

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

Demand No.28

INFORMATION AND PUBLICITY

POLICY NOTE 2007 - 2008

INTRODUCTION

**விரைந்து தொழில்கேட்டு ஞால நிரந்தினிது
சொல்லுதல் வல்லார்ப் பெறிந்**

says Iyyan Thiruvalluvar. The Information and Public Relations Department follows the above precept by its essential job of informing the people on the activities of the departments as well as the Government Schemes to enable people understand them.

To protect the welfare of the people, to improve the qualities of the life, the Government has been formulating Schemes and activities and the Information and Public Relations Department's important task is to create awareness about these schemes. Towards this object , this department is carrying out the publicity work on various fronts.

The Press Release section is responsible for informing the daily Newspapers as well as the Television Channels with the announcements of the Government. This section also takes care of the welfare of the journalists. To honour those leaders who made great sacrifices, as well as the Tamil scholars, this department builds memorials and erects statues for them. Functions are held in remembrance of these leaders by the 'memorials wing' of this Department.

Advertisement section is in charge of publishing the development activities of the Government. The reference section preserves newspapers and provides clippings as and when required. The State Information Centre caters to the information requirement of general public and research scholars.

The Tamil Nadu Films Division produces film news bulletins. The M.G.R. Film and Television Institute teaches the students the nuances of the film technology.

Tamil Arasu published by the Government spreads information about all Government schemes widely among the public.

The exhibition wing conducts exhibitions to enable people to understand the Government's programmes.

The District level multi media campaign and efforts through other media nurtures gross root level field publicity.

The Information and Public Relations Department with appropriate technology endeavours to propagate the information of the Government's Schemes, Plans and Programmes to every village and city so that the benefits reach the target group in full.

Chapter - I

PRESS RELEASE SECTION

The Announcements of the Government, News and Programmes with related colour photographs of Government events are sent through e-mail daily to all media, by the Press Release section from the Secretariat.

Press Statements of the Hon'ble Chief Minister, Hon'ble Ministers and all the Government Departments, achievements, welfare schemes, plans and programmes and relevant photographs are sent to more than 100 media organisations both through Fax and by e-mail. From May 2006 till 16th April 2007, 672 Press Releases, 208 Press notes and 457 coverages have been issued.

Press Meets of the Hon'ble Chief Minister, Hon'ble Ministers and Chief Secretary are meticulously organised by this section. Efforts are also taken to ensure that important announcements and press releases of the Government reach the districts and they are published in the local media, promptly.

Photo Coverage of important programmes, events and meetings of the Hon'ble Chief Minister, Hon'ble Ministers and Chief Secretary to the Government are arranged.

The section also provides all other facilities for hasslefree coverages by the Television crew and Photographers of the Media.

Journalist Welfare

Press Accreditation Cards

Press Accreditation cards are issued on the recommendation of the Accreditation Committee constituted by the Government to eligible media personnel representing Newspapers, Government Media such as All India Radio, Doordharshan, TamilNadu Films Division and Photo section every year. The Government has issued 609 Press Accreditation Cards in Chennai and 75 in the districts.

The Accreditation Card holders are eligible for free trips in buses of the TamilNadu State Transport corporations, 50% travel concession in rail travel and priority in availing accommodation in TNHB rental houses.

Press pass for Periodicals

On the direction of the Hon'ble Chief Minister, press passes are issued to reporters / photographers of periodicals since 1996.

The committee to recommend the issue of Press Passes meets once in 6 months to make suitable recommendations. This year, 148 press passes were issued in Chennai.

Press identity cards in districts

Reporters in districts are issued identity cards and free bus passes by the District Collectors. They also receive preferential allotment in the rental houses of TNHB and 135 allotments have been made in 22 districts.

Journalists' Family Benefit Fund

Financial assistance from Chief Minister's Public Relief Fund is sanctioned by the Government after scrutiny by the Government and given to the editors, sub - editors, reporters and photographers belonging to the press who put in a service of 20 years and above and died in harness. This scheme was introduced by the Hon'ble Chief Minister in 1997 and Rs.25,000 was given at the time of its introduction. The amount was subsequently enhanced to Rs.2 lakhs. Taking into account the welfare of the Journalist, the eligibility of the norms were modified.

As per the latest modification, if a Journalist passes away after serving for 20 years or more, the family receives Rs.2 lakhs and for more than 15 years of service, the family receives Rs.1.50 lakhs, and for more than 10 years of service, the family receives Rs.1 lakh, and for more than 5 years of service, the family receives Rs.50,000 from the Chief Minister's Public Relief Fund. This order came into effect from 16.10.2006. 37 families benefited till 31.3.2007.

Journalists' Pension

Journalists' Pension Scheme is implemented for the benefit of the retired senior journalist in impoverished conditions. This scheme is in vogue for over 20 years.

Rs.250 per month was granted at the time of introduction of the scheme. This amount was raised in stages and now the present Government enhanced it to Rs.4,000 per month as pension. 73 retired journalists benefited by this scheme.

Journalist Family Pension

This scheme of providing pension to the family of journalist who had received journalist pension was introduced by the Hon'ble Chief Minister in the year 1998. A sum of Rs. 500 per month was given as family pension. The pension amount has now been enhanced to Rs.2,000 per month and 16 families so far benefited.

Housing Scheme for Journalists

A comprehensive easy installment loan scheme for 136 Accredited Journalists in Chennai to purchase flats/ houses from Tamil Nadu Housing Board is being implemented jointly by TamilNadu Housing Board and State Bank of India. A subsidy of Rs.20 lakhs has been given to TNHB to facilitate this scheme. The Chennai Journalists Cooperative Housing Society has received additional subsidy of Rs. 51.82 lakhs to construct 112 individual houses and 24 flats.

In 11 districts, 301 journalists have received house site pattas at subsidised cost.

As a gesture made by the Government that a new office building would be constructed for the Chennai Reporters Guild, a Government order was issued on 20.3.2007 sanctioning Rs.30 lakhs for the same. Construction work will commence soon.

Photo section

This section covers the schemes and programmes as well as the events of the Government and sends photos by e-mail to newspapers. All district I & PR Offices have been provided with Digital Cameras to carry out this work.

Chapter - 2

REFERENCE SECTION

Important News Clippings of Tamil and English dailies, upcountry newspapers, eveningers as well as periodicals are sent to Hon'ble Chief Minister, Hon'ble Ministers, Chief Secretary and Secretaries to the Government on the same day of their appearance. This section preserves important newspapers since the year 2001 and newspapers published from the year 1990 to 2000 are preserved at Bharathiyar Illam, Triplicane, Chennai.

Chapter - 3

MEMORIALS

In memory of those who sacrificed their lives for the welfare of India and who participated in the Indian Freedom Movement, this Department acts as a catalyst to set up 41 Memorials, 4 Arangams, 5 Commemoration Pillars and 1 Memorial Park and maintain them.

Memorials

1. Tiruppur Kumaran Memorial, Tiruppur, Coimbatore district.
2. Rationalist Poet Udumalai Narayanakavi Manimandapam, Udumalaipettai, Coimbatore district.

3. Thanthai Periyar Memorial, Vaikkom, Kottayam district, Kerala State.
4. Periyar - Anna Memorial, Erode.
5. Theeran Chinnamalai Manimandapam, Arachalur Village, Erode.
6. Mootharignar Rajaji's Birth place, Thorapalli, Krishnagiri district.
7. Namakkal Kavignar Ramalingam Ninaivu Illam, Namakkal.
8. Va.Ve. Subramaniam Memorial, Varahaneri Agraharam, Thiruchirapalli.
9. Pattukottai Kalyanasundaram Manimandapam, Pattukottai, Thanjavur district.
10. Thillaiyadi Valliammai Memorial, Thillaiyadi, Nagappattinam district.
11. Kaviarasar Kannadasan Manimandapam, Karaikudi, Sivagangai district.
12. Thavathiru Kundrakudi Adigalar Manimandapam, Kundrakudi, Sivagangai district.
13. Maruthupandiar Memorial, Tiruppattur, Sivagangai district
14. Thiyagi Viswanathadas Ninaivu Manimandapam, Thirumangalam, Madurai district.
15. Thiyaga Seelar Kakkan Manimandapam, Thumbaipatti, Madurai district.
16. Perunthalaivar Kamarajar Illam, Virudhunagar.
17. Perunthalaivar Kamarajar Birth Centenary Manimandapam and Memorial Pillar, Virudhunagar.
18. Mahakavi Bharathiar Manimandapam, Ettayapuram, Thoothukudi district.
19. Mahakavi Bharathiar Illam, Ettayapuram, Thoothukudi district.
20. V.O.C.Illam, Ottapidaram, Thoothukudi district.
21. Veeran Alagumuthukone Manimandapam, Kattarankulam, Thoothukudi district.
22. Kappalotiya Thamizhan V.O.C. Manimandapam, Tirunelveli.
23. Poolithevan Memorial, Nerkattumseval Village, Tirunelveli district.
24. Pothuvudamai Veerar P. Jeevanandam Manimandapam, Nagercoil, Kanniyakumari district.
25. Gandhi Memorial, Kanniyakumari.
26. Perunthalaivar Kamarajar Manimandapam, Kanniyakumari.
27. Sathavathani Seiguthambi Pavalar Ninaivu Mandapam, Kanniyakumari.
28. Perarignar Anna Memorial and Museum, Marina Beach, Kamarajar Salai, Chennai.

29. Bharat Ratna Dr. M.G.R Memorial and Museum, Marina Beach, Kamarajar Salai, Chennai.
30. Mahakavi Bharathiar Ninaivu Illam, Thulasingam Perumal Koil Salai, Triplicane, Chennai.
31. Perunthalaivar Kamarajar Ninaivu Illam, Thirumalai Salai, Thiyagaraya Nagar, Chennai.
32. Valluvar Kottam, Nungambakkam, Chennai.
33. Gandhi Mandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai.
34. Rajaji Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai.
35. Mozhippor Thiyagigal Manimandapam, Gandhi Mandapam Campus, Sardar Vallabhai Patel Salai, Guindy, Chennai.
36. Thiyagigal Manimandapam, Gandhi Mandapam Campus, Sardar Vallabhai Patel Salai, Guindy, Chennai.
37. Periyavar M. Bhakthavatchalam Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai.
38. Perunthalaivar Kamarajar Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai.
39. Kanniyathirkuriya Quaid-e-Milleth Manimandapam, near by Quaid-e-Milleth Government Women's College, Chennai.
40. Perarignar Anna Ninaivu Illam, Chinna Kanchipuram, Kanchipuram District.
41. Muthumandapam Memorial (in memory of Vikrama Raja Singan, the last Tamil King of Srilanka), Vellore.

Arangams

1. Rajaji Hall, Omandurar Government Estate, Chennai.
2. Kalaivanar Arangam, Chennai.
3. Anna Kalai Arangam, Vellore.
4. Mahamaham Auditorium, Kumbakonam, Thanjavur district.

Commemoration Pillars

1. Perunthalaivar Kamarajar Birth Centenary Commemoration Pillar, Virudhunagar
2. Golden Jubilee of Indian Independence Commemoration Pillar near War Memorial, Kamarajar Salai, Chennai.
3. Quit India Movement Golden Jubilee Commemoration Pillar, Gandhi Mandapam Campus, Sardar Vallabhai Patel Road, Guindy, Chennai.

4. Golden Jubilee of Indian Republic Commemoration Pillar, near Gandhi Statue, Kamarajar Salai, Chennai.
5. Commemoration Pillar of Sepoy Mutiny, Vellore.

Memorial Park

1. Veerapandia Kattabomman Memorial Park, Kayathar in Thoothukudi District where Kattabomman was hanged to death.

A statue of "Thalai Nagar Kaatha Tamil Chelvar" Ma.Po. Sivagnanam, is being established at the Gandhi Mandapam Campus at Chennai opposite to Thiyagigal Manimandpam at a cost of Rs.6,24,400, and the work is in progress.

Valluvar Kottam, Chennai, is being repaired at a cost of Rs.60.00 lakhs and the work is in progress.

To restore Rajaji Hall to its pristine glory, it was decided to take up renovation work at a cost of Rs. 1 crore and Grant in aid of Rs.34.00 lakhs was received from the 11th Finance Commission in the first phase. Through the 12th finance commission Rs.30.00 lakhs and Rs.36.00 lakhs were received for the second and third phase of the work respectively. The work is in progress.

Repair works to the Tsunami affected Perarignar Anna Memorial and Dr. M.G.R. Memorial on the Marina Beach, were taken up at the cost of Rs.109.50 lakhs. The work is completed.

Kamarajar Memorial House at Thirumalai Salai in Chennai has been repaired at a cost of Rs.2.50 lakhs.

Special repair works were carried out in Memorials maintained by this Department in the Districts of Kancheepuram, Krishnagiri, Namakkal, Thanjavur, Tirunelveli, Thoothukudi, Trichy, Kanniyakumari, Erode, Madurai and Sivagangai at a cost of Rs.26.23 lakhs.

A Manimandapam for Devaneyya Pavanar is being constructed at a cost of Rs.39.60 lakhs in Sathamangalam, Madurai.

A memorial for freedom fighter Vellaiya Thevan is being setup at Vallanadu Village in Thoothukudi district at a cost of Rs.25.00 lakhs. Construction work has since been completed.

A memorial for freedom fighter Sundaralingam in Governagiri Village in Thoothukudi district has been completed at a cost Rs.25.00 lakhs.

The house wherein Umarupulavar lived in Ettayapuram in Thoothukudi district was acquired for setting up a memorial at a cost of Rs.22.50 lakhs. Work is in progress.

A Manimandapam is being setup at Chennai Gandhi Mandapam Campus for Rettamalai Srinivasan at a cost of Rs.19.50 lakhs. Work is in progress.

Athiyaman Kottam with a hall that can accommodate 400 persons is being setup at Athiyamankottai in Dharmapuri District at a cost of Rs.1.15 crores. Land of 0.81.0 hectares was acquired at a cost of Rs.1,28,253 and the construction work is in progress.

Chapter - 4

GOVERNMENT FUNCTIONS

The Government honours martyrs who fought for nation's freedom, leaders who toiled for the cause of society and language and eminent scholars by paying homage on their birth and death anniversaries. Every year on behalf of the Tamil Nadu Government, celebrations were held to honour National leaders and eminent scholars by garlanding them. The Government have now ordered that instead of garlanding, floral tributes may be made.

On behalf of the Government, the following leaders are being honoured on their birthdays.

1. January 17 Bharat Rathna Dr.M.G.R.
2. January 23 Nethaji Subash Chandra Bose
3. April 14 Dr.Ambedkar
4. April 27 Sir Pitty Thiyagarayar
5. April 29 Paventhar Bharathi Dasan
6. June 5 Kannyathirkuriya Quaid-e-Milleth
7. June 24 Birthday of Kaviarasar Kannadasan
8. July 15 Perunthalaivar Kamarajar
9. September 5 Kappalottiya Thamizhan V.O.C.
10. September 15 Perarignar Anna
11. September 17 Thanthai Periyar
12. September 29 Former Mayor Sivaraj
13. October 2 Mahathma Gandhi
14. October 30 Pasumpon Muthuramalinga Thevar
15. November 14 Pandit Jawaharlal Nehru
16. December 10 Mootharignar Rajaji
17. December 11 Mahakavi Bharathiyar

Every year on the death anniversary of Mahathma Gandhi, on January 30th, the Government arranges to pay floral tributes to Mahathma Gandhi.

Matryrs' Day is observed on July 17 and on this day, floral tributes are made to the statues of Thiyagi Sankaralinganar and Thiyagi Arya alias Bashyam at Gandhi Mandapam, Guindy.

During 2006 - 2007, the birth anniversaries of the following leaders were celebrated in the districts:

- 1) Veeran Alaghumuthukone at Kovilpatti in Thoothukudi district,
- 2) V.O.Chidambaranar at Ottapidaram, Thoothukudi district,
- 3) Veerapandiya Kattabomman at Panchalangkurichi in Thoothukudi district,
- 4) Veeran Sundaralingam at Governagiri in Thoothukudi district,
- 5) Mahakavi Bharathi at Ettayapuram in Thoothukudi district,
- 6) Rebel Muthuramalinga Sethupathi at Ramanathapuram,
- 7) Deeran Chinnamalai at Odanilai in Erode district, on Aadiperukku Day,
- 8) Val vil ori at Kollimalai in Namakkal district ,
- 9) Mahathma Gandhi in all districts,
- 10) Pasumpon Muthuramalinga Thevar in Madurai and Ramanathapuram districts,
- 11) Mootharignar Rajaji at Thorapalli in Krishnagiri district.

Special Celebrations

The 2550th Anniversary of the MahapariNirvana of Gauthama Buddha is being observed in the country and a national level committee has been constituted under the leadership of the Hon'ble Prime Minister to hold celebrations across the country throughout the year. Similarly, a committee has been constituted in the State under the leadership of Hon'ble Minister for Finance and celebrations are being held.

To commemorate the Golden Jubilee of the merger of Kanniyakumari with Tamil Nadu, a function was held in Kanniyakumari District on 31.10.2006.

Chapter - 5

ADVERTISEMENT

All the advertisements of Government of Tamil Nadu are centralised through Information and Public Relations Department which acts as a nodal agency and releases to newspapers and periodicals. Advertisements are released to newspapers after considering the importance of the advertisement and the target group to which it should reach.

Government Welfare Schemes such as

- 1) Free Land for the families of the landless agriculture labourers,
- 2) Waiver of Co-operative Crop loans availed by all the farmers,
- 3) Three eggs per week added to the nutritious meals scheme,
- 4) Moovalur Ramamirtham Ammaiyar Ninaivu marriage assistance scheme,
- 5) The Industrial development in Tamil Nadu,
- 6) Free distribution of Gas Stove and gas connection for the families of the poor,
- 7) Rice distribution at Rupees Two per kilo, and distribution of pulses and cooking oil at low cost at Fair Price Shops.
- 8) Free distribution of colour televisions,
- 9) All Village's Anna Renaissance Scheme which provides Rs.500 crores every year for five years totaling Rs.2500 crores,
- 10) Social Security and welfare Assistance Scheme for agriculturists and agriculture labourers.
- 11) Separate welfare board for the different groups of unorganised sector.
- 12) Honorarium for unemployed, registered in employment exchanges.

have been extensively advertised in frontline newspapers so that these schemes reach all segments of the society. By following innovative methods and taking advantage of the concessions offered by publishers of Newspapers, dissemination of information relating to Government Welfare Schemes is also made through advertisements.

All the Tender and Display advertisements are posted on the Tamil Nadu Government Website, namely: www.tn.gov.in through National Informatics Centre of Government of India.

The publication of tender notices in newspapers and internet, ensure transparency of the tender process and participation of all eligible persons.

Under the provisions of Tamil Nadu Transparency in Tenders Act, 1998 and the Tamil Nadu Transparency in Tenders Rules, 2000 framed there under, State Tender Bulletins and District Tender Bulletins are published every week.

Tenders having purchase value between Rs.5.00 lakhs and Rs.10 lakhs and works having value between Rs.10.00 lakhs and Rs.25.00 lakhs are published in District Tender Bulletins. Tenders with purchase value of more than Rs.10.00 lakhs and works value of more than Rs.25.00 lakhs are published in State Tender Bulletin. The particulars of Tenders and the decision taken on the tenders are also regularly published in these Bulletins.

Chapter - 6

FILM AWARDS AND LOW BUDGET FILM SUBSIDY

In order to encourage the Tamil Film Industry, the Government of TamilNadu have instituted Film Awards to the outstanding Tamil feature films, actors, actresses and technicians from the year 1968. Every year, a committee is constituted by the Government

to select outstanding feature films, best actors, best actresses and best technicians for awards. Those films released from 1st of January to 31st of December of the award year become eligible to participate.

The following cash awards are presented to the films selected by the Committee.

1. First Prize .. Rs.2 lakhs
2. Second Prize .. Rs.1 lakh
3. Third Prize .. Rs.75,000
4. Special Prize .. Rs.75,000

A separate cash award of Rs.1.25 lakh, a memento and a certificate are awarded as special prize to a Tamil film which portrays the upliftment, development and dignity of women.

A five sovereign gold pendant, a memento and a certificate are presented to the awardees alongwith cash. The total value of these awards comes to Rs.16.00 lakhs.

To those films which propagate the values of a Planned family, a cash award of Rs.50,000, Rs.25,000 and Rs.10,000 as 1st prize, 2nd prize and 3rd prize respectively along with Mementos and Certificates are awarded.

Veteran Awards

Veteran awards are presented in the name of Arignar Anna, Kalaivanar, Raja Sandow, Makkal Thilagam M.G.R., Kavignar Kannadasan, Nadigar Thilagam Sivaji Ganesan and Thiagaraja Bhagavathar who have left their imprints in the history of Tamil film industry and won the hearts of the millions. The recipients of Veteran Awards are presented each with a Five sovereign gold pendant, a memento, a certificate and Rs.2.50 lakhs.

Government subsidy for Low Budget Films

To encourage production of low-budget films and to inculcate social consciousness, the Government of Tamil Nadu is implementing a scheme of granting subsidy to such films. Every year, a Selection Committee is constituted by the Government to select quality Tamil films. Every selected film is granted a subsidy of Rs.7 lakhs.

Selection

The Selection committees have received 87 films for Film awards for the years 2005 and 2006 and 43 films for subsidy for the year 2005 and the screening of selection is in progress.

Exemption from Entertainment tax

To encourage production of low budget quality Tamil films, exemption from payment of entertainment tax is given for a period of four weeks from the date of release of the eligible films.

Other concessions to Tamil Film Industry

1. Permission is granted for film shooting in Government premises under single window system.
2. On the representation of Film & TV industry and to encourage them, orders have been issued recently reducing the fees to be paid for out door shooting. As a result, more number of film shooting permissions were granted resulting in considerable increase in Government revenue.
3. In order to encourage Tamil Movies that are recipients of National and International Awards, the Government have introduced a Scheme of providing cash incentives.
4. A sum of Rupees one lakh is granted from the Chief Minister's Public Relief Fund to the family of stunt actor who die during film shooting. A sum of Rs.50,000/- is granted if he becomes incapacitated.
5. Committees have been constituted at District level and State level to resolve disputes between producers, distributors and exhibitors.

Chapter-7

TAMIL NADU FILMS DIVISION

TamilNadu Films Division acts as a bridge to bring the benefits of Film and Television technology to the people since its inception in 1968. In the beginning the Division produced Black and White films. During the last forty years, the Division had introduced various new production formats. Black and white Film, Color Film, VHS/Umatic, Low Band, High Band and Beta are the formats that were used.

News Coverage

The Division covers and records the important events in the State as well as those in Delhi and other states wherein the Hon'ble Chief Minister participates, both on Film and on Video.

35mm News Magazines

The News Magazine , made of ten minute duration, is distributed for release in theatres all over Tamilnadu through Central Government Films Division on rotation basis. So far, the TamilNadu Films Division has released 579 news magazines, since inception.

35mm Film and Video Documentaries

The TamilNadu Films Division is the centralized agency for production of documentaries for Government departments and Undertakings. This Division has so far produced 365 documentaries of 10 to 20 minutes duration on subjects such as Family health, Agriculture, Untouchability eradication, etc both in Film and Video formats. The Documentaries are screened at cinema theatres and in rural areas through the District Information and Public Relations Offices.

Video News Magazine

Important Welfare Schemes are recorded on video of 30 and 60 minutes duration for telecast through Television channels and on Cable network through the Office of the District Information and Public Relations Offices.

Video Short Films

In September 2006, twenty two Video Short Films of 20 to 30 seconds duration on topics such as the "100 days achievements of the Government" were produced. These short films were telecast on Podhigai, Sun, Vijay, Makkal and Raj television channels and also broadcast an AIR, Rainbow FM and Suriyan FM

Accredited Producers

On occasions when the Division is unable to produce Documentaries, the Documentaries are produced through Private producers. The Government have prepared a list of 96 film producers and these producers have produced more than 150 film/video documentaries for the Division.

Telecast of Legislative Assembly Proceedings

High tech recording and editing equipments were purchased at a cost of Rs2.29 crores for recording the proceedings of the Legislative Assembly. These equipments are handled by the technicians of the Division. The recordings are preserved in the Library of the Films Division. The recordings are given to television channels for telecast.

During 2006-2007, to quicken the process of film and video production by using the modern high technology, Final Cut Pro-5 machine was purchased and installed at a cost of Rs 17.93 lakhs.

Chapter -8

M.G.R. FILM AND TELEVISION INSTITUTE

The M.G.R. Film and Television Institute, run by the Government is one of the three 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 Television film production .

The Details of Courses and Qualifications required for the admission are as below:

Sl.	Name of the courses	Duration	Qualifi- cation	No. of Seats
1.	Direction and Screen Play Writing	3 Years	Any Degree	14
2.	Cinematography	3 Years	Plus 2	14
3.	Sound Recording and Sound Engineering	3 Years	Plus 2	14
4.	Film Processing	3 Years	Plus 2	14
5.	Film Editing	3 Years	Plus 2	14

Admission of selected students is approved by the Directorate of Technical education and the Directorate conducts diploma examinations every year and awards diploma certificates to the successful candidates. All the Diploma Courses conducted by this Institute are recognised by the All India Council of Technical Education (AICTE), New Delhi.

One student from each stream form a team and they are trained to produce a complete film. As per the syllabus, each team of final year students produces a short film as part of their Project Work. Government sanctions a sum of Rs.15.00 lakhs for production of these films every year.

The Government have also sanctioned a sum of Rs.75,000/- every year for sending films produced by the students to participate in the National and International Film Festivals.

The Government of TamilNadu presents Awards each of One Sovereign Gold Medal, Rs.5,000/- and a memento to the Best Director ,Best Cinematographer, Best Sound Recordist, Best Editor, Best Film Processor to the short films produced by the students of this Institute.

During 2006-2007, centralised air-conditioning along with Chairs have been provided to the re-recording theatre in the Institute at a cost of Rs 36.00 lakhs.

In addition, DTS Dolby Digital Recording Machine and an Encoder Mixing machine have been purchased and installed at a cost of Rs 50.00 lakhs in the re-recording theatre.

Government Order has been issued for air-conditioning the Shooting floor at the institute at a cost of Rs 143.00 lakhs. After completion of works, the floor will be rented out to the film producers.

Chapter –9

CINEMA, VIDEO AND CABLE TELEVISION NETWORKS

Film Industry in Tamil Nadu continues to be a very important Industry providing employment to several thousands of artists and technicians.

Tamil Nadu has 1,662 Cinema Theatres in the following categories : -

1) Permanent	1332
2) Semi - Permanent	115
3) Touring Theatres	203
4) Open Air Cinema Theatres	12
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Total		1662
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The Tamil Nadu Cinema (Regulation) Act, 1955 and the Tamil Nadu Cinemas (Regulation) Rules, 1957, framed there under, provide for proper maintenance of Cinema Theatres, including structural soundness of buildings, with basic amenities.

After assumption of office by this Government various concessions have also been extended to the cinema industry such as exemption from entertainment tax for old and new films having titles in Tamil and substantial, reduction of rates for film shooting in public

places etc., with a view to pass on these benefits to public. The Tamil Film producers Council, Film Chamber, Film Distributors Association and Chennai City Theatres Owners Association requested the Government to reduce the rates of admission to Cinema theatres. Accepting their request the Government have issued orders in G.O.MS.No.1240, Home (Cinema .I) dated 21.12.2006, for revision and re-fixation of rates of admission for cinema theatres, within the maximum and minimum rates prescribed, based on the category of the local bodies in which the theatre is located as detailed below, with effect from 1.1.2007.

Rates of Admission

	A/C Theatres	Non A/C Theatres
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Municipal Corporations

Minimum	Rs.10/-	Rs.7/-
Maximum	Rs.50/-	Rs.30/-

Municipalities

Minimum	Rs. 5/-	Rs.4/-
Maximum	Rs.40/-	Rs.30/-

Town Panchayats

Minimum	Rs. 5/-	Rs.4/-
Maximum	Rs.25/-	Rs.20/-

Village Panchayats

Minimum	Rs. 5/-	Rs.4/-
Maximum	Rs.15/-	Rs.10/-

The Government have also cancelled the previous orders which allowed the licensees of cinema theatres to charge rates without ceiling being fixed for a period of two weeks from the date of commencement of exhibition of a new film in the theatre as requested by various Associations of the Cinema Industry.

In continuation of the above orders, orders have also been issued to the effect that if the licensees of Cinema Theatres desire to charge rates even below the maximum rates now fixed by the Government for any film for a specified period, they shall be allowed to do so with due advance notice to the Licensing Authority and the Commercial Tax Authority and with proper entry / endorsement made by the Licensing Authority in the 'C' form license.

Based, further on the representations received from the owners of certain multiplexes and also from the Chennai City Film Exhibitors Association to fix separate rate of admission to multiplexes considering the various facilities such as food court, children play space etc. available in these theatres, the Government have issued orders for fixation of rates of admission to multiplexes as follows : -

(i) In the multiplex which satisfies the following conditions on International standard, the minimum and maximum rates of admission shall be Rs.10 and Rs.95 respectively

- 1) Two or more fully air - conditioned screens.
- 2) Total Capacity of all screens not less than 800 seats
- 3) Seat with width (pitch) of net less than 20 inches.
- 4) Distance between rows not less than 1050 mm (41.5 inches)
- 5) 100% power back - up by generators.
- 6) Projectors - Xenon or Digital.
- 7) Sound system - digital or DTS.
- 8) Three Main Speakers.
- 9) Three way Speakers.
- 10) Surround speakers system.
- 11) Toilet Urinals with automatic flush.
- 12) Air - conditioned lobby.
- 13) Computer ticketing
- 14) Web ticketing
- 15) Home Delivery of Tickets.

ii) In the multiplex which satisfies 10 conditions out of 15 conditions mentioned above, including the following 5 conditions the rate shall be fixed as a minimum of Rs.10 and maximum of Rs.85.

- 1) Two or more fully Air-conditioned screens
- 2) Total capacity of all screens not less than 800 seats.
- 3) 100 percent power back-up by Generators.
- 4) Projectors-Xenon or Digital
- 5) Sound system - digital DTS.

iii) In family entertainment centers which have more than 3 screens, Food Courts and additional entertainment facilities, the minimum and maximum rates shall be Rs.10 and Rs.120 respectively.

iv) Considering the special nature of the Prarthana open air theatre on the East Coast road near Chennai, the Government have issued order allowing it to continue the existing approved rates of minimum of Rs.30 and the maximum of Rs.60.

Video Act and Rules

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

Video Piracy Cell

The Video Piracy Cell, CB CID, Tamil Nadu is functioning under the direct control of the Additional Director General of Police, Crime, Chennai. The services of this cell is also being utilized to check the violations relating to the Copy Right Act / Information Technology Act 2000. There are twelve units of Video Piracy Cell functioning now. The head quarters and jurisdiction of all twelve units of Video Piracy Cell are as follows :

Sl. No.	Units	Area of Jurisdiction
1.	Chennai - I	Chennai City North Range
2.	Chennai - II	Chennai City Central and South Ranges.
3.	St.Thomas Mount	Thiruvallur, Chengalpet East Kanchipuram and Villupuram districts.
4.	Vellore	Vellore, Thiruvannamalai and Krishnagiri districts
5.	Salem	Salem City, Salem district, Namakkal and Dharmapuri districts.
6.	Coimbatore	Coimbatore city, Coimbatore Erode and Nilgiris districts.
7.	Trichy	Trichy city, Trichy, Pudukkottai and Thanjavur districts.
8.	Cuddalore	Cuddalore, Perambalur, Nagapattinam and Tiruvarur districts.

9.	Madurai	Madurai City and Madurai rural district.
10.	Dindigul	Dindigul, Theni and Karur districts.
11.	Virudhunagar	Virudhunagar, Ramanathapuram and Sivagangai districts.
12.	Tirunelveli	Tirunelveli city, Tirunelveli, Tuticorin and Kanniyakumari districts.

To control video piracy, Acts like the Copy Right of Act, 1957, the Tamil Nadu Exhibition of Films of TV Screen through V.C.R. and Cable T.V. Network (Regulation) Act, 1984 and the Cinematography Act, 1952 are invoked.

The following are the functions of the Video Piracy Special Cell :

- 1) Collection of intelligence regarding pirated VCDs.
- 2) Verification of information furnished by the film producers.
- 3) To conduct raids and arrest of the accused.
- 4) Seizure of incriminating materials.
- 5) Follow-up action - Remand of the accused and filing charge sheet in the Court after completing the investigation and
- 6) To attend to the trial of the cases in the court of law.

Steps have been taken to coordinate with the Customs Department at International Airports in the State for curbing of Smuggling of pirated DVDs / VCDs to and from abroad.

In a few long distance buses in the State, new movies are shown by using pirated cassettes and VCDs. Action has been taken against such long distant Buses and frequent checks are made to stop this practice. The details of the cases registered against bus operators for such illegal screening of films in buses using pirated VCDs, since 2004 are given below :-

Cases Registered by VPC Since 2004

Year	No. of cases registered	No. of accused arrested	Value of properties seized (Rs.)	No. of cases registered against Cable TV Operators
2004	1180	1206	12,06,43,647/-	53
2005	826	950	9,44,55,557/-	13

2006	1153	1193	19,00,04,502/-	10
2007 (upto 31.01.2007)	84	86	1,01,47,800/-	1

Cable Television Network System

The Government of India have enacted the Central Cable Television Network (Regulation) Act 1995 and Rules 1994, which is applicable all over India. According to it, the Head Post Master is the Registering Authority. As per the amended Cable Television Network (Regulation) Act of 2000 (Act of XXXVI of 2000) District Magistrates, Sub-Divisional Magistrates and Police Commissioner, Chennai have been designated as Authorized Officers to take action against offending Cable Television Operators for contravening Section 3,5,6 or 8 of the Act.

Conditional Access System (CAS)

Section 4A of the Cable Television Network (Regulation Act 1995 (Central Act) envisages transmission of programmes through Conditional Access System (CAS). CAS is an addressable system required for viewing the desired pay channels by subscribers. It will enable the viewers to pay only for the channels they wish to view. For viewing pay channels, a "Set Top Box" (STB) is required while no STB is required for viewing free channels.

CAS is implemented in the Chennai Metropolitan Area with effect from 1.9.2003. The Government of India by its notification dated 9.1.04, entrusted the cable services under the purview of Telecom Regulatory Authority of India (TRAI). The Government of India have notified amendment to the Cable Television Network Rules 1994 on 31.7.06 which interalia provide that tariff charges, time lines for making applications and quality of services, standard for set top boxes in CAS would be in accordance with the orders / directions/ regulations to be issued from time to time by the Telecom Regulatory Authority of India. In pursuance of the above notification, The TRAI has issued various Regulations / orders including the Telecommunication Broadcasting and Cable Service CAS Tariff Order, 2006.

The major features of the Tariff order which has come into effect from 31.12.06 are as follows :-

- Subscriber can opt for either free to air channels or opt for pay channel along with free to air channels.
- The subscriber will have a right to choose individual pay channels. Bouquets of channels shall be only at the option of the subscriber.
- Maximum Retail price per pay channel not to exceed Rs.5/- (excluding taxes) per connection.

- Maximum Retail price for free to air channel not to exceed Rs.77/- per month (excluding taxes) per connection for a minimum of 30 channels and no additional payment for additional free to air channels offered.

Scheme for supply of set top boxes is as follows :-

- a) Two schemes to be compulsorily provided by the the multi system operators / cable oprators as part of a standard tariff package.
 - (i) One, with a monthly rental of Rs.30 per month for digital set top box plus a refundable deposit of Rs.999/- per box.

(Refund will be made after deducting Rs.12.50 per month for use of the Set Top Box)

- ii) Second, with a monthly rental @ Rs.45/- per month for digital set top box (Rs.23/- for analogue set top box) with a refundable deposit of Rs.250/- per box.

(Refund will be made after deducting Rs.3/- per month for use of the Set Top Box)

- b) Operators can offer alternative tariff packages in addition to the mandated standard tariff package.
- c) No separate charges for installation, activation or reactivation, smart card, viewing card and repair and maintenance (for five years) allowed.
- d) The above came into effect from 15th October 2006.

Chapter -10

TAMIL ARASU

Tamil Arasu serves as a mass media disseminating information regarding the activities of various departments and the achievements of the Government.

The Tamil edition of Tamil Arasu is a monthly magazine and the English edition is quarterly. The cost of single copy of Tamil Issue is Rs.10/- and the annual subscription is Rs.120/-. The cost of single copy of English issue is Rs.15/- and the annual subscription is Rs.60/-. The life subscription cost (10 years) for Tamil and English editions is Rs.1,000/- and Rs.500/- respectively.

Tamil Arasu publishes the achievements of the Government, speeches of His Excellency the Governor of Tamil Nadu, Hon'ble Chief Minister and Hon'ble Ministers, announcements, welfare schemes, programmes and development

works being implemented in the districts. Tamil Arasu also publishes articles on literature, women development, health, short stories and poems.

In addition, special publications, pamphlets, Government invitations, posters and brochures are also printed in the Tamil Arasu Press.

The total number of subscriptions till April 2007 is 66,000. Of these, 48,160 are life subscriptions.

Tamil Arasu magazine is now being released on the Tamil Nadu Government's official website (www.tn.gov.in)

Special Publications

- Address of Hon'ble Chief Minister, on the Floor of the Assembly, on 30.05.2006 in reply to the debate on the motion of thanks to the address by His Excellency the Governor of Tamil Nadu (Titled "*Vaakkurithi Niraivetrum Vaaimar*")
- The Achievements of Kalaingar's Government in 60 days – a booklet.
- Hon'ble Chief Minister's Independence Day's address (15.08.2006 – a booklet both in English and Tamil)
- The Achievements of all Departments ("*Valarchi Thittangalaal Valam Kaanum Thamilaagam*") - a booklet
- Hon'ble Chief Minister's Convocation Address in Madurai Kamaraj University, on 15.12.2006 - a booklet
- 2550th Anniversary of *Mahapari Nirvana* of Lord Buddha – a pamphlet and poster.

During 2006-2007, as a technology upgradation initiative, an Automatic Page Folding Machine at a cost of Rs. 19,47,918, Printing Downframe and Plate Processor at a cost of Rs.8,83,300, an Image Rapid Access Memory Processor Machine at a cost of Rs 4,39,857 and a Modern Lamination Machine at a cost of Rs1,92,400 were purchased for Tamil Arasu Press.

Chapter -11

EXHIBITIONS

Government exhibitions are organised by the Exhibition wing of this Department to educate the people on various achievements, welfare schemes and policies of the Government. These exhibitions are scheduled to take place during April-June in Madurai

and Coimbatore and in July-September in Salem every year and once in two years either in Vellore or Tirunelveli.

Government Departments, Undertakings and private concerns take part in these exhibitions to explain their activities to the public in order to enable them understand and reap the benefits.

Stalls are provided to women self help groups to showcase their products. Awards for the best pavilions are given to Government Departments and Government related organizations by a Committee appointed for this purpose.

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

Multi Media Publicity Campaign

The Government have ordered that Multi Media Publicity Campaign to showcase the activities of the Government and thereby to create awareness among the public be organised in all the districts . The purpose of these Exhibitions is to reach out to the people instead of people approaching the Government. The Exhibitions were held by integrating all the Departments in order to explain to the people on all the Plans, Programmes and Activities of the Government. The Exhibitions were held in all the Districts.

In addition, Free Medical Check up for the people, Free Veterinary Camps and Explanatory Display programmes were also conducted. In order to encourage people to attend these Exhibitions, Cultural programmes were conducted every day.

The languishing folk artiste group in the Districts were identified and opportunities were provided to them to hold cultural programmes, explaining the Government's plans and programmes. The District Collectors have also been asked to seek and dispose petitions instantly.

Rs. 30.00 lakhs was sanctioned (Rs. One Lakh for each district) to all the districts and campaigns were held in the district headquarters as well as in the Union areas in the district.

Photo Display Boards

During the Multi Media Publicity Campaigns, Exhibitions held to commemorate local Festivals, Photo exhibitions held as part of Government functions and small exhibitions arranged during Video shows, portable photo display panel boards are used by the Information and Public Relations Officers in the districts. To purchase these boards Rs.30.00 lakhs has been provided.

The Department also participates in the annual Republic Day celebrations held in Chennai. During this the department is coordinating with various departments to participate

in the float pageantry and to fabricate the floats. At the Republic day celebrations held at Chennai on 26.1.2007, this Department secured the prize for the second best float. During Republic Day celebrations in New Delhi this department participate in the float pageantry, in turn, based on selection by an expert committee constituted by Government of India.

This department also participated in the Flower Festival (Phool Walon-Ki- Saire) for the promotion of National Integration and Communal Harmony organized in New Delhi during October 2006.

On behalf of Government of Tamil Nadu, the department participated in the India International Trade Fair organised in New Delhi, during November 2006.

Repairing and maintenance of the TamilNadu pavilion at Pragathi Maidan in New Delhi was carried out at a cost of Rs.20 lakhs through Public Works Department.

Chapter -12

DISTRICT INFORMATION AND PUBLIC RELATIONS OFFICES

To enable people understand the details about welfare schemes of the Government, and to ensure that the benefits fully reach them, the Information and Public Relations Officers in the Districts work towards creating enlightenment on these programmes through their efficient publicity work.

Video shows, Press conferences, Advertising through the Cable network, Government functions, Mini Exhibitions, Maintenance of Memorials, etc are some of the works of the District Information and Public relations officers.

In order to increase the effectiveness of these works by application of technology, the District Public Relations Offices have been provided essential equipments such as computers, colour televisions, digital cameras, faxes, scanners, and photocopiers.

Training is provided through the National Informatics Centre and Anna Institute of Management to the Officers on the effective use of computers.

During 2006-2007, all the District Information and public Relations Officers and Officers in the headquarters have been provided with mobile phones at a cost of Rs1.42 lakhs. A sum of Rs.350 per month per cell phone is provided towards monthly cell phone charges. District Information and Public relations offices have also been provided with scanners at a cost of Rs. 2.70 lakhs.

As announced by the Government, outstanding District Information and Public relations Officers will be chosen and prizes awarded to them. The First, Second, and Third prize winners will receive Rs. 15,000, Rs. 10,000 and Rs. 5000 as Savings Certificate along with Rs. 5000 worth Medal each and certificate.

District Publicity Co-ordination Committee

In order to upgrade the standard of living of the people, especially the poor, the Government has a bouquet of programmes for the people. Government takes efforts to propagate these programmes so as to enable people benefit by them.

In order to co-ordinate such publicity works, District Publicity Co-ordination Committee has been constituted in all districts under the Chairmanship of respective District Collector. The Committee, convened once in a month, discusses and decides various strategies to be adopted for effective publicity.

Chapter -13

STATE INFORMATION CENTRE

Information Centres

The six Information Centres are functioning in Chennai, Madurai, Thiruchirappalli, Thanjavur, Coimbatore and New Delhi under the control of this Department. The Information Centres in these places have collections of books on various subjects, Newspapers and periodicals for the benefit of the people.

State Information Centre

State Information Centre, is functioning in a portion of Kalaivanar Arangam, Chennai. This Centre has over 17,500 books, both in English and Tamil. Biographies, Autobiographies, Novels, books on the subjects like Science, History, Philosophy, Medicine, Technology, Law, Accountancy, Mathematics and Computer Technology are available. Daily newspapers, weekly and monthly magazines for reference by children, students and research scholars are available. To benefit those who are in search of suitable employment, Employment News, Books on competitive examinations and results of such examinations are made available for reference.

For the use of various departments of the Government and research students, magazines and periodicals that are more than two years old are preserved here. Every year, books are purchased from various publishers to make this library more useful to the readers. Books and pamphlets highlighting various welfare schemes and programmes of the Government are kept here for reference.

CONCLUSION

The Government is committed to ensure that all the developmental schemes and their benefits must accrue to the beneficiaries in full. With this mandate, this department through its innovative publicity strategies create awareness among the public to ensure that the benefits reach them even in farflung areas of the State and moves forward and marches ahead relentlessly.

PARITHI ELLAMVAZHUTHI

Minister for Information,
Government of Tamil Nadu

ANNEXURE - I
BUDGET ESTIMATE 2007-2008

(Rupees in Thousands)

	2006-07 Budget Estimate	2006-07 Revised Estimate	2007-08 Budget Estimate
2059 Public works	75,29	75,29	75,29
2220 Information and Publicity	29,72,60	32,27,04	32,21,11
2235 Social security and welfare	32,40	39,84	40,40
2250 Other social services	5,69	4,96	5,56
2251 Secretariat - Social services	2,71,25	2,74,44	...
4220 Capital outlay on Information and Publicity	35,73	35,73	87,60
Total	33,92,96	36,57,30	34,29,96

ANNEXURE - 2
PART-II SCHEMES 2007-2008

(Rupees in Lakhs)

Sl. No.	Details of schemes	Ultimate Cost			Cost in 2007-2008		
		Recur	Non- ring Recurring	Total	Recur	Non- ring	Total
<u>DIRECTORATE OF INFORMATION AND PUBLIC RELATIONS</u>							
1.	Purchase of Computerised and numerical Control Machinery	...	84.60	84.60	...	84.60	84.60
2.	Purchase of Generator	...	3.00	3.00	...	3.00	3.00
3.	Upgradation/Modification of existing cameras and purchase of New cameras	...	70.00	70.00	70.00	...	70.00
4.	Purchase of 5 Tempo Trax Judo Vehicles	...	20.00	20.00	20.00	...	20.00
5.	Purchase of DTS and PA Sound System with all accesories	...	17.00	17.00	17.00	...	17.00
6.	Purchase of Digital Copier System	...	0.49	0.49	0.49	...	0.49
7.	Purchase of one Air conditioner	...	0.34	0.34	0.34	...	0.34
8.	Purchase of one Xerox Machine	...	0.60	0.60	0.60	...	0.60
9.	Purchase of one Laser Digital Copier	...	0.42	0.42	0.42	...	0.42
10.	Purchase of Fax Machine	...	0.10	0.10	0.10	...	0.10
Total		...	196.55	196.55	108.95	87.60	196.55