15.1 INFORMATION AND PUBLICITY

Introduction

The cherished goal of public relations and publicity is to reach the target audience in right time with the right capsule of message to create the desired perceptions. The Information and Public Relations Department subserves this objective in regard to Governmental programmes/schemes. Information on these have to be disseminated to general public in time and with clarity.

Communication serves as a major conduit to understanding developmental schemes. It is a perception building endeavour to bring the Government and the people closer to achieve the best results in public awareness and involvement in development and welfare schemes. Information technology and the use of audio, visual and print media come in handy for achieving the desired results. The Directorate of Information and Public Relations is one of the oldest and important departments of the Government responsible for information dissemination.

Ninth Five year Plan – a Review

The Ninth Five Year Plan contemplated provision and speedy dissemination of information to the public by effectively using the print, audio and video media. With this objective, the programmes were formulated and implemented during the Ninth Plan period. A sum of Rs. 19 crores was provided for implementing various schemes. Against this, a sum of Rs. 5.40 crores was spent on various schemes. During the Ninth plan period, modernization of various activities of the I & P R Department was taken up and implemented. The Tamil Nadu Film and TV Institute was strengthened by provision of modern equipments and machinery. The other wings like Tamil Arasu Press, M G R Film City, Tamil Nadu Films Division also received budgetary support for taking up modernisation.

Tenth Five Year Plan

Vision

The Department is committed to provide responsive, value added and timely service to the people and media and the ultimate endeavour is to provide information and related services through public relations. It is also committed to promotion of better acceptance and understanding of the Government and its policies and programmes by the people.

Objectives

The following are the objectives of the Department for the Tenth Five Year Plan

- To effectively propagate the ideas, ideals and policies of the Government.
- To carry information on the schemes of the Government to the door steps of the people.
- To effectively use mass media for dissemination of such information.
• To create awareness in the people, particularly among the rural masses about the welfare measures, the importance of education, of sanitation, disease prevention, poverty alleviation, population control etc.

• To concentrate on a few acceptable social themes to be selected in consultation with sociologists and propagate them through the network of information and Public Relation offices with the aim to develop improvement of human well being for the benefit of society.

• To disseminate information on policies and programmes of the Government through periodical exhibitions.

• To redefine the objective of public relation strategy with emphasis on field publicity, ensuring reach ability even to the remote corners of the State.

• Upgradation of equipment and infrastructure on par with the private media and press institutions, so as to ensure quick and effective interaction and exchange of news items and photographs.

• Linking up of all the District Public Relation Offices and Directorate by net-working apart from creating an exclusive web site for the Information department.

• To fix measurable objectives and goals in the Department and develop a suitable mechanism to evaluate these objectives and goals for the better performance of the department

• Improving the content and display of Government publications, particularly, Tamil Arasu.

• Streamlining the upgradation policy and to attend to the simplification and accessibility of welfare measures for the media.

• Organising information Data base including photographs, with facility for archiving and selective retrieval.

• Construction and maintenance of memorials and periodic conduct of functions to pay homage and respects to the memory of great leaders and personages of National and local importance.

• To renovate and put to use the good old monuments and Government buildings for conducting cultural programmes and social activities.

**Tenth Five Year Plan Proposals**

With a view to realize the above objectives, the techniques of information dissemination technology will be utilised to the fullest extent possible by procuring and installing latest machineries and equipments for strengthening the various sub units of the department.

*Tamil Arasu Press*

The “Tamil Arasu”, the official magazine of the Government of Tamil Nadu provides information to the people on important schemes and activities of the Government and thereby serves as an important mass media to reach
the different strata of the society. It is published in Tamil and English and has a readership in other States also. The circulation of Tamil edition is about 50,000 to 60,000 and that of English is 2,000. With a view to increase the circulation, innovative measures in format and content are proposed to be introduced during the Tenth Plan. Hence a sum of Rs. 2.63 crores is proposed for purchase of machineries and equipments.

**Tamil Nadu Films Division**

Tamil Nadu Films Division is engaged in the production of news-reel bulletins, documentary films, video documentaries and video coverage. It is proposed to strengthen this division by provision of multi camera system silicon high end level graphic and scanner, video conversion units, Arriflex camera II C with accessories digital edit set up, digital beta recorder with accessories etc., at a cost of Rs. 3.44 crores.

**Tamil Nadu Film and TV Institute**

The Film and TV Institute of Tamil Nadu (FTVT), Chennai is one of the two major Institutes in India, which imparts advanced technical training in Film techniques and aesthetics. It was started in 1945 as a section in the Central Polytechnic in Chennai and upgraded as an independent Institute during 1960. The Institute conducts 5 Diploma courses in Film and TV technology. So far 1275 students have been trained in various disciplines in this Institution. The Institute will be modernized and strengthened by installation of new and sophisticated high tech machines and equipments at a cost of Rs. 7.84 crores.

**Press release Section**

The press release wing of the Government releases the Press Note and Press releases to nearly hundred media organizations such as daily newspapers, news agencies, TV channels, All India Radio, Doordarshan and online news organizations through Fax, E-Mail, and in person. Press meets are also arranged. During Tenth Five Year Plan, it is proposed to provide FAX machines and Computers to all the District I & P ROs, provide for Press release and distribution system (PRDS), Web publishing system, digital cameras with accessories, computerized colour labs for photo wing, digital cameras etc., at a cost of Rs. 1.25 crores. The advertisement section is proposed to be provided with Computers at a cost of Rs. 1.25 lakhs.

**Reference Section**

The Reference section is functioning as the archive of the Information and Public Relations Department in the sense that this section stores all information and news items published in the newspapers and magazines, published not only in Tamil Nadu but also in whole of the country. This section is proposed to be strengthened by provision of Fax Machine, Xerox machine, Computer and furniture specifically required for this section at a cost of Rs. 6 lakhs.
Strengthening of the Directorate and District offices

With the objective of increasing the awareness among the people to carry the message of the Government, and to build a bridge of understanding between the Government and people, the Directorate and the District Offices are proposed to be provided with various machineries and equipments like video projectors, (new/ replacement) cameras, purchase of VCDs, (new/ replacement) at a cost of Rs. 1.12 crores.

Memorials and Functions

There are 37 Memorials, 3 Pillars and 4 Arangams under the control of the Department. The construction work of the memorials of Quaid-e-Millet and Veeran Alagamuthukon is under progress. State level functions are also conducted to perpetuate the memories of the great leaders. During the Tenth Plan period, it is proposed to provide display boards on Memorials, construction of Museum Hall in MGR Memorial, provision of Computer and Xerox machine at a cost of Rs. 53 lakhs.

Renovation

There are a few important landmarks in the City like Rajaji Hall, Kalaivanar Arangam, Maha Kavi Bharithiar Illam and Kamarajar Illam. The Government maintains them. It is proposed to make more frequent use of these buildings for good cultural functions. Hence renovation and periodical maintenance is proposed to be taken up at a cost of Rs. 2.30 crores.

Field Publicity

Field Publicity is a major conduit through which Government ensures reach of its messages even to the remotest corners of the State. Hence provision of video vans, publicity vans, and media vans is contemplated during the plan period at a cost of Rs. 2.37 crores.

Tenth Five Year Plan Outlay

A total outlay of Rs. 21.55 crores is proposed for the head 'Information and Publicity' for the Tenth Five Year Plan. The details of the outlay are given in the Table below.

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<tr>
<th>Sl.No</th>
<th>Department / Institutions</th>
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<td>Tamil Nadu Films Division</td>
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<td>3</td>
<td>Tamil Nadu Film and TV Institute</td>
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