20. INFORMATION AND PUBLICITY
Introduction

The Department of Information and Public Relations acts as the liaison between the people and the Government. This department disseminates information relating to all welfare schemes to the people, achievements of the Government, strives to develop goodwill and cooperation between the people and the Government.

Press Release Section functions round the Clock, 365 days, to disseminate information regarding announcements of the Government to the people through media. Exhibition wing organizes exhibitions displaying the achievements of the Government in a captivating manner. Advertisement Section is the nodal agency for the publication of pilot schemes and advertisements of all departments and public sector undertakings. Tamil Arasu magazine disseminates information regarding the measures and achievements of the Government through print media. Memorial Section organizes functions to honour freedom fighters and Tamil savants who have dedicated their lives for the betterment of our Nation and Tamil language. Reference Section provides news clippings from dailies and periodicals to the Hon'ble Chief Minister, Hon'ble Ministers, and Secretaries to Government and Heads of Department. Information Centres at State level in Chennai and six important places are of immense value to the students, research scholars and general public. Tamil Nadu Films Division produces newsreels, documentaries and short films explaining the achievements of the Government. MGR Government Film and Television Institute imparts technical know-how in production of feature films and television programmes to the students.

Review of Eleventh Plan

The vision of the Department is committed to the promotion of better understanding of its policies, programmes and to provide value added, timely services to the media and the public. Cordial public relations were maintained effectively and efficiently by the department between the remote villages of Tamil Nadu and the Secretariat using the latest communication technology.
The objectives of the Information and Publicity sector for the eleventh Five Year Plan were (1) to effectively propagate the policies and programmes of the Government, (2) to create awareness among the people particularly rural masses through mass and electronic media about the welfare schemes of the Government, (3) to construct and maintain memorials and conduct functions periodically to pay homage and respect to the memory of great leaders and personages of National and State importance.

Financial Review and Performance of Eleventh Five Year Plan

The Eleventh Five Year Plan outlay for the information and Publicity department was ₹ 9.60 crore. The expenditure was ₹ 6.11 crore against the budget allocation of ₹ 8.25 crore. During Eleventh Five Year Plan period, the budget allotment as well as the expenditure was less than the plan outlay for this sector. The financial details are given below in Table 20.1.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Scheme</th>
<th>Outlay*</th>
<th>Budget Allocation</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tamil Arasu Press</td>
<td>3.00</td>
<td>1.85</td>
<td>0.79</td>
</tr>
<tr>
<td>2</td>
<td>Tamil Nadu Films Division</td>
<td>1.00</td>
<td>0.57</td>
<td>0.58</td>
</tr>
<tr>
<td>3</td>
<td>MGR Film and TV Institute</td>
<td>3.50</td>
<td>3.14</td>
<td>2.11</td>
</tr>
<tr>
<td>4</td>
<td>Development of Press Release Section, Reference Section, and Photo Section, Exhibition Section, Directorate and Unit Offices.</td>
<td>2.10</td>
<td>2.69</td>
<td>2.63</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>9.60</strong></td>
<td><strong>8.25</strong></td>
<td><strong>6.11</strong></td>
</tr>
</tbody>
</table>

* A sum of ₹ 1.00 crore was earmarked to the Public works Department.

Most of the activities carried out by the State during the Eleventh Five Year Plan related to modernization, development and computerization of the Press release, photo and reference sections in headquarters. Purchase of new equipments for MGR Government Film and TV Institute and Tamil Nadu Films Division. The Field publicity units of this department were upgraded with replacement of video equipments, press vehicles and Video Projectors. Computers, fax machines and Xerox machines were also replaced in the District Information and Public Relations Offices.

Twelfth Five Year Plan

Objectives

The objectives of the Information and Publicity department for the Twelfth Five Year Plan are:

- To propagate the policies and programmes of the Government by managing cordial relations with media
- To create awareness among rural masses about welfare measures of the Government
- To effectively use mass media and electronic media, including local cable television network to propagate the policies of the Government
- To organize functions in honour of great leaders and to build and maintain memorials and statues so as to refresh the memory of their deeds and to inspire the youth
- To implement e-Governance initiatives for the benefit of the people.
**Strategies**

To achieve these objectives, the following strategies will be followed:

- It is proposed to develop field publicity activities to disseminate information more effectively
- The infrastructure facilities of the department will be modernized on par with the public relations organization of private firms and media
- Introduction of e-Governance initiatives, wherever it is possible
- Photo and Video Bank will be created to compile and preserve photos and videos in a scientific manner for easy retrieval and archiving
- A website shall be developed exclusively for this department.

**Transparency in Administration** - the Director of Information and Public Relations is in charge for the release of all Government Advertisements. He is also the State Tender Bulletin Officer. Tender advertisements are released through the National Informatics Centre, Government of India on Government Website www.tenders.tn.gov.in so that these advertisements can reach the public free of cost. Tender forms can be downloaded from the website. Transparency in Government administration through the Government tender advertisements in newspapers as well as in websites and tender bulletins would be adopted. It also facilitates participation by all eligible persons in Government tenders.

The State and District Tender Bulletins giving detailed information about the tenders of the Government under the provision of the Tamil Nadu Transparency in Tenders Act 1998 and Tamil Nadu Transparency in Tenders Rules 2000 framed there under are released every week. The decisions taken on the tenders are also published in these bulletins.

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. Information Centres are functioning in Chennai, Madurai, Tiruchirapalli, Thanjavur, Coimbatore and New Delhi. State Information Centre, Chennai is located in first floor of Bharathiyar Illam, Triplicane. A library and a reading room are functioning in this Centre.

**Twelfth Plan Schemes**

To achieve these objectives, the following schemes are proposed for the Twelfth Five Year Plan.

**Ongoing Schemes**

**Buildings**

Construction and maintenance of memorials and Manimandapams and installation of Statues in memory of Great leaders are being implemented through the Public Works Department. It is proposed to earmark a sum of ₹ 4.00 crore for the Twelfth Five Year Plan for this activity. It is proposed to construct memorial for Colonel Sir John Pennycuik to honour his selfless service rendered to the people of Tamil Nadu by constructing the Mullai Periyar Dam and memorial for Karikal Cholan, who built Kallanai, making the Cauvery delta the granary of Tamil Nadu.

**New Schemes**

**Upgradation of Tamil Arasu Press**

The Tamil Arasu magazine serves as a print medium of the Government, disseminating information about the schemes, welfare activities and achievements of the Government of Tamil Nadu. It is proposed to have a new Building for the press and Office in the Film and TV Institute, Taramani Complex at a cost of ₹ 5.50 crore. A computer and 4 colour web Offset printing machines are proposed to be purchased at a cost of ₹ 5.00 crore.
Upgradation of Tamil Nadu Films Division

Tamil Nadu Films Division produces news reels, documentary films, video documentaries etc., of government functions and VIP programmes. Apart from this, the Video News Magazines are produced and distributed to all Districts Information and Public Relations Offices for Field Publicity activities, in the form of Compact Discs. It also covers the proceedings of the Tamil Nadu Assembly and the edited clippings are given to the media. With the advent of Digital Cinema, News reel and documentaries are planned to be released in digital format in theatres, which will do away with film prints. Hence, to upgrade the Tamil Nadu Films Division with latest technology at a cost of ₹ 2.00 crore is proposed.

Internet Cloud based News Sharing Solution for Tamil Nadu Films Division

This scheme is exclusively introduced for the VIP, VVIP programme and also to cover the proceedings of the Tamil Nadu Assembly by the Tamil Nadu Films Division due to security reasons. An internet cloud based news sharing solution for TN Films Division with an online media management, content delivery solution, equipments, high speed broadband internet link, installed at the Secretariat to store and forward the Video images to media is proposed at a cost of ₹ 0.67 crore during the Twelfth Five Year Plan. Clients will be intimated through e-mail on availability of the news content for download.

Upgradation of MGR Government Film and TV Institute.

The MGR Govt. Film and TV Institute is one of the three premier institutions in the country imparting training in Film and Television Technology. This institute conducts three year Diploma Courses such as Direction and Screen Play, Writing, Cinematography, Sound Recording and Sound Engineering, Film Processing and Film Editing as well as techniques of production of Television Programmes. In order to modernise this Institute on par with the best in the country, it is proposed to introduce Multi Media and Animation Courses in this Institute. To upgrade this institute, a sum of ₹ 5.00 crore is proposed in the Twelfth Five Year Plan Period.

Strengthening Press Release Section, Reference Section, Photo Section, Exhibition Section, Directorate and District Offices.

The Press Release Section, Reference Section and Photo Section are the important wings of this Department. It is proposed to modernise these wings to keep in pace with the latest scientific and technological trends in media. The State and District offices will also be provided with computers and other equipments to improve their functioning and for the introduction of e - governance promptly and effectively. It is also proposed to offer training to Information Public Relations Officers and Assistant Public Relations Officers, so that they keep themselves updated with the modern trends in Public Relations. Hence a sum of ₹ 5.00 Crore is proposed in the Twelfth Plan Period.

Media Centre at Secretariat

At present, Press Releases are sent to around 200 media organizations through email and Fax by the Press Release section in the Secretariat. About 50 to 100 media persons from various media organizations visits this section daily and gets copies of the Government Press Releases, Press Notes and Photo handouts etc. At present, there is no facility for them to send these to their respective media organization except for a wireless broadband setup provided in the Press Room. Now it has been proposed to set up a full fledged media centre at a cost of ₹ 0.31 crore to help media persons to send the media handouts and news gatherings to their respective media organizations.
The Renovation of the Perarignar Anna and Dr.MGR Memorials in Chennai and Renovation of Gandhi Mandapam in Chennai

The Renovation of Perarignar Anna and Dr.MGR memorials will be taken up at a cost of ` 20.81 crore. The Renovations for Kamarajar Mandapam and Kamarajar Ninaivu Illam will be undertaken during the Twelfth Plan. The Gandhi Statue in Kamarajar Salai will be renovated at a cost of ` 26.95 lakh.

Twelfth Plan Outlay

A total outlay of ` 26.50 crore is proposed for the Development of information and Publicity Sector, during the Twelfth Five Year Plan. The details are furnished in the table below 20.2.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Scheme</th>
<th>Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Ongoing Schemes</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Buildings-Memorials</td>
<td>4.00</td>
</tr>
<tr>
<td>B</td>
<td>New Schemes</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Tamil Arasu Press</td>
<td>10.50</td>
</tr>
<tr>
<td>2</td>
<td>Tamil Nadu Films Division</td>
<td>2.00</td>
</tr>
<tr>
<td>3</td>
<td>MGR Govt. Film and TV Institute</td>
<td>5.00</td>
</tr>
<tr>
<td>4</td>
<td>Development of Press Release Section, Reference Section, Photo Section, Exhibition Section, Directorate and Unit Offices.</td>
<td>5.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>22.50</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>26.50</td>
</tr>
</tbody>
</table>

Stationery and Printing

Introduction

The main objective of the Stationery and Printing Department is to print the standardized forms, registers, department manuals etc., to the requirement of all the Government Departments in the state and hence, it is classified as a service department. The primary functions of the Directorate are monitoring the functions of all Government Presses, Stationery Stores and Publication Depot, Personnel administration, allocation of funds, procurement of machinery, etc. The Government Central Press at Vallalar Nagar in Chennai is responsible for printing His Excellency of the Governor’s address, Budget documents, Policy notes, demand for grants of all departments, various types of Government Gazettes, top secret items like question papers, election ballot papers and other materials, standardized forms and registers used in various Government departments. The printing of Acts, Codes, Manuals, Auditor General’s reports, calendars, diaries, and letter heads for V.V.I.Ps and making various types of covers, writing pads, rubber stamps etc., are done in Government Central Press. The other function of the Government Stationery Stores is procurement and distribution of papers, boards and other stationery items such as typewriters and duplicators to all concerned Government departments. Further all election related materials are supplied only by the Stationery Stores. The Publication Depot is responsible for publication of change of name, religion, Government and private notifications etc. and sale of Tamil Nadu Public Service Commission bulletins, Government Gazettes, Acts, Manuals, Codes and Rules. There are two Government Branch Press are functioning in Chennai at High Court Building Madras, High Court Bench at Madurai.

There are five Government Press branches functioning in Madurai, Trichy, Salem, Pudukkottai and Vridhachalam. The
functions of these presses are mainly to print and supply standardized forms and registers to all Government departments of Tamil Nadu. They also print and supply District Gazettes of all Districts.

Stationery and Printing Department is being modernized to keep in pace with the latest science and technology Development. The functions and services offered by this department are available for public at the Official Website. The Tamil Nadu Government Gazette which comprises of Government Notifications, private Notifications like insolvency of firms, Notifications regarding the change of name and religion is periodically uploaded in the official website "http://www.tn.gov.in/stationeryprinting" to facilitate the public to browse the website and get the required information. The Government has ordered to introduce kaizen method of Japanese Training Module for Total Quality Management in order to encourage employees and enhance the productivity.

Eleventh Plan Review

The Plan outlay proposed for the Stationery and Printing Sector was ₹ 0.50 crore for improvement and modernization of Government presses and the expenditure was ₹ 0.74 crore.

Twelfth Plan

New Schemes

Automatic Gathering, Collating and Binding Machine for Post Printing Wing in Central press, Chennai

The post printing wing needs to be modernized as it is currently dependent on outdated technology with huge man power requirements. An advanced, multifaceted machine with eight work stations for Automatic Gathering, Collating and Binding with finisher would be installed. Installation of such high-end machine in the post printing wing of the Government Press would eliminate the manual processes thus saving of time and labour.

It has been proposed to procure and install a multi faceted machine at a cost of ₹ 6.00 crore in the Government Central Press in the present Five year Plan.

Construction of Additional Building and Toilets in Government Branch Press, Trichy

In the Twelfth Five year Plan, the Branch Press would be relocated with additional space to store and distribute the printed books and forms safely. These new buildings would be provided with adequate sanitation facilities. It is proposed to upgrade the infrastructure at a cost of ₹1.74 crore.

Twelfth Five Year Plan Outlay

A total outlay of ₹ 7.74 crore is proposed for the Development of Stationery and Printing during the Twelfth Five Year Plan. The details are furnished in the table below 20.3.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the Scheme</th>
<th>Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Purchase of Automatic Gathering, Collating and Binding Machinery</td>
<td>6.00</td>
</tr>
<tr>
<td>2.</td>
<td>Construction of Additional Building and Toilet</td>
<td>1.74</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>7.74</strong></td>
</tr>
</tbody>
</table>

Table 20.3: Twelfth Plan Outlay - Stationery and Printing

(₹ crore)