



**DEMAND NO.28**

**POLICY NOTE  
ON  
INFORMATION AND PUBLICITY  
2008-2009**

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

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Government of Tamil Nadu  
2008

**Demand No.28  
INFORMATION AND PUBLICITY**

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**INFORMATION AND PUBLICITY  
POLICY NOTE  
2008-2009**

**INTRODUCTION:**

**A sleepless promptitude  
knowledge, decision strong:  
These three for aye to rulers  
of the land belong**

said Ayyan Thiruvalluvar, the renowned Tamil poet of immortal fame. Accordingly, the dynamic Government of Tamil Nadu have announced several welfare measures for the betterment of its people. The Department of Information and Public Relations performs the formidable task of taking all the schemes and activities of the Government to the public.

The prime object of this Department is to enlighten the public regarding various schemes initiated by Government of Tamil Nadu for the betterment of the downtrodden, empowerment of women, safeguarding the interest of all sections of the people and to create awareness about the schemes of the Government among the masses. This Department dedicates itself to advertise all the projects of the Government captivatingly, incorporating the technological development in the field of public relations.

“Brother,  
Go to the people,  
Live with them,  
Learn from them,  
Love them,  
Start with what they know,  
Build with what they have”

said Peraringnar Anna. Cherishing his lofty ambitions, this department, as an envoy of the Government, continues to perform the major task of conveying news relating to the policies, performance and achievements of this Government to the public.

The Press Release section of this department carries the message every day regarding Government schemes to the public, through the print and electronic media which constitute the fourth pillar of democracy.

The Memorial Section of this department, erects statues, builds memorials and celebrates the anniversaries of great Tamil savants and eminent personalities who dedicated their lives for the country, as a mark of reverence to them.

The advertising wing of this department captivantly advertises the development activities of the Government.

The Reference Section preserves the leading dailies, over the years, so as to provide news clippings as and when required. The Information Centres benefit research scholars and general public in their academic pursuits.

The Tamil Nadu Films Division produces documentary films on the achievements and short films on various schemes of the Government. M.G.R. Government Film and Television Institute imparts courses on various technical areas of the film field.

Tamil Arasu is published to help the public in understanding various schemes of the Government.

The Exhibition wing functions to enlighten the schemes of the Government to the public.

The Information and Public Relations Officers in the Districts explain the schemes and welfare measures of the Government to the masses through media by conducting multimedia exhibitions, integrating the activities of all departments of the Government. They continue to perform their

prime function of conveying the aims, activities and achievements of the Government to the remotest corners of the villages by incorporating the latest technological know-how in the field of public relations.

## **CHAPTER-I**

### **PRESS RELEASE SECTION**

Announcements and schemes of this Government, details of various government functions along with colour photographs etc. are sent by the Press Release Section of this department to the media through e-mail every day.

Gone are those days when press releases of Hon'ble Chief Minister, Hon'ble Ministers and Government Department besides press notes were manually typed and taken to the media along with photographs by motor cycle messenger to the Press and Television channels. After the advent of fax machines, press releases were faxed to the media. And with the advent of E-governance, press releases, press notes and photographs are being sent to the media (numbering about two hundred) through e-mail simultaneously. 893 press releases, 133 press notes, 747 press coverage letters besides photographs and videographs were sent to media from 17.4.2007 to 16.4.2008. E-Governance has revolutionised this section. Six computers with Internet facilities and server have been provided to this section to handle files and to create a paperless administration. Efforts are being taken to upgrade these facilities. Facilities were created for obtaining orders up to the level of Assistant Director through computer, in this section.

## **JOURNALISTS' WELFARE**

### **Pension Scheme for the Journalists**

Pension for Journalists, who retire after twenty years of service and live in impoverished conditions, was enhanced from Rs.3,000/- to Rs.4,000/- p.m. After assumption of office, this Government have granted this pension to 19 journalists and so far 62 journalists have benefited under this scheme.

### **Pension for Journalists' Family**

This scheme was launched in 1998 to benefit wives of the deceased Journalists who were receiving pensions. The present government have enhanced the pension amount from Rs.1500 to Rs.2000 p.m and 17 persons have benefited under this scheme.

### **Journalists' Family Benefit Fund**

Financial assistance is provided to families of Journalists who died in harness with minimum of twenty years of service as Editor/ Sub Editor/Reporter/Photographer and Proof Reader. This assistance is given from Hon'ble Chief Minister's Public Relief Fund.

This Government have modified the qualification of the Journalists whose families shall receive this assistance. As per the new norms, the families of the deceased Journalists

would be eligible for a sum of Rs.50,000/- if the Journalist had put in service of five years, Rs.1.00 lakh if he had rendered ten years of service, Rs.1.50 lakhs if he had rendered fifteen years of service and Rs.2.00 lakhs if he had rendered twenty years of service. After assumption of office, this Government have sanctioned this assistance to the families of 14 Journalists and so far 43 persons have benefited under this scheme.

### **Financial Assistance for Medical Treatment of Journalists**

After this Government assumed office, financial assistance was provided to four Journalists for medical treatment and to the daughter of a Journalist for surgery. The total financial assistance extended under the scheme was Rs.4.00 lakhs.

### **Journalists Rental Housing Scheme**

Journalists are allotted houses under the rental housing scheme by the Tamil Nadu Housing Board as a special case and during the year 2007-08, 25 Journalists were allotted rental houses. So far 166 Journalists have been provided houses under this scheme, throughout Tamil Nadu.

### **House sites for the Journalists**

Under this scheme, 428 Journalists were provided with house sites in 11 Districts

### **Journalists Welfare Benefit Fund**

The Government of Tamil Nadu have launched a new fund called "Journalists Welfare Benefit Fund" by Government

order dated 14.1.2008 and deposited a sum of Rupees One Crore with Tamil Nadu Power Finance and Infrastructure Development Corporation for the scheme which yields a sum of Rs.83,333/- as interest per month out of which a sum not exceeding Rs.50,000/- will be sanctioned to meet the medical expenses of Journalists affected by chronic diseases.

### **Internet Facility in the Press Room**

Broadband Wireless Internet facility has been provided at the press room, Secretariat which enables twenty press reporters to transmit news and photographs to their offices simultaneously.

### **Accreditation Cards for the Media Reporters**

Press Accreditation Cards are issued, on the recommendation of the Accreditation Committee constituted by the Government, for eligible media persons. So far, the Government have issued 396 Press Accreditation Cards in Chennai and 82 in districts. Identity cards were issued to 426 Journalists in districts by District Collectors.

### **Free Bus Passes to Journalists**

Free bus passes are being issued to accredited and other Journalists who hold identity cards, for a period of one year. 300 accredited Journalists in Chennai and 946 Journalists in other districts, who received identity cards enjoy this

concession during this current year. This department compensates the State Transport Corporations in this regard.

### **Press Pass Cards to Reporters/Photographers of periodicals**

Press passes are issued to Reporters/Photographers of periodicals on the recommendations of “Press Pass Recommendation Committee”. 180 passes were issued to the Reporters in Chennai during 2008.

### **National Press Day**

The Press Council of India, a wing of Information and Broadcasting Ministry, Govt. of India was instituted on 16 of November. This day is being celebrated as National Press Day. The Govt. of India had requested State Governments to conduct oratorical contest among students and award prizes besides conducting seminars and functions. Therefore, Govt. of Tamil Nadu have conducted oratorical contests in both Tamil and English under the title “Media as voice of people- before and after Independence” among college students from all over Tamil Nadu, and prizes were awarded to the winners.

### **Photo Section**

In the initial stages, all Government functions were shot in black and white photographs, processed and the prints were sent to

the press through motor cycle messengers. With the advent of e-governance, functions were shot in colour using digital cameras and sent to more than 200 media offices through e-mail from Secretariat. Besides, when important functions take place, they were shot in colour in digital camera and sent from the function spot directly to media through three laptops with internet facility. Three Laptop Computers with internet facility were purchased during 2007-2008 through Elcot for the use of this Photo Section. All these photographs are stored in compact disc for future use.

## CHAPTER-2

### REFERENCE SECTION

The main function of Reference Section is to send clippings of important news, appearing in Tamil and English dailies, upcountry Newspapers as well as periodicals, to Hon'ble Chief Minister, Hon'ble Ministers, Chief Secretary and Secretaries to Government on the same day of their appearance. Important dailies since 2001 are preserved for reference purpose in this section. And dailies from 1990 to 2000 are being preserved in Bharathiar Illam, Triplicane, Chennai for future reference.

Director of Information and Public Relations also functions as the Registrar of Books. Two copies of each book published are received from the publishers and registered by this section.

## CHAPTER-3.

### MEMORIALS

As a mark of respect and reverence to the freedom fighters who made considerable contribution to the liberation of our nation and introduced them to younger generation renowned Tamil Scholars, 47 Memorials, 4 Arangams, 5 Commemoration Pillars and one Memorial Park have been erected and maintained by this department. They are as follows.

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, Erode District.
5. Dheeran Chinnamalai Manimandapam, Arachalur Village, Erode district.
6. Mootharignar Rajaji's Birthplace, Thorapalli, Krishnagiri District.
7. Namakkal Kavignar Ramalingam Ninaivu Illam, Namakkal.
8. Va.Ve. Subramaniam Memorial, Varahaneri, Thiruchirapalli.

9. Pattukottai Kalyanasundaram Manimandapam, Pattukottai, Thanjavur District.
10. Thillaiyadi Valliammai Memorial, Thillaiyadi, Nagapattinam District.
11. Tamil Thatha Ue.ve. Sa memorial at Uthamadhanapuram, Thiruvarur District.
12. Kaviarasar Kannadasan Manimandapam, Karaikudi, Sivagangai District.
13. Thavathiru Kundrakudi Adigalar Manimandapam, Kundrakudi, Sivagangai District.
14. Maruthupandiar Memorial, Thiruppathur, Sivagangai District.
15. "ThiyagaSeelar" Kakkan Manimandapam, Thumbaipatti, Melur Taluk, Madurai District.
16. 'Thiyagi' Viswanathadas Ninaivu Manimandapam, Thirumangalam, Madurai District.
17. Paruthimar Kalaingnar Manimandapam, Vilachery Village, Madurai District.
18. Mozhinayiru Devaneya Pavaanar Manimandapam, Sathamangalam, Madurai District.
19. Perunthalaivar Kamarajar Illam, Virudhunagar, Virudhunagar District.

20. Perunthalaivar Kamarajar Birth Centenary Manimandapam, Virudhunagar, Virudhunagar District.
21. Mahakavi Bharathiar Manimandapam, Ettayapuram, Thoothukudi District.
22. Mahakavi Bharathiar Illam, Ettayapuram, Thoothukudi District.
23. "Kappalottiya Tamizhan" V.O.Chidambaram Illam, Ottapidaram, Thoothukudi District.
24. Veeran Alagumuthukone Manimandapam, Kattarangkulam, Thoothukudi District.
25. Freedom Fighter Veeran Sundaralingam Memorial, Gavarnagiri, Thoothukudi District.
26. Freedom Fighter Veeran Vellayathevan Memorial, Vallanadu, Thoothukudi District.
27. Poet Umarupulavar Memorial, Ettayapuram, Thoothukudi District.
28. "Kappalotiya Thamizhan" V.O.C. Manimandapam, Tirunelveli District.
29. Poolithevan Memorial, Nerkattumseval Village, Sivagiri Taluk, Tirunelveli District
30. "Pothuvudamai Veerar" P. Jeevanandam Manimandapam, Nagercoil, Kanniyakumari District.
31. Gandhi Memorial, Kanniyakumari, Kanniyakumari District.

32. Perunthalaivar Kamarajar Manimandapam, Kanniyakumari, Kanniyakumari District.
33. "Sathavathani" Seiguthambi Pavalar Ninaivu Mandapam, Idalakudi, Kottur, Kanniyakumari District.
34. Perarignar Anna Ninaivu Illam, Kanchipuram, Kanchipuram District.
35. Muthumandapam Memorial (in memory of Vikrama Raja Singan, the last Tamil King of Srilanka) Vellore, Vellore District.
36. Perarignar Anna Memorial and Perarignar Anna Museum, Marina Beach, Kamarajar Salai, Chennai District.
37. Bharat Ratna Dr. M.G.R Memorial and Museum, Marina Beach, Kamarajar Salai, Chennai District.
38. Mahakavi Bharathiyar Ninaivu Illam, Thulasinga Perumal Koil Salai, Thiruvallikeni, Chennai District.
39. Perunthalaivar Kamarajar Ninaivu Illam, Thirumalai Salai, Thiyagaraya Nagar, Chennai District.
40. Valluvar Kottam, Nungambakkam, Chennai District.
41. Gandhi Mandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai District.

42. Mootharingnar Rajaji Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
43. Mozhippor Thiyagigal Manimandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
44. Thiyagigal Manimandapam, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
45. Periyavar M. Bhakthavatchalam Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
46. Perunthalaivar Kamarajar Memorial, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
47. "Kanniyathendral" Quaid-e-Millat Manimandapam, near Quaid-e-Milleth Government Women's College, Chennai District.

### **Arangams**

1. Rajaji Mandapam, Omandurar Govt. Estate, Chennai District.
2. Kalaivanar Arangam, Wallajah Salai, Chennai District.
3. Anna Kalai Arangam, Vellore, Vellore District.
4. Mahamagam Auditorium, Kumbakonam, Thanjavur District.

### **Commemoration Pillars**

1. "Quit India" Movement's Golden Jubilee Commemoration Pillar, Gandhi Mandapam Campus, Sardar Vallabhai Patel Salai, Guindy, Chennai District.
2. Golden Jubilee of India's Independence Commemoration Pillar (Near War Memorial), Kamarajar Salai, Chennai District.
3. Golden Jubilee of Indian Republic Commemoration Pillar, Near Gandhi Statue, Kamarajar Salai, Chennai District.
4. Commemoration Pillar of Sepoy Mutiny, Vellore, Vellore District.
5. Perunthalaivar Kamarajar Centenary Pillar, Virudhunagar.

### **Memorial Park**

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

As per the announcement made by the Hon'ble Finance Minister, in view of the birth centenary of Pasumpon Muthuramalinga Thevar, his house was renovated without disturbing its originality besides constructing an arch and an eternal flame at a cost of Rs.50.00 lakhs. And now a new building has been constructed at a cost of Rs.10.00 lakhs, to conduct ceremonies with milkpots and mulaippari. His birth centenary was celebrated in a grand manner.

In the year 2007, a Manimandapam with a statue for Mozhighnayuru Devaneyya Paavanar was constructed at Sathamangalam, Madurai District, a memorial for freedom fighter Vellaiya Thevan, at Valla Nadu, Thoothukudi District at a cost of Rs.25.00 lakhs and another for freedom fighter Sundaralingam at Gavarnagiri at cost of Rs.25.00 lakhs. The residence of Suriyanarayana Sastri alias Parithimar Kalaignar at Villacheri village, Madurai district was renovated and his statue installed at cost of Rs.7.90 lakhs. A memorial was constructed for Amuthakavi Umarupulavar at Ettaiyapuram, at a cost of Rs.22.50 lakhs.

A memorial was raised with statue for Tamil Thatha Dr. Ue.Ve.Sa at Uthamadhanapuram, Valangaiman, Thiruvarur District. His house was acquired at a cost of Rs.1.37 lakhs and renovated at cost of Rs.23.00 lakhs, and inaugurated in 2008.

As per announcement made by Hon'ble Minister for Information, the memorials such as Thanthai Periyar Memorial at Vaikom, Mootharignar Rajaji Memorial at Thorappalli, Thillaiyadi Valliyammai memorial at Nagappattinam, Thiruppur Kumaran Ninaivagam in Coimbatore district, Udumalai Narayanakavi Manimandapam, Gandhi Museum at Chennai, Thiyagigal Manimandapam, Mahakavi Bharathiyar Ninaivillam, Mozhipoor Thiyagigal Manimandapam, were renovated at a cost of Rs.43.45 lakhs.

The Statue with peedam of Freedom fighter Shenbagaraman was erected in front of Thiyagigal Manimandapam, Guindy, Chennai, at a cost of Rs.1.77 lakhs.

The construction of Athiyaman Kottam with an auditorium having a seating capacity of 400 in Dharmapuri District at a cost of Rs.115.00 lakhs is nearing completion.

A sum of Rs.19.50 lakhs have been allotted for building Manimandapam for Rettaimalai Srivinasan at Gandhi mandapam campus, Chennai and the work is nearing completion.

## CHAPTER-4

### GOVERNMENT FUNCTIONS

The Government honours martyrs who valiantly fought for nation's freedom, and eminent Tamil scholars who dedicated their lives for the betterment of Tamil language by celebrating their birth anniversaries and observing death anniversaries in Chennai as well as in districts, so as to enable the people know the greatness of leaders and their noble contributions to our nation. Floral tributes are paid to the portraits of these leaders and scholars, kept in front of their statues.

The statues of the leaders mentioned below are being garlanded and floral tributes are paid on their birth anniversaries on behalf of the Government to their portraits, in Chennai.

- |    |            |                                 |
|----|------------|---------------------------------|
| 1. | January 17 | Bharatha Rathna Dr. M.G.R.      |
| 2. | January 23 | Nethaji Subash Chandra Bose     |
| 3. | January 30 | Mahatma Gandhi (Memorial Day)   |
| 4. | April 14   | Dr. Ambedkar                    |
| 5. | April 27   | Sir. Pitty. Thiyagarayar        |
| 6. | April 29   | Paavendar Bharathidasan         |
| 7. | June 5     | Kanniyathendral Quaid-e-milleth |
| 8. | June 24    | Kaviarasar Kannadasan           |

9. July 15 Perunthalaivar Kamarajar
10. July 17 Martyrs' Day-Thiyagi Arya alias Bhashyam
11. July 17 Thiyagi Sankaralinganar
12. September 5 Kappalottiya Thamizhan V.O.C
13. September 15 Perarignar Anna
14. September 17 Thanthai Periyar
15. September 29 Former Mayor Sivaraj
16. October 2 Mahatma Gandhi
17. October 30 Pasumpon Muthuramalinga Thevar
18. November 14 Jawaharlal Nehru
19. December 10 Mootharingar Rajaji
20. December 11 Mahakavi Bharathiyar

The birth anniversaries of Veeran Alaghumuthukone at Kovilpatti in Thoothukudi district, V.O.Chidambaranar at Ottapidaram, Veerapandiya Kattabomman at Panchalankurichi, Veeran Sundaralingam at Gavarnagiri, Mahakavi Bharathiar at Ettayapuram, Toothukudi District, Rebel Muthuramalinga Sethupathi at Ramanathapuram, Theeran Chinnamalai, at Odanilai Erode District, Valvilor at Kollimalai, Mahathma Gandhi at Chennai and in all districts, Pasumpon Muthuramalinga

Thevar in Madurai and Ramanathapuram Districts, Mootharignar Rajaji at Thorapalli in Krishnagiri district are being celebrated every year. The Government observes the death anniversary of Mahathma Gandhi on 30<sup>th</sup> January of every year and floral tributes are paid to the portrait of Mahathma Gandhi. On Martyrs' day (17<sup>th</sup> of July )the statues of Sankaralinganar, and Ariya are being garlanded.

### **Special functions**

1. The birth Centenary of Bhagath Singh was celebrated from 28.9.2006 to 27.9.2007 in Chennai and all other district headquarters.
2. The birth Centenary of Podhuvudamai Veerar Jeevanandam was celebrated on 21.8.2007 in Chennai, Coimbatore and Kanniyakumari Districts.
3. The birth Centenary of Pasumpon Muthuramalinga Thevar, was celebrated on 30.10.2007 in Ramanathapuram District.
4. Thiruvalluvar Day was celebrated on 16.1.2008 at Valluvar Kottam, Chennai.

## CHAPTER-5

### ADVERTISEMENT

This Department performs the laudable task of enlightening the public regarding the aims, actions and achievements of the Government through captivating advertisements in the Newspapers.

The advertisements of all Departments, Boards, and Undertakings of the Government of Tamil Nadu are centralised through Information and Public Relations Department and released to newspapers and periodicals, based on the nature of the advertisements and its targeted group.

The details of government welfare schemes like

- 1) Cash dole to unemployed youth,
- 2) Free distribution of Colour TV,
- 3) Free distribution of land to landless poor farmers,
- 4) Free gas connection with gas stove to the poor,
- 5) Opening of New sophisticated hospital at Salem,
- 6) Heart surgery scheme for the Children,
- 7) Laying of foundation for Thiruvalluvar University Building at Vellore,
- 8) Inauguration of Central Semmozhi Tamil Research Centre at Chennai.

- 9) Anna Marumalarchi Scheme inauguration in all Town Panchayats,
- 10) Providing three eggs in Nutritious Meals Scheme,
- 11) Corporation Drinking Water Expansion Scheme inauguration,
- 12) New Ariyalur District inauguration,
- 13) Distribution of free Dhoties and Sarees to people living below poverty line during Tamizhar Thirunal,
- 14) Indira Gandhi National Senior Citizens Pension Scheme inauguration,
- 15) Inauguration of new District Collectorate and Bus Stand at Krishanagiri District; Foundation Stone for the IT Park,
- 16) Inauguration of new routes for State Transport Corporations,
- 17) Foundation Stone laying function for Hogainakkal Drinking Water Scheme,
- 18) Tamil Nadu Wakf Board building inauguration,
- 19) Inauguration of Tamil Nadu Police Higher Training Centre at Unamanchery and
- 20) Foundation stone laying for Working Women Hostel (Saligramam, Chennai).

are advertised in leading newspapers so as to reach people of all walks of life to create awareness about Government Welfare Schemes. Importance is given to advertisements, which will attract Indian and Foreign Tourists so as to increase

their number. It was discussed with the publishers of Newspapers to provide editorial support to Government Schemes and to reduce advertisement tariff. The advertisements relating to infrastructural facilities in our State, have increased the inflow of direct foreign investments as well as entrepreneurs from other states.

To give wide and effective publicity, by adopting latest technology, all the Tender and Display advertisements are posted free of cost in the Tamil Nadu Government Website, viz. [www.tn.gov.in](http://www.tn.gov.in) by National Informatics Centre, a Government of India organization. Downloading of tender forms free of cost from the website viz. [www.tender.tn.gov.in](http://www.tender.tn.gov.in) has been made possible. The publication of advertisements in newspapers and internet, ensures transparency of the administration and participation of all eligible persons in government tenders.

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 Bulletin and District Tender Bulletins are published every week to enable public to understand the activities of the government.

Tenders having purchase value between Rs.5.00 lakhs and Rs.10.00 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 lakhs and works value of more than Rs.25 lakhs are published in State Tender Bulletin. The particulars of Tenders and the decision taken on the tenders are also published in these Bulletins.

## CHAPTER-6

### TAMIL NADU GOVERNMENT FILM AWARDS & FILM SUBSIDY

In order to encourage the Tamil Film Industry, the Government of Tamil Nadu have been presenting Film Awards to the Best Tamil feature films, actors, actresses and technicians since 1968. The Government constitute a Committee every year to select the best feature films, actors, actresses and technicians. The following awards are presented to the films selected by the Committee.

1. First Prize - Rs.2 lakhs cash, a memento and certificate
2. Second Prize - Rs.1 lakh cash, a memento and certificate
3. Third Prize - Rs.75,000 cash, a memento and certificate
4. Special Prize - Rs.75,000 cash, a memento and certificate

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

A five sovereign gold pendant , a memento and certificate are presented to the selected actors, actresses and technicians. Dubbing Artistes (both male and female) have been included

for these awards since 2000. New awards for Best Character Artiste (Male), Best Character Artiste (Female) and Best Comedy Artiste (Female) were instituted in 2001 and presented are being. Cash awards of Rs.50,000/- as first prize, Rs.25,000/- as second prize and Rs.10,000/- as third prize are given to films depicting small planned family values. Tamil Nadu Government Film Awards for the years 2005 and 2006 were presented in the function organised at Madras University Centenary Auditorium on 16.10.2007.

#### **Veteran Awards**

Veteran awards are presented in the name of Thiyagaraja Bhagavathar, Arignar Anna, Kalaivanar, Raja Sandow, Makkal Thilagam M.G.R., Kavignar Kannadasan and Nadigar Thilagam Sivaji Ganesan who were matinee idols and have left indelible impressions in the history of Tamil Film Industry.

#### **Government Subsidy**

To encourage production of quality low-budget films, with social commitment, 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. 45 and 49 applications were received for the years 2005 and 2006 respectively. The Selection Committee selected 70 films for granting subsidy. Efforts are on to grant subsidy

for these films at an early date. Action is being taken to constitute Selection Committee for Film awards for the Best Actor, Actresses and Technicians and for granting of subsidy for quality low budget films for the year 2007. These committees will select Tamil Films and recommend to the Government for granting subsidy, based on which the government will grant subsidy.

### **Small Screen Awards**

1. In continuation of the announcement on the floor of the Legislative Assembly, during 2007-08 budget speech, that the Artistes of the small screen will be honoured and encouraged, Hon'ble Chief Minister has constituted a Committee, which is first of its kind, for selection of best artistes of the small screen for the year 2006.
2. 11 applications from Mega serial producers and 3 from weekly serials were received for this award. A cash prize of Rs.2.00 lakhs, a memento and a certificate will constitute First Prize. A cash prize of Rs.1.00 lakh, a memento and a certificate will be a second prize. A cash prize of Rs.1.00 lakh, memento and a certificate will be the award for the best weekly serial. Besides, 5 sovereign gold pendant, a memento and a certificate will be presented to the Best Director, Best Hero, Best Heroine, Best Music Director, Best Story Writer, Best

Screen Play Writer, Best Dialogue Writer, Best Cinematographer, Best Editor, Best Character Male Artiste, Best Character Female Artiste, Best Villain (male and female), Best Child Artiste, Best Playback Singer(Male) and (Female) and Best Special Effects.

Cash prize of Rs.1.00 lakh, a memento and a certificate will be given to Best Achiever of the year and Best Lifetime Achiever.

A subsidy of Rs.95.00 lakhs has been granted to the film titled 'Periyar', the lead role of which was played by 'Inamurasu' Sathiyaraj.

### **Government's concessions to Tamil Film Industry**

1. The low budget quality Tamil feature films are granted subsidy of Rs.7 lakhs each.
2. Cash awards, gold medals, mementos and certificates are presented to the best Tamil films, actors, actresses and technicians.
3. Veteran Awards are presented to the doyens of film industry.
4. Permission is granted for film shooting in Government premises under single window system.

5. Committees have been constituted at district and state level to resolve disputes in film industry.
8. A sum of Rupees one lakh is granted from the Chief Minister's Public Relief Fund to the family of stunt actor who dies while film shooting. A sum of Rs.50,000/- is granted if he becomes incapacitated, while shooting a stunt sequence.
7. On the representation of Film & TV industry and to encourage them, the fees for out door shooting were reduced considerably.
8. The Government have announced ordered an incentive scheme for Tamil Films which won National / International Awards to encourage them.

#### **Title in Tamil**

The Government in Commercial Taxes department have fully exempted new Tamil films named in Tamil, from entertainment tax, since 22.7.2006 in order to encourage passion for Tamil Language.

## **CHAPTER – 7**

### **TAMIL NADU FILMS DIVISION**

In order to exploit the immense potential available in the film and video media, and utilise it as an effective link between the people and the Government, the Government established the Tamil Nadu Films Division in 1968. Initially Tamil Nadu Films Division functioned as a part and parcel of MGR Government Film and TV Institute and the Tamil Nadu Films Division functions separately in the sprawling Film City Campus, Adyar abutting the Information Technology corridor, since 1973.

#### **Telecasting Assembly Proceedings**

The proceedings of Tamil Nadu Legislative Assembly are Video recorded, edited and provided to private Television channels.

#### **Production of News Reel Bulletins in 35 mm film**

The news coverages are edited into 10 minute film and released all over Tamil Nadu with the help of Chennai and Madurai branches of Films Division, Government of India.

## **News Coverages**

Tamil Nadu Films Division covers Hon'ble Chief Minister's functions and produces them by film video cassettes and other important functions and events all over Tamil Nadu.

## **Production of documentary films in 35 mm**

Tamil Nadu Films Division is producing documentary films for all the Departments, Undertakings, Boards and Corporations of Tamil Nadu. So far Tamil Nadu Films Division has produced 10-20 minute documentary films on important subjects like Family Welfare, Agriculture, Public Health, Co-operation etc. and released in theatres. They are exhibited throughout the state through video vans of Information and Public Relation Offices as well.

## **Production of Video News Magazines**

Video News Magazines which contain important welfare schemes of Government are produced by Tamil Nadu Films Division. The Video News Magazines are exhibited by field publicity units in Information Department and telecast through leading private satellite TV channels.

## **Panel Producers**

When Tamil Nadu Films Division is not in a position to produce documentaries, the services of private panel producers are utilised. For this purpose Government has empanelled 105 Panel Producers. The Panel Producers have produced film/video documentaries for Tamil Nadu Films Division. In addition to this, stock shots from the Tamil Nadu Films Division Film/Video are sold to private film/video producers on request.

## CHAPTER – 8

### M.G.R. GOVT. FILM AND TELEVISION INSTITUTE

The M.G.R. Government Film and Television Institute, is an advanced Technical Institute imparting film Techniques and aesthetics. The main objectives are to impart training to students in various Film and Television Production and allied subjects.

The M.G.R. Government Film and Television Institute is one of the three major Institutes in India imparting training in Film and Television techniques.

The M.G.R. Government Film and Television Institute is run by the Government of Tamil Nadu under the administrative control of Director of Information and Public Relations.

M.G.R. Government Film and Television Institute conducts diploma courses of Film and Television Production as mentioned below :

Sl. No.	Name of Courses	Duration	Qualification	No. of Seats
1.	Direction and Screen Play Writing	3 Years	Any Degree	14
2.	Cinematography	3 Years	Plus 2 Pass	14
3.	Sound Recording and Sound Engineering	3 Years	Plus 2 Pass	14
4.	Film Editing	3 Years	Plus 2 Pass	14
5.	Film Processing	3 Years	Plus 2 Pass	14

Notification for admission to these courses is advertised in leading Tamil and English Newspapers and admissions commence in July of every academic year.

All diploma courses are approved by the All India Council of Technical Education (AICTE), New Delhi.

The students from different branches form 14 units and each unit is given film production exercise by which they are trained in producing fourteen short films. The Government sanctions a sum Rs.14.00 lakhs for the production of students' diploma films every year.

The Government of Tamil Nadu presents an Award of One Sovereign Gold Medal, Cash Award of Rs.5,000/- and a memento to the Best Director, Best Cinematographer,

Best Sound Recordist, Best Editor and Best Film Processor of the Short Films produced by the students of this Institute. This award is called “M.G.R. Government Film and TV Training Institute Students’ Short Film Award”.

The Government have also sanctioned a sum of Rs.75,000/- per annum for sending Best Students’ Diploma Films to National and International Film Festivals.

Government have transferred the air conditioned shooting floor of the Film City to this Film Institute and sanctioned a sum of Rs.1.43 crores for modernisation and the renovation works are being carried out by the Public Works Department.

Students’ Shooting floor has been upgraded at a cost of Rs.17.86 lakhs for the benefit of Students.

Under Part-II Scheme, during 2007-2008, Cameras in the Cinematography Section have been upgraded at a cost of Rs.67.47 lakhs.

## 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. Viewing of movies in cinema theatres is an important mode of entertainment for persons in lower and middle income groups. Government have therefore been extending, concessions to film industry.

2. Tamil Nadu has 1526 Cinema Theatres in the following categories.

1. Permanent	:	1219
2. Semi – Permanent	:	121
3. Touring Theatres	:	179
4. Open - Air - Cinema Theatres	:	7

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Total :1526

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3. The present Cinematographic Act i.e Tamil Nadu Cinemas (Regulation) Act, 1955 is fairly old and it does not have adequate provisions to deal with the modern advancement in Cinematography. Hence, the Government considered it necessary to modify the provisions of the existing Tamil Nadu

Cinemas (Regulations) Act, 1955 and the Rules, made there under and have constituted a committee under the Chairmanship of the Special Commissioner and Commissioner of Land Administration and other official and non-official members in August 2007 to suggest suitable changes to the existing Cinematography Act and Rules. The Committee is expected to submit its report to the Government shortly.

4. After assumption of office by this Government various concessions 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., have been extended to the Cinema industry. With a view to pass on these benefits to public, the Government have reduced the rates of admission to cinema theatres w.e.f. 01.01.2007. Considering the various facilities available in the multiplex theatres Government have issued orders for fixing separate rates of admission to multiplexes with certain conditions. In order to enforce the new rates fixed by the Government and in order to make sure that the benefit of lower fares reaches the public, the licensing authorities have been directed to ensure that no theatre collects more than the rates prescribed by the Government. Further, they have also been instructed to organize a scheme of joint inspection of the theatres by teams consisting of representatives of fairly senior level of the Revenue Department, Commercial Taxes Department and Police Department.

### **Cable Television Network System**

5. The Cable Television Network (Regulation) Act 1995 (Central Act), regulates the cable Television Network all over India. Under this Act the Head Post Master concerned 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 Authorised Officers to take action against offending Cable Television Operators for contravening Section 3,5,6 or 8 of the 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).

### **Conditional Access system (CAS)**

6. Section 4A of the Cable Television Network (Regulation Act 1995 (Central Act) envisages transmission of programmes through Conditional Access System (CAS). Conditional Access System 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. Conditional Access System is implemented in the Chennai Metropolitan Area with effect from 01.09.2003 and effectively from 31.12.2006.

## Video Act and Rules

7. "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 license 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 license 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

8. 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.

## 8. Performance of the Video Piracy Cell 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	1844	1866	17,38,74,360/-	9
2008 (Up to 31.3.2008)	392	401	36,59,070/-	-

The Video Piracy Cell, having state level jurisdiction has effectively controlled Video Piracy through out the state.

## CHAPTER – 10

### TAMIL ARASU

Tamil Arasu serves as the print media of the Government, disseminating information regarding the activities, policies, plans and achievements of Government of Tamil Nadu.

The Tamil edition of Tamil Arasu is a monthly magazine and the English edition is quarterly. The cost of a single copy of Tamil Issue is Rs.10/- and that of English is Rs.15/-The annual subscriptions are Rs.120/- and Rs.60/- respectively. The life subscriptions (10 years) for Tamil and English editions are 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. It also carries announcements of the Government policies, welfare schemes, programmes and details of developmental works being implemented in the districts besides success stories. News on health, empowerment of women, short stories, poetry and literary works are also published which are useful to the reader and general public.

Apart from this, special publications, posters, pamphlets, invitations to Government functions and brochures

on developmental activities are also printed elegantly in Tamil Arasu. Further applications relating to other sections of this departments and forms are also printed.

To enable the masses understand and benefit by Government schemes, "ARASU SEITHI" – a fortnightly wall paper is published by Tamil Arasu and printed (20,000 copies each) at the Government Central Press. The wall paper is pasted in prominent public places in the Districts and Municipal Corporations through the Information and Public Relations Officers.

The total number of subscriptions of both English & Tamil as on April 2008 is 73978, out of which 51518 comprise life subscriptions.

### Special Publications

1. Posters and folders on Buddha.
2. Policy note of I&PR department, for 2006-07 and action taken report on announcements.
3. Government Welfare Schemes – Information Directory – Volumes I, II, III
4. Inter – State Rivers should be Nationalised – Speech of Hon'ble Chief Minister at the 53<sup>rd</sup> National Development Council Meeting held

- at New Delhi on 29<sup>th</sup> May 2007(Tamil and English).
5. Hon'ble Chief Minister's Independence Day speech on 15<sup>th</sup> August 2007 (Tamil and English)
  6. Reply by Hon'ble Chief Minister at Legislative Assembly on the demand bill of Police, Industries and Information Technology Departments for the year 2007-2008.
  7. Speech of Hon'ble Chief Minister at District Collectors and Police Officers' Conference on 30<sup>th</sup> and 31<sup>st</sup> July 2007.
  8. Unique Achievements of Tamil Nadu under dynamic leadership of Kalaignar(English Booklet).
  9. Mozhi Gnayiru Thevaneya Pavaanar Vazhkai Kurippu – Pamphlet
  10. Tamil Arignar Parithimar Kalaignar Vazhkai Kurippu – Pamphlet.
  11. India International Trade Fair – 2007, New Delhi (Tamil Nadu Pavilion)-Booklet in English.
  12. Indian Administrative Service Book – Special Edition – 2007 in English.
  13. Folk Arts of Tamil Nadu – Pamphlet.

14. Right to Information Act (India) 2005 – Booklet.
15. Speech of Hon'ble Chief Minister at the 54<sup>th</sup> National Development Council Meeting held on 19<sup>th</sup> December 2007 and Chief Ministers' Conference held on 20<sup>th</sup> December 2007 at New Delhi.(Tamil version of English speech)
16. Compilation of Citations to Tamil Nadu Government Awardees – 16-01-2008.
17. Concessions to all farmers
18. Tamil Thaatha Ue.Ve.Sa Vazhakai Kurippu.

Tamil Arasu magazine is now being web cast ([www.tn.gov.in](http://www.tn.gov.in)) on Tamil Nadu Government's official website.

In the continuing efforts to technologically upgrade the Tamil Arasu Press, a Two colour sheet fed offset machine, a cutting machine, a Double head wire stitching machine and a 30 KW Generator were purchased at a total cost of Rs.78.89 lakhs under Part II Scheme for the year 2007-08.

## CHAPTER – 11

### EXHIBITION

Government exhibitions are organised by the Exhibition wing of Information and Public Relations Department to educate the people on various achievements, welfare schemes, social awareness and policies of the Government of Tamil Nadu. These exhibitions are organised in Madurai – Coimbatore during April-June, in Salem during July-September every year and once in two years either in Vellore or Tirunelveli.

Various State and Central Government departments, Public sector undertakings and private concerns participate in these exhibitions. The Government exhibitions, apart from educating and entertaining the general public, provide employment opportunities. Various cultural programmes are organised in the Exhibitions. Stalls are provided to Women Self Help Groups to showcase and market their products. A Selection Committee, select the best Government pavilion and best stall of the Public Sector Undertakings.

Mini Exhibitions are organised 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 every year for this purpose. A profit of Rs.1.48 Crores have been earned from the exhibitions conducted during last year.

On behalf of the Government of Tamil Nadu, this Department participates in the Flower Festival (Phool Walon-Ki- Saire) a fair conducted for the promotion of National Integration and Communal Harmony organized at New Delhi every year. The Government of Tamil Nadu received Awards at this festival.

The Information and Public Relations Department participates in the Republic Day celebrations at Chennai and New Delhi every year. The cultural programmes and fabrication of tableaux for the pageantry are co-ordinated by this department. This department participated in the Republic Day celebrations in Chennai during 2007-08 and won awards.

This department participates in the All India Tourist and Industrial Trade Fair every year. This department also participates every year in India International Trade Fair, New Delhi on behalf of Government of Tamil Nadu.

An Exhibition at Vellore during 2007-2008 was organised.

### **Multimedia Publicity Campaign**

Multimedia Publicity Campaigns and mini photo exhibitions are conducted in all Districts by coordinating various departments of the government and putting up pavilions thereby vividly explaining schemes, policies and achievements of the government to the people. Publicity works take place through various other programmes during multi media campaigns.

Moreover, mini multimedia exhibition are conducted during the Mass Contact Programmes of the District Collector in villages of all Districts.

District Publicity Coordination Committees discuss and finalise various means of advertising welfare schemes of the Government so as to enable people enjoy maximum benefits.

## **CHAPTER-12**

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

Information and Public Relations Officers in the District leave no stone unturned, to enable people understand the details about various welfare schemes, aims and achievements of the Government and to enable people enjoy maximum benefits by creating awareness among them through field publicity activities.

Conducting video shows, press conferences, advertising through cable network, government functions, mini exhibitions, maintenance of memorials etc. are some of the works of the District Information and Public Relations Officers.

The emerging developments in the field of Information and Technology are being made the best use of by Information and Public Relations Officers. The government have provided all infrastructural facilities like new Laptop computers, colour televisions, fax machines, digital cameras, scanners and copier machine to all District Information and Public Relations Officers. The offices are fully equipped now.

The condemned vehicles, fax machines, copier machines are periodically replaced under Part-II Scheme to facilitate efficient functioning of the District Offices. Under Part –II Schemes for the year 2007-08, the old vehicles in Dindugal,

Thiruvannamalai, Theni, Namakkal, and Vellore Districts were replaced by new vehicles.

Laptops were provided to Information and Public Relations Officers of Chennai, Thirunelveli, Coimbatore, Madurai, Trichy and Salem at a cost of Rs.3.02 lakhs.

## **CHAPTER – 13**

### **INFORMATION CENTRES**

Information Centres in Chennai, Madurai, Thiruchirapalli, Thanjavur, Coimbatore and New Delhi are functioning under the control of the Information and Public Relations Department .

State Information Centre is functioning in the rear wing of Kalaivanar Arangam. This Centre has over 17,500 books, both in English and Tamil and function effectively as mass communication media. The books and records maintained in this library are of immense help to people like students, those preparing for competitive examinations, offices of the Hon'ble Chief Minister and other Ministers, senior officers of Government, Tamil Arasu and general public.

Biographies of great personalities, books on science, history, philosophy, medicine, science and technology, law, accountancy, mathematics and computer are available here. Novels, books, newspapers, weekly and monthly magazines are also available for reference to children, students and research scholars. On an average 100 readers visit this centre everyday. 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.

Magazines and periodicals of less than two years old are preserved here for the use of various departments of the Government and research scholars. Efforts are being taken every year to procure new books from various book publishers to make the centre more useful for all sections of the public. Books and pamphlets highlighting various welfare schemes and programmes of the Government are kept here for reference.

## CONCLUSION

The lofty ambition of the Government is to enable maximum number of people enjoy maximum benefits of the welfare schemes. Keeping this pivotal point in mind, this department marches ahead successfully on a prosperous and progressive path by carrying out publicity activities incorporating latest technology thereby creating awareness among the public to enable them reap maximum benefits out of Government schemes.

**PARITHI ELLAMVAZHUTHI**  
Minister for Information  
Government of Tamil Nadu

BUDGET ESTIMATE 2008-2009		ANNEXURE - I			
		2006-2007 Accounts	2007-2008 Budget estimate	2007-2008 Revised Estimate	2008-2009 Budget estimate
2259	Public Works	77,98	75,29	82,40	75,40
2220	Information and Publicity	29,59,99	32,21,11	32,70,86	34,86,76
2235	Social Security and Welfare	24,42	40,40	1,42,24	48,60
2250	Other social services	5,42	5,56	5,36	6,18
2251	Secretariat – Social Services	2,27,38	-	-	-
4220	Capital outlay on Information and Publicity	38,48	87,60	87,60	97,00
6220	Loans for Information and Publicity			5,22	
Total		33,33,67	34,29,96	35,93,70	37,13,94