REFERENCE SECTION

The Reference Section brings to the notice of the Government the important news items published in newspapers and periodicals. This section consolidates the news clippings from dailies, periodicals and upcountry newspapers and submits them daily for the perusal of the Hon'ble Chief Minister. News clippings are also submitted to the Hon'ble Ministers, Chief Secretary and Secretaries to Government for perusal and necessary action. Important Tamil and English newspapers are preserved for future reference. They would be 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, digitalization of the old news papers, paper clippings under various headings viz, announcements speeches, interviews of the Hon'ble Chief Minister, welfare schemes, achievements, Government Orders, editorials, stories/essays, reviews/criticisms, statements of various leaders etc is being done at an estimate of Rs.75.00 lakhs.

“It is the duty of a good Government to honour the freedom fighters who fought for the freedom of the country and eminent leaders who toiled for the cause of social development and to pay our respects by constructing memorials in their honour for the younger generation to follow the ideals of these leaders”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

MEMORIALS

The Government has constructed memorials in honour of the great freedom fighters who sacrificed their lives for the freedom of the country and the Tamil savants who dedicated their lives for the linguistic rights and development of Tamil language, so that the younger generation is inspired to commit themselves to a path of noble ideals. The Department of Information and Public Relations has constructed 52 Memorials, 3 Arangams, 5 Commemoration Pillars and 1 Memorial Park and maintains them.

(A) MEMORIALS AND PLACES

S.No	MEMORIAL	PLACE
1	Perarignar Anna Memorial and Perarignar Anna Museum	Marina Beach, Kamarajar Salai Chennai
2	Bharat Ratna Dr.MGR Memorial and Museum	Marina Beach, Kamarajar Salai Chennai
3	Perunthalaivar Kamarajar Memorial	Sardar Vallabhbhai Patel Salai Guindy, Chennai
4	Periyavar M.Bhakthavatchalam Memorial	Sardar Vallabhbhai Patel Salai Guindy, Chennai
5	Gandhi Mandapam	Sardar Vallabhbhai Patel Salai Guindy, Chennai
6	Mahakavi Bharathiyar Ninaivu Illam	Thulasingam Perumal Koil Street Thiruvallikeni, Chennai

S.No	MEMORIAL	PLACE
7	Mootharignar Rajaji Memorial	Sardar Vallabhbhai Patel Salai Guindy, Chennai
8	Perunthalaivar Kamarajar Ninaivu Illam	Thirumalai Salai, Thiyagaraya Nagar, Chennai
9	Valluvar Kottam	Nungambakkam, Chennai
10	Mozhippor Thiyagigal Manimandapam	Sardar Vallabhbhai Patel Salai Guindy, Chennai
11	Thiyagigal Manimandapam	Sardar Vallabhbhai Patel Salai Guindy, Chennai
12	Rettamalai Seenivasan Manimandapam	Sardar Vallabhbhai Patel Salai Guindy, Chennai
13	Kanniyathendral Quaid-e-Milleth Muhammad Ismail Manimandapam	Near Quaid-e-Milleth Government Women's College, Chennai
14	Perarignar Anna Ninaivu Illam	Chinna Kanchipuram Kanchipuram district
15	Thiruppur Kumaran Memorial	Thiruppur, Thiruppur district
16	"Rationalist Poet" Udumalai Narayanakavi Manimandapam	Udumalaipettai, Thiruppur district
17	Thanthai Periyar Memorial	Vaikkom, Kottayam district Kerala State
18	Periyar - Anna Memorial	Erode, Erode district
19	Theeran Chinnamalai Manimandapam	Odanilai, Arachalur, Erode district
20	Mootharignar Rajaji Memorial	Thorapalli, Krishnagiri district
21	Vallal Adhiyaman Kottam	Dharmapuri, Dharmapuri district
22	Namakkal Kavignar Ramalingam Pillai Ninaivu Illam	Namakkal, Namakkal district

S.No	MEMORIAL	PLACE
23	Va.Ve. Subramaniam Memorial	Varahaneri, Thiruchirapalli district
24	Pattukkottai Kalyanasundaram Manimandapam	Pattukkottai, Thanjavur district
25	Thillayadi Valliammai Memorial	Thillaiyadi, Nagapattinam district
26	Thamizh Thatha Dr. U.Ve.Sa. Ninaivillam	Uthamathanapuram, Thiruvarur district
27	Thiyagi P. Srinivasa Rao Memorial	Thiruthuraipoondi, Thiruvarur District
28	Kaviarasu Kannadasan Manimandapam	Karaikudi, Sivagangai district
29	Thavathiru Kundrakudi Adigalar Manimandapam	Kundrakudi, Sivagangai district
30	Maruthupandiar Memorial	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 Illam	Virudhunagar, Virudhunagar district
36	Perunthalaivar Kamarajar Birth Centenary Manimandapam	Virudhunagar, Virudhunagar district
37	Mahakavi Bharathiyar Manimandapam	Ettayapuram, Thoothukudi district
38	Mahakavi Bharathiyar Illam	Ettayapuram, Thoothukudi district
39	Kappalottiya Thamizhan V.O.Chidambaranar Illam	Ottapidaram, Thoothukudi district

S.No	MEMORIAL	PLACE
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	Umarupulavar Memorial	Ettayapuram, Thoothukudi district
44	Kappalottiya Thamizhan V.O.C. Manimandapam	Tirunelveli, Tirunelveli district
45	Poolithevan Memorial	Nerkattumseval village Tirunelveli district
46	Tamil Scholar Caldwell Memorial	Idayangudi, Tirunelveli district
47	Pothuvudaimai Veerar P. Jeevanandam Manimandapam	Nagercoil, Kanniyakumari district
48	Gandhi Memorial	Kanniyakumari, Kanniyakumari district
49	Perunthalaivar Kamarajar Manimandapam	Kanniyakumari, Kanniyakumari district
50	Sathavathani Seiguthambi Pavalar Ninaivu Mandapam	Idalakudi, Kottar, Kanniyakumari district
51	Muthumandapam (in memory of Vikrama Raja Singan, the last Tamil King of Sri Lanka)	Vellore, Vellore district
52	Thiyagi Subramaniya Siva Memeorial	Papparapatti, Dharmapuri District

(B) ARANGAMS

S.NO	ARANGAM	PLACE
1	Rajaji Hall	Omanthurar Government Estate Anna Salai, Chennai
2	Anna Kalai Arangam	Vellore, Vellore district
3	Mahamaham Kalai Arangam	Kumbakonam, Thanjavur district

(C) COMMEMORATION PILLARS

S.NO	COMMEMORATION PILLAR	PLACE
1	Quit India Movement's Golden Jubilee Commemoration Pillar	Gandhi Mandapam Premises Sardar Vallabhbhai Patel Salai Guindy, Chennai
2	Golden Jubilee of Independence Commemoration Pillar	Near War Memorial, Kamarajar Salai, Chennai.
3	Golden Jubilee of Republic Commemoration Pillar	Near Gandhi Statue, Kamarajar Salai, Chennai

S.NO	COMMEMORATION PILLAR	PLACE
1	Sepoy Mutiny Commemoration Pillar	Vellore, Vellore district
2	Perunthalaivar Kamarajar Centenary Celebrations Commemoration Pillar	Virudhunagar, Virudhunagar district

(D) MEMORIAL PARK

1	Veerapandiya Kattabomman Memorial Park	Kayathar, Thoothukudi district
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(E) MEMORIALS UNDER CONSTRUCTION

S. NO	MEMORIAL	ESTI-MATE RS.	STATUS
1	Thamizhisai Moovar Manimandapam, Seerkazhi Nagapattinam district	1.51 crore	The construction is in progress. Work will be completed soon
2	Thiyagi Vanchinathan Manimandapam, Sengottai Tirunelveli district	50 lakh	The construction is in progress. Work will be completed soon
3	Freedom fighter Gopal Naicker Manimandapam, Virupatchi Dindigul district	69 lakh	The construction completed; installation of statue is in progress. Work will be completed soon
4	Freedom fighter Ondi Veeran Manimandapam, Palayankottai, Tirunelveli district.	49 lakh	The construction is in progress. Work will be completed soon
5	Omandur Ramasamy Reddiyar Manimandapam, Omandur Villupuram district	69 lakh	The construction completed; establishment of park is in progress. Work will be completed soon
6	Pattukottai Azhagirisami Manimandapam, Pattukottai Thanjavur district	58 lakh	Re-tender has been called for by the Public Works Department
7	Marshall Nesamani Manimandapam, Nagerkoil Kanyakumari district	48.70 lakh	Re-tender has been called for by the Public Works Department

WORKS IN PROGRESS

S. NO	WORKS	ESTI-MATE RS.	STATUS
1	Renovation of the memorials of Perarignar Anna and Bharath Ratna Dr. MGR	8.90 crore	Works in progress
2	Construction of Memorials for Sindhanai Chirpi Ma.Singaravelar and self respect leader N.Jeevarathinam		Government Order has been issued
3	Installation of the statue at Kaliyakkavilai for Mozhippor Thiyagi Chidambaranathan	8.75 lakhs	Works in progress
4	Installation of a statue for Mozhippor Thiyagi Keezhapazhur Chinnasamy in Tiruchirapalli district	9.00 lakhs	Works in progress
5	Renovating the Mahamaham Kalaiarangam in Kumbakonam	63.00 lakhs	Works in progress
6	Construction of ramps in major memorials	39.56 lakhs	Government order is to be issued
7	Installation of Close Circuit Television (CCTV) cameras in the memorials of Perarignar Anna and Bharat Ratna Dr.MGR	11.00 lakhs	Works in progress

- As announced by the Hon'ble Minister in the Tamil Nadu Legislative Assembly during the discussion on policy of the Information and Publicity for the year 2011-2012, orders have been issued for the creation of new posts for the maintenance of Mahamaham Kalaiarangam, Kumbakonam and eight new Manimandapams are being constructed.

“Tamil Nadu has the unique distinction of having abundant freedom fighters who sacrificed their lives for the cause of freedom and martyrs who broke the shackles of slavery” through non-violence.

- Hon'ble Chief Minister Puratchi Thalaivi Amma

GOVERNMENT FUNCTIONS

The Government of Tamil Nadu celebrates the birth days and observes the death anniversaries of freedom fighters who dedicated their lives for the Freedom of the country and Tamil savants who rendered yeoman service to Tamil language to educate the present generation about their greatness and sacrifices. On these occasions, His Excellency the Governor, Hon'ble Chief Minister, Hon'ble Ministers and other dignitaries pay floral tributes to the portraits.

FUNCTIONS / PROGRAMMES ORGANIZED AT CHENNAI

S.No	DATE	FUNCTIONS / PROGRAMMES
1	January 17	Birthday of Bharat Rathna Dr.MGR
2	January 23	Birthday of Netaji Subash Chandra Bose
3	January 30	Death Anniversary of Mahathma Gandhi
4	February 18	Birthday of Sindhanai Sirpi Singaravelar
5	April 14	Birthday of Dr.Ambedkar
6	April 17	Birthday of Freedom Fighter Dheeran Chinnamalai
7	April 27	Birthday of Sir Pitty Thiyagarayar
8	April 29	Birthday of Paventhar Bharathidasan
9	May 5	'Chitra Pournami' in memory of "Symbol of Tamil culture" Kannagi
10	June 5	Birthday of Kanniyathendral Quaid-e-Milleth Muhammad Ismail
11	June 24	Birthday of Kaviarasu Kannadasan
12	July 7	Birthday of Rettamalai Seenivasan
13	July 15	Birthday of Perunthalaivar Kamarajar

S.No	DATE	FUNCTIONS / PROGRAMMES
14	July 17	'Thiyagigal Dhinam' (i) Thiyagi Arya alias Bhashiyam (ii) Thiyagi Sankaralinganar (iii)Thiyagi Shenbagaraman
15	September 5	Birthday of Kappalottiya Tamizhan V.O. Chidambaranar
16	September 15	Birthday of Perarignar Anna
17	September 17	Birthday of Thanthai Periyar
18	September 29	Birthday of former Mayor Sivaraj
19	October 2	Birthday of Annal Gandhi Adigal
20	October 30	Birthday of Pasumpon Muthuramalinga Thevar
21	November 8	Birthday of Veeramamunivar
22	November 14	Birthday of Pandit Jawaharlal Nehru
23	November 23	Birthday of Kavignar Suratha
24	December 10	Birthday of Mootharignar Rajaji
25	December 11	Birthday of Mahakavi Bharathiyar

The Hon'ble Chief Minister ordered to celebrate the valedictory of the centenary celebration of Mother Teresa on behalf of the Government and centenary of the first south Indian woman film director and actress T.P.Rajalakshmi. Accordingly the valedictory function of the centenary of Mother Teresa was celebrated on 08.04.2012 and the centenary of T.P.Rajalakshmi will be celebrated shortly.

FUNCTIONS ORGANIZED AT DISTRICTS

S.No	DATE	FUNCTIONS / PROGRAMMES	PLACE
1	March 30	Birthday of Rebel Muthuramalinga Sethupathi	Ramanathapuram district
2	March 31	Birthday of Veeran Azhagumuthukone	Kovilpatti, Thoothukudi district
3	April 16	Birthday of Veeran Sundaralingam	Gavarnagiri, Thoothukudi district

S.No	DATE	FUNCTIONS / PROGRAMMES	PLACE
4	May 4	Birthday of Veerapandiya Kattabomman	Panchalakuruchi Thoothukudi district
5	May 23	Birthday of Perumpidugu Mutharaiyar	Tiruchirapalli district
6	July 31	Birthday of Sathavathani Seiguthambi Pavalar	Kanniyakumari district
7	August 2 & 3	Valvil Ori Festival	Kollimalai Namakkal district
8	August 2 (Adi 18)	Death anniversary of Dheeran Chinnamalai	Odanilai, Archalur Erode district
9	September 5	Birthday of Kappalottiya Thamizhan V.O.Chidambaranar	Ottapidaram Thoothukudi district
10	September 15	Birthday of Perarignar Anna	Erode district
11	September 17	Birthday of Thanthai Periyar	Erode district
12	October 2	Birthday of Mahathma Gandhi	All districts
13	October 4	Birthday of Thiyagi Subramanya Siva	Pappalapatti Dharamapuri district
14	October 24	Death anniversary of Marudhupandiyar	Tirupattur Sivagangai district
15	October 30	Birthday of Pasumpon Muthuramalinga Thevar	Pasumpon Ramanathapuram district
16	December 10	Birthday of Mootharignar Rajaji	Thorapalli Krishnagiri district
17	December 11	Birthday of Mahakavi Bharathiyar	Ettayapuram Thoothukudi district

“Status of a country is determined only by the strength of the knowledge not by the military power or economic power. Information Technology is equal to human intelligence and this has primarily brought India to the forefront”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

ADVERTISEMENT

The Department of Information and Public Relations releases advertisement on Government policies, schemes, activities, achievements and tenders for work in dailies and periodicals.

The release of all the advertisements of Government Departments, Boards, Universities, Corporations and Undertakings are centralized through this Department. The advertisements are released based on their importance, the target group and the target area. Advertisements are also released in Indian Trade Journals.

TENDER AND DISPLAY ADVERTISEMENTS

Tender and display advertisements are released through the National Informatics Centre, on the Government website www.tn.gov.in, so that these advertisements reach the public. Tender forms can be downloaded free of cost from the website www.tenders.tn.gov.in.

As the Government advertisements are released in newspapers as well, transparency in Government administration is ensured. It facilitates participation by all eligible persons in Government tenders.

Tender Bulletins

The State and the 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 Tenders Rules 2000 framed thereunder.

The Tender Bulletins are published in the website as well i.e www.tn.gov.in. The tender advertisements released from headquarters are released in State Tender Bulletin and those at District level are released in District Tender Bulletins. Decisions taken on the tenders are also published in these bulletins.

“My duty is to continue working unmindful of praise or criticism. I will continue to work considering the growth of Tamil Nadu and Tamil people as mine

- Hon'ble Chief Minister Puratchi Thalaivi Amma

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

Film Awards

The Government of Tamil Nadu, presents Film Awards to the best Tamil feature films, best actors, best actresses and technicians to encourage the Tamil Film Industry. The Government constitutes a committee to select these best feature films, best artistes and technicians.

The following awards are presented every year to the best films selected by this Committee :

- | | | | |
|---|---------------|---|---|
| 1 | First Prize | - | a Cheque for Rs.2 lakh, a Memento and a certificate |
| 2 | Second Prize | - | a Cheque for Rs.1 lakh, a Memento and a certificate |
| 3 | Third Prize | - | a Cheque for Rs.75,000/-, a Memento and a certificate |
| 4 | Special Prize | - | a Cheque for Rs.75,000/-, a Memento and a certificate |

Another special prize comprising of a cheque for Rs.1.25 lakh, along with a memento and a certificate is awarded to a Tamil film which portrays the dignity of women.

A five sovereign gold pendant, a memento and a certificate are presented to the best actors, actresses and technicians. Awards are also given to best Dubbing Artists (both male and female), best Character Artists (both male and female), best comedy artists (both male and female).

VETERAN AWARDS

Veteran awards are presented in the name of Arignar Anna, Kalaivanar N.S. Krishnan, Thiyagaraja Bhagavathar, Raja Sandow, Makkal Thilagam MGR, Kavignar Kannadasan and Nadigar Thilagam Sivaji Ganesan, who left indelible impressions through their writing / acting skills, in the history of Tamil Film Industry.

GOVERNMENT FILM SUBSIDY

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 lakhs.

SMALL SCREEN AWARDS

The artistes appearing in television programmes are also honoured. Small Screen Awards are presented every year to Best Tele Serial, actors, actresses and technicians too.

1	Best mega serial - First Prize	a cheque for Rs.2 lakh, a memento and a certificate
2	Best mega serial - Second Prize	a cheque for Rs.1 lakh, a memento and a certificate
3	Best weekly serial -	a cheque for Rs.1 lakh, a memento and a certificate

Besides, 3 sovereign gold pendant, a memento and a certificate are presented every year to the Best Story Writer, Best screenplay writer, Best Dialogue Writer, Best Director, Best Cinematographer, Best Editor, Best Hero, Best Heroine, Best Character Artist (male and female), Best Villain (both male and female), Best Child Artist, Best Music Director, Best Dubbing Artist (both male and female) and Best Special Effects Technician.

A cheque for Rs.1.00 lakh, a memento and a certificate are given every year to Best Achiever of the year and Best Lifetime Achiever.

The Government of Tamil Nadu gave a grant of Rs.25.00 lakh for the 9th Chennai International Film Festival.

“My wish is that the Welfare schemes implemented by the Government of Tamil Nadu should become popular, poverty should be eradicated and all deserving people should receive the benefits of the schemes.”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

CINE WORKERS WELFARE BOARD

Members of 41 Associations of Tamil film industry are eligible for membership of the Tamil Nadu Cine Workers Welfare Board. Till date, about 18,000 members have enrolled.

Members of this board and their families are eligible for the following benefits:

S. No	Welfare Schemes	Amount (Rs)
1	Financial assistance in the event of Death due to accident Disability due to accident	1,00,000/- 10,000 to 1,00,000/-
2	Financial assistance in the event of Natural Death	15,000/-
3	Financial assistance for Funeral	2,000/-
4	<u>Financial Assistance for Education</u> Girls Studying 10 th std Students who passed 10 th std Students studying ITI / Polytechnic	1,000/- 1,000/- 1,000/-
	I.T.I / Poly Technic Course with hostel facilities	1,200/-
	Girls studying 12 th std Students who passed 12 th std	1,500/- 1,500/-
	Under Graduate students	1,500/-
	Under Graduate students with hostel facilities	1,750/-
	Post Graduate & Technical Education students	2,000/-
	Post Graduate students with hostel facilities	3,000/-

Sl. No	Welfare Schemes	Amount (Rs)
	Technical Under Graduate students with Hostel facilities	4,000/-
	Technical Post Graduate students	4,000/-
	Technical Post Graduate students with Hostel facilities	6,000/-
5	Marriage Assistance	2,000/-
6	Maternity Assistance	6,000/-
7	Abortion / D&C	3,000/-
8	Assistance for spectacles	500/-
9	Monthly Pension for senior citizens	400/-

Last year, the Hon'ble Chief Minister has allocated a sum of Rs.49,12,314/- (Rupees Forty nine lakhs twelve thousand three hundred and fourteen only) for giving assistance and for the functioning of the Cine Workers Welfare Board. Applications from members of Cine Workers Welfare Board seeking various assistances have been processed and a total sum of Rs.11,78,250/- (Rupees Eleven lakhs seventy eight thousand two hundred and fifty only) have been sanctioned for 429 members.

“Your love and affection give me immense strength to break all the barriers. People’s power is absolute. My unstinted belief is that the power of people surpasses all other powers like electric power, magnetic power and atomic power”

- Hon’ble Chief Minister Puratchi Thalaivi Amma

TAMIL NADU FILMS DIVISION

NEWS COVERAGES

Tamil Nadu Films Division covers all Government functions participated by the Hon'ble Chief Minister and Hon'ble Ministers throughout Tamil Nadu and releases them in the form of video news magazines throughout the State.

VIDEO NEWS MAGAZINE PRODUCTION

Tamil Nadu Films Division produces Video News Magazines in C.D format containing the programmes of important welfare schemes, announcements and development activities of the Government. These Video News Magazines are sent to all the District Information and Public Relations Offices for field publicity through video vans in places where people gather in large numbers.

So far Tamil Nadu Films Division has produced 123 Video News Magazines. During last one year, 9 Nos. of Video News Magazines were produced.

VIDEO NEWS MAGAZINES (2011-2012)

- 1 Blossom of Golden Rule of Amma
- 2 100 day achievements of the Government
- 3 Orders to the people who voted for change
- 4 Independence Day 2011

- 5 Budget to uplift the downtrodden
- 6 Benevolent Schemes for People's Welfare
- 7 'Thane' cyclone relief measures
- 8 Enormous Achievements of Amma in School Education
- 9 People's Government for Fisherman Welfare

FILM NEWS REEL

Video News Magazines are compiled with 10 minutes duration and transferred into 35 mm film. After obtaining the Censor Certificate from the Central Board of Film Certification, 147 prints are taken in 35 mm film. It is released through the Films Division, Government of India, Chennai and Madurai Branches to all the theatres in Tamil Nadu.

So far Tamil Nadu Films Division has produced 459 News Reels/Documentaries. During last one year, seven Film News Reels were produced.

FILM NEWS REEL (2011-2012)

- 1 Blossom of Golden Rule of Amma
- 2 100 day achievements of the Government
- 3 Orders to the people who voted for change
- 4 Independence Day 2011
- 5 Budget to uplift the downtrodden
- 6 Benevolent Schemes for People's Welfare
- 7 'Thane' cyclone relief measures

THANE RELIEF MEASURES – NEWS MAGAZINE

A short film on Thane Relief measures was produced and screened in all theatres in the State and in villages through the video vans and District Information and Public Relations Office to enlighten the people. This short film depicting the visit of the Hon'ble Chief Minister to the Cyclone affected areas, distribution of relief assistance and the rebuilding works undertaken on a war-footing was welcomed and appreciated by the public.

JINGLES

The Tamil Nadu Films Division produces jingles of 20 seconds duration to attract the minds of the people and create a deep impression on the Government Schemes.

During 2011-12, 11 Jingles have been produced under the caption "Tamil Nadu moving again towards the path of progress". The details of the Government schemes in the Jingles are as follows:

- 1 Priceless Rice
- 2 Old Age Pension
- 3 6 months Maternity leave for women in Government service
- 4 Assistance to Fisherman during ban period
- 5 Marriage Assistance Scheme
- 6 Marriage Assistance Scheme for educated women
- 7 Priceless Mixie, Grinder and Electric Fan
- 8 Milching Cows and four Sheep at no cost
- 9 Chief Minister's Comprehensive Extended Medical Insurance Scheme
- 10 Priceless laptops
- 11 Chithirai Beginning of Tamil New Year

Qube

With the technological advancement present day films are screened in theatres through satellites and Qube Digital Technology as times have changed from the use of projector with carbon sticks. More than 60% of the theatres in Tamilnadu have been upgraded to the Qube Technology. Since Video magazines of Tamilnadu Films Division were produced in 35 mm films so far, it was impossible to screen them in theatres having Qube Digital Technology. Starting from the "Thane Relief measures" video magazine Hard Discs are being supplied to enable screening Films Division films in all theatres containing Qube Technology. Through this, the 100% screening of Tamil Nadu Films Division Newsreels in all theatres in Tamilnadu has been ensured, paving the way for the message of Hon'ble Chief Minister's functions, Welfare assistance and Government schemes to reach the people.

“Training seasons a person. A person can perform better if she or he is well trained in her or his field”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

MGR GOVERNMENT FILM AND TELEVISION TRAINING INSTITUTE

MGR Government Film and Television Training Institute is an advanced Technical Training Institute imparting Film Techniques and aesthetics of Film and Television Production and Allied Subjects and Film Appreciation.

It is one of the three major institutes in India. The other two are Film and TV Institute of India, Pune, and Sathyajit Ray Film and Television Institute, Kolkata.

This Institute is run by the Government of Tamil Nadu and is functioning under the administrative control of the Director of Information and Public Relations.

DIPLOMA COURSES

Three year diploma courses are offered in the following subjects:

- 1 Screenplay & Direction
- 2 Cinematography
- 3 Sound Recording and Sound Engineering
- 4 Film Editing
- 5 Film Processing

All the Diploma Courses offered are approved by the All India Council of Technical Education (AICTE), New Delhi.

Any degree will be a prerequisite qualification for admission in Screenplay and Direction Course and for the other courses, a pass in

Higher Secondary is the qualification. Fourteen students are admitted in each discipline.

Notification for admission to courses is published in leading Tamil and English newspapers and admissions commence in July of every academic year. Tuition fees of Rs.10,000/-, Special fees of Rs.1,500/- and Development fees of Rs.1,000/- are collected from the students.

Financial Support For Students

Final year students from different branches form 14 units and each unit is trained to produce short films. The Government sanctions a sum of Rs.14.00 lakhs for the production of students Diploma Film every year. The Hon'ble Chief Minister Puratchi Thalaivi Amma has raised the reimbursement of cost for the production of Students Diploma Films from Rs.8000/- to Rs.15000/- per film from the financial year 2011-2012.

Short Film Award

The Government of Tamil Nadu appreciates and encourages the students by presenting an award titled "MGR Government Film and Television Training Institute Award" which consists of One Sovereign Gold Medal, Cash Award of Rs.5,000/- and a memento to the Best Director, Best Cinematographer, Best Editor, Best Sound Recordist and Best Film Processor of the Short Films produced.

Financial Support for Film Festival

The Government also sanctions a sum of Rs.75,000/- per annum to enable students to send their short films to National and International film festivals.

AC Shooting Floor

Hon'ble Chief Minister opened on 6.1.2012 the Air-conditioned Shooting floor renovated at a cost of Rs.1.43 crores at MGR Government Film and Television Training Institute, Film Producers and Small Screen

producers can avail this facility besides the students of the Institute, who can observe the shooting process, get to know the latest equipments and technology and also interact with the shooting crew. This Air-conditioned shooting floor measuring 120' length and 60' wide has been installed with facilities for best sound/light recordings. This shooting floor is the largest in Tamilnadu equipped with 2 small shooting halls, 3 make-up rooms, equipped costume hall and parking. Film Producers and small screen producers can make use of this shooting floor at the fee prescribed by the Government.



“If a state has to economically prosper, the human resource development, precisely knowledge based human resource development has to be given of most priority”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

CINEMA, VIDEO AND CABLE TELEVISION NETWORKS

Among other industries, Film Industry is one of the industries in Tamil Nadu which contributes considerable revenue to the Tamil Nadu Government. Films in different languages like Tamil, Malayalam, Telugu, Kannada and Hindi are produced in Tamil Nadu. The Cinema Industry contributes income to the local bodies also. Further, Cinema industry provides employment opportunities to several thousands of Cinema artists and technicians. To regulate the cinema industry, the Government of Tamil Nadu had enacted the Tamil Nadu Cinemas (Regulation) Act 1955.

This Act provides for grant of licences to private individuals for exhibition of films in cinema houses. As per the provisions of the Act, the Collector is the Licensing Authority in the districts and in respect of Chennai, the Commissioner of Police is the Licensing Authority. The Joint Commissioner of Land Administration is the Appellate Authority and the Government is the Revisional Authority against the decision of the Appellate Authority. Apart from the above act, the Tamil Nadu Cinema (Regulation) Rules' 1957 were framed to provide proper maintenance of cinema theatres, including structural soundness of buildings with basic amenities etc.

There are 1056 Cinema Theatres functioning in Tamil Nadu. The categories are given below: -

S. No	Category	Number of Theatres
1	Permanent Cinema Theatres (including Multiplex Theatres)	992
2	Semi-Permanent Cinema Theatres	41
3	Touring Cinema Theatres	20
4	Open Air Cinema Theatres	03
	Total	1056

CABLE TELEVISION NETWORK SYSTEM:-

The Cable Television Network (Regulation) Act' 1995 (Central Act), regulates the Cable Television Network all over India. As per the amended Cable Television Network (Regulation) Act of 2000 (Act of XXXVI of 2000), District Magistrates, Sub-Divisional Magistrates and all Police Commissioners have been designated as Authorised Officers to take action against offending Cable Television Operators for contravening section 3, 5, 6 and 8 of the Act. Accordingly the Government of Tamil Nadu have issued notification. The Commissioner 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 Sub-Divisional Officers in their respective local limits of police jurisdiction have been authorized to take action against offending the Cable Television Networks (Regulation) Act' 1995. Further, the Government of Tamil Nadu has issued the instructions to all the District Collectors / Commissioner of Police / Superintendent of Police for strict enforcement against the wrong doers who violates the above said act. The Government of India by its notification dated 09.01.2004 have entrusted the Cable services under the purview of Telecom Regulatory Authority of India (TRAI).

VIDEO ACT AND RULES

The Tamil Nadu Exhibition of Films on Television Screen through the 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 of Tamil Nadu. This Act provides for the grant of license 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 acts as 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. The service of this cell is also being utilized to check the violations relating to the Copy Right Act / Information Technology Act 2000. There are twelve units of Video Piracy Cell functioning now. The details of cases registered, number of accused and the value of properties seized etc., by the Video Piracy Cell from the year 2004 to 2011 are as follows: -

CASES REGISTERED BY THE VIDEO PIRACY CELL FROM THE YEAR 2004 TO 2011

Year	No. of cases registered by the Video Piracy Cell	No. of accused in these cases	Value of properties seized by the Video Piracy Cell (Rs.)	No. of offence 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

“My heart is endowed with the strength to crush any hurdle blocking the growth and prosperity of the people of Tamil Nadu. ”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

TAMIL ARASU

TAMIL ARASU MAGAZINE

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

Speeches of His Excellency the 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 its implementation, Government welfare assistance, detailed write ups on development of schemes in the districts, success stories of the beneficiaries and Government Orders of Public importance are published in Tamil Arasu magazine. Articles on women's welfare, healthcare, medicine, blood donation, AIDS awareness, Government schemes, Tamil literature, short stories and poems are also published in Tamil Arasu.

SPECIAL PUBLICATIONS

Special Publications containing speeches of Hon'ble Chief Minister, both in Tamil and English, are published and sent to districts for distribution to the public. Apart from this, special publications portraying the biographies of leaders and other great personalities, posters, pamphlets, invitation cards for Government functions and brochures on developmental activities are also

printed at Tamil Arasu Press. Further, applications and forms relating to other sections of this department are also printed here.

100 DAYS ACHIEVEMENTS SPECIAL PUBLICATION

The present Government's department-wise achievements in 100 days were compiled and printed as a special publication in art paper and distributed to the public at no cost.

ONE YEAR ACHIEVEMENT SPECIAL PUBLICATION

A Special Publication containing One year Achievements of this government under the leadership of Hon'ble Chief Minister Puratchi Thalaivi Amma will be published soon.

TAMIL ARASU SUBSCRIPTION

The total number of subscriptions is 63,775 out of which 57,112 are life subscriptions.

“My Government is taking several measures to provide assistance to the poor on one side and uplift their economic status to fulfill their needs by themselves on the other”

- Hon'ble Chief Minister Puratchi Thalaivi Amma

EXHIBITION SECTION

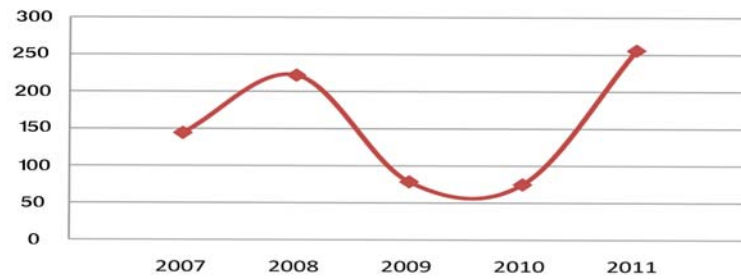
Government Exhibitions

Government exhibitions are organized to enable people to easily understand the schemes, achievements and activities of the Government as exhibitions draw people in large numbers. Visual displays are grasped easily by mind and hence reach a larger audience. These exhibitions are organized in district headquarters during festive seasons and holidays so that a large number of people will be able to see the exhibition and benefit.

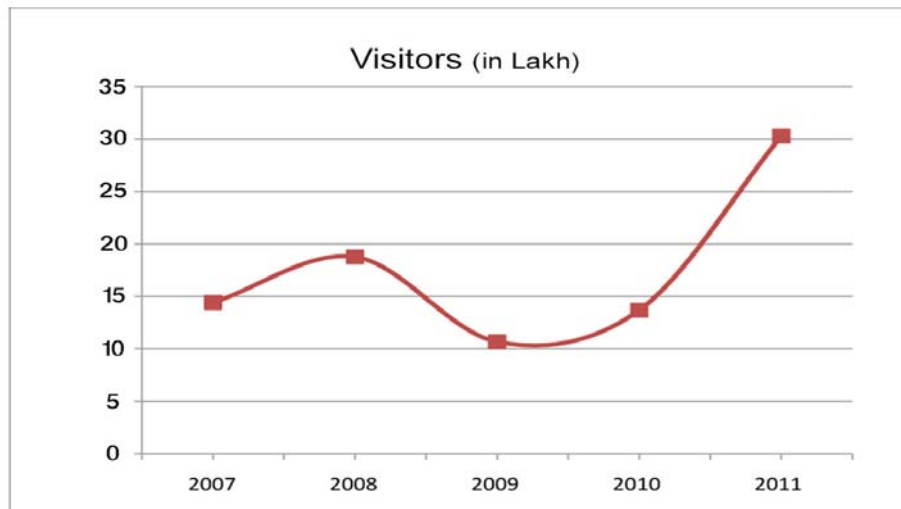
Central and State Government Departments, public sector undertakings and private concerns take part in these exhibitions. The Government Exhibitions apart from creating awareness among the people regarding Government schemes and achievements and entertaining the general public, provide employment opportunities. Various cultural programmes are being organized in the exhibitions which benefit artistes who live in impoverished conditions. Best pavilions of the Government departments are awarded prizes. So far, 135 Government Exhibitions have been organized by the Information and Public Relations Department and a sum of Rs.2608.69 lakh has been earned as profit for the Government.

The details of Revenue earned and number of visitors to the Government exhibitions during the last five years are graphically detailed below: -

Revenue (Rs.in Lakh)



Visitors (in Lakh)



Government exhibitions are organised every year in Coimbatore, Madurai, Salem, and were organized once in two years in Vellore and Tirunelveli. As ordered by the Hon'ble Chief Minister Puratchi Thalaivi Amma, necessary actions are being taken to organize exhibitions every year in Vellore, Tirunelveli, Thanjavur, Tiruchirapalli, Thiruvannamalai and Thoothukkudi.

Accordingly, a Government exhibition was held in Tiruchirapalli for 45 days from 12.1.2012 to 28.2.2012. Rs.46.50 lakhs has been earned as revenue from this exhibition.

Presently Government exhibitions organized in Madurai is 137th exhibitions.

PRIVATE EXHIBITIONS

The department of Information and Public Relations frames rules and regulations for the conduct of private exhibitions for the benefit and recreation of the public and grants permission for holding private exhibitions on the recommendations of the District Collectors concerned.

ANNUAL FLOWER FESTIVAL AT NEW DELHI

Every year this Department represents Government of Tamil Nadu in the Annual Flower Festival (Phool Walon-Ki-Saire) organized for the promotion of National Integration and Religious Harmony at New Delhi. Tamil Nadu bagged the first price in the flower festival held during November, 2011.

REPUBLIC DAY PAGEANTRY PROCESSION

The Information and Public Relations Department participates in the pageantry procession at the Republic Day Celebrations in Chennai and New Delhi every year. This department co-ordinates the procession of the pageantry of floats in the Republic Day Celebrations in Chennai. The float of Information and Public Relations Department displaying photographs of Hon'ble Chief Minister with the eminent leaders received the first prize for the best display of Government schemes in the Republic Day celebrations held in 2012.

INDIA TOURIST – INDUSTRIAL TRADE FAIR

This Department participates in the All India Tourist and Industrial Trade Fair (Island Grounds) in Chennai every year where the policies, activities and achievements of the Government with photographs and models are displayed.

INDIA INTERNATIONAL TRADE FAIR

This department also participates every year in India International Trade Fair, New Delhi displaying the aims, activities and achievements of

the State Government. The Government earns revenue through these exhibitions besides providing employment opportunities to thousands of people.

MULTIMEDIA PUBLICITY CAMPAIGNS

Multimedia Publicity Campaigns and mini-photo exhibitions are conducted in all districts by coordinating various departments of the Government vividly explaining the schemes, policies and achievements of the Government to the people. Publicity is also done through various cultural programmes during multimedia campaigns.

As ordered by Hon'ble Chief Minister to organize multimedia campaign, in district, no Government exhibition is held, multimedia campaigns have been successfully completed with an allocation of Rs.2.50 lakhs for each district. 7,94,352 persons have visited campaign and benefited.

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

MINI EXHIBITIONS AT BLOCK LEVEL

As ordered by the Hon'ble Chief Minister, Block level mini exhibitions are being organized in each district in order to disseminate information on the Government's welfare schemes and achievements among the people. A sum of Rs.38.50 lakhs was allocated at the rate of Rs.10,000/- per Panchayat Union. During 2011-2012 mini exhibitions have been conducted in 97 Panchayat Unions in 31 districts. 4,02,100 people visited and were benefited.

PHOTO EXHIBITIONS

Photo exhibitions on the Government's welfare schemes and achievements are being organized during festivals in each district and

during Government functions for distribution of welfare assistance to beneficiaries by the Hon'ble Chief Minister and Hon'ble Ministers.

PHOTO EXHIBITIONS CONDUCTED DURING FESTIVALS

S.No	FESTIVALS	PLACE, DISTRICT
1	Summer festival - flower show	Yercaud, Salem
2	Fruit show	Sims park, Nilgiris
3	Chandirasudeswarar temple Car festival	Hosur, Krishnagiri
4	Mango exhibition	Krishnagiri
5	Vavupali exhibition	Kuzhithurai, Kanniyakumari
6	Summer festival	Elagiri, Vellore
7	Saral festival	Kutralam, Tirunelveli
8	Summer festival	Javvadu hills, Tiruvannamalai
9	Karthikai theppa thiruvizha	Tiruvannamalai
10	Sundaramahalingam temple festival	Saduragirimalai, Madurai
11	Valvil Ori vizha	Kollimalai, Namakkal
12	Summer festival	Kalvarayan Hills , Villupuram
13	Punitha Annai Arokkiya Matha festival	Velankanni, Nagapattinam
14	Arulmigu Subramaniaswamy temple Aadi kiruthikkai festival	Thiruthani, Thiruvallur
15	Panimaya Matha Koil festival	Thoothukudi
16	Gurunatha swamy festival	Anthiyur, Erode

As ordered by the Hon'ble Chief Minister to organize photo exhibitions in all the 32 districts, each district was allocated a sum of Rs.10,000/- during 2011-2012 and photo exhibitions were conducted in all the districts on 24.2.2012. 2,74,400 persons visited and were benefited.

“People’s high lifestyle is the sign of a developed state. The economy of a state has to be improved to make the people prosperous. Human Resource Development paves way for economic development. Development of social capital of the state encourage the economic development”

- Hon’ble Chief Minister Puratchi Thalaivi Amma

DISTRICT INFORMATION AND PUBLIC RELATIONS OFFICES

The 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 of the Government besides creating awareness among the people through print and electronic media.

The District Information and Public Relation 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 memorials.

With a view to facilitate the work of the Information and Public Relations Officers in the districts, the district offices have been upgraded with necessary infrastructure.

New vehicles

The Hon'ble Chief Minister Puratchi Thalaivi Amma handed over 34 vehicles viz, 16 Bolero jeeps, 17 Tempo Traveller Video vans and 1 Toyota Innova purchased at an estimate of Rs.2,29,74,000/- for the office of the I & PRO in districts and headquarters, at Secretariat on 3.3.2012.



INFORMATION CENTRES

Information Centres are functioning in Chennai, Madurai, Tiruchirapalli, Thanjavur, Coimbatore and New Delhi. Books, newspapers and periodicals are made available in these Information Centres for the use of school and college students, teachers and research scholars.

STATE INFORMATION CENTRE, CHENNAI

The State Information Centre, which was located in Omanthurar Govt. Estate, Chennai has been shifted to the first floor of Bharathiyar Illam, Triplicane. A library and a reading room are functioning in this Centre.

Books on various subjects such as history, biographies of leaders, children's books, science, politics, etc are available. Proceedings of the Tamil Nadu Legislative Assembly, publications of the Assembly and Government publications are available here for reference. In the reading room of the State Information Centre, Tamil and English daily newspapers and periodicals are kept for the public to read. Many readers make use of this facility every day.

Periodicals and newspapers are preserved for future reference by the Government. Reference materials are provided to Hon'ble Ministers and officials as and when required. Necessary reference books are also made available to Tamil Arasu for information.

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.

CONCLUSION

**“We will stand united! Work tirelessly!
We will not give away the rights of
Tamil Nadu in any way in any
circumstance. We will bring new
golden era again”**

is the firm declaration of our **Hon’ble Chief Minister Puratchi Thalaivi Amma** for the development of Tamil Nadu.

In tune with the sprit **Hon’ble Puratchi Thalaivi Amma**, the department of Information and Public Relations would execute the task of taking the welfare schemes and achievements of the government to the people with devotion, dedication, and determination.

**“Kindness, intelligence and astute eloquence
These three are an envoy’s essential traits.”**

Kindness, intelligence and power of expression are the three essential qualities of an ambassador, says Thirukkural. The department of Information and Public Relations will continue serve the Government with the virtues of kindness, intelligence and eloquence disseminating information on the schemes and achievements of the Government in concise and apt language and act as a goodwill bridge between the Government and the people.

**K.T. Rajenthra Bhalaji
Minister for Information and
Special Programmes Implementation**

Budget Estimates 2012-2013		Annexeure-1			
		Rupees in Thousands			
		2010-2011 Accounts	2011-2012 Budget Estimates	2011-2012 Revised Estimates	2012-2013 Budget Estimates
2059	PUBLIC WOKS	86,34	72,43	1,17,43	75,00
2220	INFORMATION AND PUBLICITY	43,04,72	43,86,62	50,23,97	46,32,48
2235	SOCIAL SECURITY AND WELFARE	15,26	52,20	50,40	63,00
2250	OTHER SOCIAL SERVICES	8,08	8,35	7,98	8,73
TOTAL		44,14,40	45,19,60	51,99,78	47,79,21