



# **TAMIL DEVELOPMENT & INFORMATION DEPARTMENT**

**Policy Note  
2021-2022**

**INFORMATION AND PUBLICITY**

**Demand No. 28**

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Minister for Information and Publicity

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INFORMATION AND PUBLICITY  
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**“ `Tis speech that spell-bound holds the listening ear,  
While those who have not heard desire to hear”**

**(Kural – 643)**

The power of speech is the speech that holds the ears and attracts even those that are averse

**- Kalaighnar’s Explanation**

## **INTRODUCTION**

The Information and Public Relations Department of the Government of Tamil Nadu began to grow by lending ears and attracting even those who are averse after Muthamizh Arignar Kalaighnar took over as the Chief Minister of Tamil Nadu for the first time.

The Information and Public Relations Department has the onerous duty to disseminate information among the public through simple press releases which are easily understandable and have a great impact in the minds of the people.

The Information and Public Relations Department continues to function as a special organisation disseminating information on the news and schemes of the Government from the time of Monarchy to Democracy.

Information Centres were set up in each district by the Information and Public Relations Department and all news relating to the Government, Government Orders, and statistics related to Government were easily conveyed to the people through them.

The Information and Public Relations Department successfully disseminates information across Tamil Nadu about the activities of the Government headed by the Hon'ble Chief Minister who redresses grievances of all strata of society, with a concern for public welfare, with a heart to serve the people in any situation and at any time, executing schemes for the growth of ethnic language. The achievements of the Hon'ble Chief Minister's regime in hundred days have been compiled and published as a special issue by Tamilarasu, "Thalainimirum Thamizhagam - Nootrandin Thisaiyil Nooru Naatkal" which is being lauded by the people all over the world.

The Information and Public Relations Department with its different wings executes work propagating the Hon'ble Chief Minister's successful and tireless works which involve detailed planning and sharp execution, the policies of the Government and awareness information.

## **PRESS RELEASE SECTION**

The Press Release Section works on all days disseminating information among the public on the announcements made by Hon'ble Chief Minister, press notes and press releases.

Press Notes of the Hon'ble Chief Minister and Hon'ble Ministers; Press Releases, Announcements, Welfare Schemes, Developmental works and details of achievements, news relating to Government functions, all news on the events relating to Government, video recordings and related photos are sent to more than 325 print and visual media such as dailies, news agencies, periodicals, and television channels through the Press Release Section through email and are also posted in website, then and there, to ensure the news reaches the general public.

Press Release section makes necessary arrangements for organizing Press Meets for the Hon'ble Chief Minister and the Hon'ble Ministers. This Section also extends all assistance to media personnel to attend and gather news in

Government functions participated by Hon'ble Ministers, Secretaries to Government, and also on the arrivals of VVIPs.

Government Announcements, Important Press Releases and News about important events taking place at the Head Quarters, video clips of video conferencing and photos are uploaded immediately using modern technology in the website of the Information and Public Relations Department **[www.dipr.tn.gov.in](http://www.dipr.tn.gov.in)** for the use of media and the same are sent through e-mail to the District PROs of all Districts to get them published at the district level also.

Besides arranging publication of news and photos of important Government functions and events held in districts participated by the Hon'ble Chief Minister and Hon'ble Ministers in the concerned districts, the news and photos are also obtained at the headquarters from the District Collectors and this section distributes them to all newspapers published from Chennai, All India Radio for broadcasting and to TV channels for telecasting.

## **JOURNALISTS WELFARE**

### **JOURNALISTS PENSION**

The Government is giving monthly Pension to Journalists who are working round the clock to spend their post-retirement life peacefully. Monthly pension is given to indigent journalists who have retired after putting in twenty years of service.

Presently, a monthly pension of Rupees Ten Thousand is being paid to 232 journalists through banks.

In order to enable more number of Journalists to benefit from this scheme, the gratuity ceiling for eligibility to pension is fixed at Rupees Three Lakh and the ceiling of annual income of Journalists while in service is fixed at Rupees Three Lakh.

### **FAMILY PENSION**

Taking in to consideration the welfare of the families of the Journalists, the Government gives family pension to the families of the deceased Journalists who had availed pension. At present, a sum of Rupees Five Thousand is paid as family pension to 45 families of the Journalists.



## **FAMILY BENEFIT FUND**

Journalists family benefit fund is being given from the Chief Minister's Public Relief Fund to families of journalists, who die while serving as editor, sub editor, reporter, photographer, and proof reader. The amount paid are as follows.

<b>No. of years served</b>	<b>Family Benefit Fund</b>
5	Rs. 75,000/-
10	Rs.1,50,000/-
15	Rs.2,25,000/-
20	Rs.3,00,000/-

## **WELFARE FUND**

A sum of Rupees One Crore has been allocated for Journalists' medical welfare fund and deposited with Tamil Nadu Power Finance and Infrastructure Development Corporation. If a Journalist suffers from severe illness while in service and undergoes medical treatment, financial assistance to their medical expenses is provided from the interest accrued from the said deposit. The maximum financial assistance given is Rupees Two Lakh.

## **JOURNALISTS AS FRONTLINE WORKERS**

The Hon'ble Chief Minister has announced journalists as frontline workers

## **CORONA SPECIAL INCENTIVE**

The special covid-19 incentive given to journalists working in dailies, Television Channels, and periodicals was enhanced from Rupees Three Thousand to Rupees Five Thousand and given to 5,048 persons and a total sum of Rupees Two Crore Fifty Two Lakh and Forty Thousand has been disbursed to journalists. As applications are being received from accredited journalists seeking assistance, action is being taken to give Rupees Five Thousand each to about 1,000 journalists at an expenditure of Rupees Fifty Lakh.

## **COMPENSATION TO THE FAMILIES OF JOURNALISTS WHO DIED OF CORONA DISEASE**

The compensation given to the families of the journalists who died due to corona disease has been increased from Rupees Five Lakh to Rupees Ten Lakh. So far, ten families have been given Rupees Ten Lakh each totaling Rupees One Crore.

## **GOVERNMENT RENTAL HOUSING**

Tamil Nadu Housing Board flats in Chennai and districts are rented to Journalists at concessional rates under Government's discretionary quota.

## **ACCREDITATION CARDS**

Accreditation cards are issued to Journalists, Cameramen and Photographers working in dailies, news agencies and in Television channels to facilitate them to cover Government functions participated by Hon'ble Chief Minister and events participated by VVIPs and VIPs. In the current year, 771 Accreditation Cards have been issued. These are issued separately for Chennai and district headquarters.

## **PRESS PASS**

Identity Cards (Press Pass) are issued to Journalists in periodicals to help them visit important places for collecting news to publish. In the current year, 643 Journalists have been issued Identity Cards.

## **FREE BUS PASS**

Every year free bus passes are issued to 502 accredited Journalists in the Headquarters to travel in the buses of Chennai and Villupuram Transport Corporations. Likewise, on the recommendation of the District Collectors, free bus passes are given to Journalists in districts.

## **NEWS AGENCIES**

The news released by Press Trust of India (PTI) and United News of India (UNI) are received in Raj Bhavan, Chennai and Press Release Section, Secretariat, 24 hours throughout the year. Important news items thus received from all over the country are brought to the notice of the Heads of Departments for necessary action.

## **JOURNALISTS ROOM**

The Journalists room in the Secretariat functions with modern electronic communication equipment.

## **WEBSITE OF THE INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

In order to keep pace with the changing technology and in order to disseminate information quickly, a website

**www.dipr.tn.gov.in** has been created by the Information and Public Relations Department and updated every minute, for the use of media and for providing information to the people. Government news, photos, and video clippings are uploaded immediately facilitating the media to download the needed materials instantly. This website is very useful to Tamils all over the world and the public to know about the day-to-day happenings in the State.

## **MEDIA CENTRE**

The Media Centre functions on the ground floor of the main building of the Secretariat. It is equipped to record Hon'ble Chief Minister's announcements and Government related news as telecasted by twelve television channels.

Video Clippings of Complaints, adverse News telecasted in TV news channels are sent to respective Secretaries to Government, Heads of Departments and District Collectors through WhatsApp, and the feedback received is sent to the visual media for telecasting.

Press Releases, Press Notes, photos, and video clippings released from the Secretariat to all the media houses in Chennai are also sent to the

District Information and Public Relations Offices for publication in District editions.

The Media Centre also gets feedback on daily basis from the Information and Public Relations officials in the districts on the publication of news in the district editions. The Media Centre plays a key role in monitoring whether press releases, press notes and photos related to Hon'ble Chief Minister are being published properly in District editions.

### **SOCIAL MEDIA**

The announcements of the Hon'ble Chief Minister, schemes and achievements of the Government, awareness news of the Government are disseminated through Social Media like Twitter and Facebook from 7.5.2021 and Instagram from 24.6.2021 and in YouTube from 30.6.2021.

## **PHOTO SECTION**

The photographers in the Photo Section in the Secretariat take photographs in Government functions honoured by the President of India, Hon'ble Vice President, Hon'ble Prime Minister, Hon'ble Chief Minister, and the Hon'ble Ministers for releasing them to the print media. The photographers in the District PRO offices take photographs in Government functions in the districts by co-ordinating with the office of the District Collectors.

The photographs taken by photographers in Secretariat, Chennai are mailed to the media personnel through the Press Release Section. Selected photographs are displayed in the display panel in the Secretariat as well as in the Tamil Nadu House, New Delhi. Photographs taken in the districts are sent to the print media in their districts. Selected photographs are displayed in the display panels in the district collectors' office and used for displaying in mini exhibitions conducted during important Government functions.

Photos relating to the launching of new schemes by the Hon'ble Chief Minister are also published in Tamilarasu, publications both in Tamil and English, achievement issues of Tamilarasu and in Coffee Table Book.

Photos taken in Government functions are preserved as documents in CDs and Hard Disks for future reference.



## **REFERENCE SECTION**

The Reference Section functioning under the Information and Public Relations Department brings to the notice of the Government every day important news items carried by all newspapers, periodicals and upcountry newspapers, department wise, by categorizing them.

The Reference section consolidates the news clippings of important news items from dailies, periodicals, and upcountry newspapers and submits them daily in the morning and the evening for the perusal of the Hon'ble Chief Minister in file format. News clippings are also sent to the Chief Secretary and Secretaries to Government for their perusal and necessary action.

In addition, complaints and adverse news published on various Government departments are scanned and sent to the their respective Secretaries, Heads of Departments and the district collectors through WhatsApp and the feedback received is sent to the media for publication. Important Tamil and English

newspapers are preserved as bound volumes for future reference. They are made available during legislature sessions and to the offices of the Hon'ble Chief Minister, Hon'ble Ministers, and Secretaries to Government as per their request.

Important news items like announcements of the Hon'ble Chief Minister, speeches, press meets, Government's schemes, achievements, and the welfare assistance and also the editorials of dailies, articles and critiques and the views of different political leaders published in newspapers are compiled under different heads, computerized and preserved by the Reference Section.

## MEMORIALS

**“Save praise alone that soars on high,  
Nought lives on earth that shall not die”**

**(Kural-233)**

Except fame there is nothing in this world that stands forth unequalled and imperishable

**- Kalaignar’s Explanation**

The Thirukkural of Iyyan Thiruvalluvar says that there is nothing that stands forth in the world imperishable, except fame, exalted in solitary greatness. The future generations should understand and praise the memories of eminent persons who had attained fame by toiling for the welfare of the people, welfare of the country without concern for their own lives. With this the Tamils should be aware of the fame and pride of Tamils in other states in India and abroad. To honour these great persons, the Government has constructed several memorials.

The Information and Public Relations Department has set up 74 Memorials, Four Arangams, Six Commemoration Pillars, and one Monument and maintains them properly.

## DETAILS OF MEMORIALS IN TAMIL NADU

Sl. No.	MEMORIAL	PLACE
1	Perarignar Anna Memorial and Museum	Marina Beach, Kamarajar Salai, Chennai
2	Bharat Ratna Puratchi Thalaivar Dr.M.G.R. Memorial	Marina Beach, Kamarajar Salai, Chennai
3	Perunthalaivar Kamarajar Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
4	Periyavar M.Bhakthavatchalam Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
5	Gandhi Mandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
6	Mootharignar Rajaji Ninaivalayam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
7	Mahakavi Bharathiyar Ninaivu Illam	Thulasinga Perumal Koil Street, Triplicane, Chennai

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
8	Perunthalaivar Kamarajar Ninaivu Illam	Thirumalai Salai, Thiyagaraya Nagar, Chennai
9	Valluvar Kottam	Nungambakkam, Chennai
10	Mozhippor Thiyagigal Manimandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
11	Thiyagigal Manimandapam	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
12	Rettaimalai Seenivasan Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
13	Kanniyathendral Quaid-e-Milleth Muhammad Ismail Manimandapam	Dams Road, Pudupet, Chennai
14	Sindhanai Sirpi Ma.Singaravelar and Suyamariyathai Sudaroli N. Jeevarathinam Manimandapam and Library	Royapuram, Chennai

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
15	Nadigar Thilagam Sivaji Ganesan Manimandapam	Adyar, Chennai
16	Perarignar Anna Ninaivu Illam	Chinna Kancheepuram, Kancheepuram District
17	Tiruppur Kumaran Memorial	Tiruppur, Tiruppur District
18	Pagutharivu Kavirayar Udumalai Narayanakavi Manimandapam	Udumalaipettai, Tiruppur District
19	Thanthai Periyar Memorial	Vaikkom, Kottayam District, Kerala State
20	Periyar - Anna Memorial	Erode, Erode District
21	Dheeran Chinnamalai Manimandapam	Odanilai, Arachalur, Erode District
22	Mootharignar Rajaji Pirantha Illam	Thorapalli, Krishnagiri District
23	Vallal Adhiyaman Kottam	Dharmapuri, Dharmapuri District
24	Thiyagi Subramaniya Siva Manimandapam	Papparapatti, Dharmapuri District

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
25	Namakkal Kavignar Ramalingam Pillai Ninaivu Illam	Namakkal, Namakkal District
26	Va.Ve.Subramaniya Iyer Ninaivu Illam	Varahaneri, Tiruchirappalli District
27	Pattukkottai Kalyanasundaram Manimandapam	Pattukkottai, Thanjavur District
28	Pattukottai Azhagirisamy Ninaivu mandapam	Avudaiyankulam, Pattukkottai, Thanjavur District
29	Thillaiyadi Valliyammai Memorial	Thillaiyadi, Mayiladuthurai District
30	Tamizhisai Moovar Manimandapam	Sirkazhi, Mayiladuthurai District
31	Thamizh Thatha Dr.U.Ve.Sa.Ninaivu illam	Uthamathanapuram, Thiruvarur District
32	Thiyagi P. Srinivasa Rao Ninaivu Mandapam	Thiruthuraipoondi, Thiruvarur District
33	Manuneethi Chozhan Ninaivu Mandapam	Thiruvarur, Thiruvarur District
34	Kaviarasu Kannadasan Manimandapam	Karaikudi, Sivagangai District

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
35	Thavathiru Kundrakudi Adigalar Manimandapam	Kundrakudi, Sivagangai District
36	Maruthupandiar Ninaivu Mandapam	Tiruppattur, Sivagangai District
37	Veeramangai Velunachiyar Ninaivu Mandapam	Surakulam, Sivagangai District
38	Thiyaga Seelar Kakkan Manimandapam	Thumbaipatti, Madurai District
39	Thiyagi Viswanathadass Ninaivu Illam	Thirumangalam, Madurai District
40	Parithimar Kalaignar Ninaivu Illam	Vilacheri, Madurai District
41	Mozhignayiru Devaneya Pavaanar Manimandapam	Sathamangalam, Madurai District
42	Perunthalaivar Kamarajar Pirantha Illam	Virudhunagar, Virudhunagar District
43	Perunthalaivar Kamarajar Centenary Manimandapam	Virudhunagar, Virudhunagar District
44	Thiyagi Sankaralinganar Manimandapam	Virudhunagar, Virudhunagar District



<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
45	Mahakavi Bharathiyar Manimandapam	Ettayapuram, Thoothukudi District
46	Mahakavi Bharathiyar Illam	Ettayapuram, Thoothukudi District
47	Kappalottiya Thamizhan V.O. Chidambaranar Illam	Ottapidaram, Thoothukudi District
48	Veeran Azhagumuthukone Manimandapam	Kattalangulam, Thoothukudi District
49	Freedom Fighter Veeran Sundaralingam Memorial	Gavarnagiri, Thoothukudi District
50	Freedom Fighter Veeran Vellayathevan Memorial	Vallanadu, Thoothukudi District
51	Amudhakavi Umaru Pulavar Memorial	Ettayapuram, Thoothukudi District
52	Veerapandia Kattabomman Manimandapam	Kayathar, Thoothukudi District
53	Kappalottiya Thamizhan V.O.C Manimandapam	Tirunelveli, Tirunelveli District
54	Poolithevan Ninaivu Maaligai	Nerkattumseval, Tirunelveli District

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
55	Tamil Scholar Caldwell Ninaivu Illam	Idayangudi, Tirunelveli District
56	Thiyagi Vanchinathan Manimandapam	Sengottai, Thenkasi District
57	Freedom Fighter Ondi Veeran Manimandapam	Palayamkottai, Tirunelveli District
58	Pothuvudaimai Veerar P. Jeevanandam Manimandapam	Nagercoil, Kanniyakumari District
59	Gandhi Ninaivu Mandapam	Kanniyakumari, Kanniyakumari District
60	Perunthalaivar Kamarajar Manimandapam	Kanniyakumari, Kanniyakumari District
61	Sathavathani Seiguthambi Pavalar Ninaivu Mandapam	Idalaakudi, Kottar, Nagercoil, Kanniyakumari District
62	Marshal Nesamani Manimandapam	Nagercoil, Kanniyakumari District
63	Muthu Mandapam (in memory of Vikrama Raja Singan, the last Tamil King of Sri Lanka)	Vellore, Vellore District

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
64	Freedom Fighter Gopal Naicker Manimandapam	Virupatchi, Dindigul District
65	The Great Kings Hyder Ali, Thippu Sultan Manimandapam	Adiyanuthu Village, Dindigul District
66	Omandur Ramasamy Reddiar Manimandapam	Omandur, Villupuram District
67	Freedom Fighter Thiyagi Dheeran Chinnamalai Monument	Sankagiri, Salem District
68	Swami Sagajanandha Manimandapam	Chidambaram, Cuddalore District
69	Uzhavar Perunthalaivar Narayanasami Naidu Manimandapam	Vaiyampalayam, Coimbatore District
70	Ramasamy Padayatchiyar Ninaivu Mandapam	Manjakuppam, Cuddalore District
71	Dr.B.Sivanthi Aditanar Manimandapam	Thiruchendur, Thoothukudi District
72	Former Chief Minister Puratchi Thalaivi Selvi J Jayalalithaa Ninaivu Mandapam	Marina Beach, Kamarajar Salai, Chennai

<b>Sl. No.</b>	<b>MEMORIAL</b>	<b>PLACE</b>
73	Former Chief Minister Puratchi Thalaivi Selvi J Jayalalithaa Ninaivu Illam	Poes Garden, Chennai
74	Bharathamatha Ninaivaalayam	Papparapatti, Dharmapuri District

### **ARANGAMS**

<b>Sl. No.</b>	<b>ARANGAM</b>	<b>PLACE</b>
1	Mootharignar Rajaji Hall	Omandurar Government Estate, Chennai
2	Kalaivanar Arangam	Omandurar Government Estate, Chennai
3	Anna Kalaiarangam	Vellore, Vellore District
4	Mahamagam Multipurpose Kalaiarangam	Kumbakonam, Thanjavur District

## COMMEMORATION PILLARS

Sl. No.	COMMEMORATION PILLAR	PLACE
1	"Quit India" Movement's Golden Jubilee Commemoration Pillar	Gandhi Mandapam Premises, Sardar Vallabhbhai Patel Salai, Guindy, Chennai
2	Golden Jubilee of Independence Commemoration Pillar	Near War Memorial, Kamarajar Salai, Chennai
3	Golden Jubilee of Republic Commemoration Pillar	Near Gandhi Statue, Kamarajar Salai, Chennai
4	Sepoy Mutiny Commemoration Pillar	Vellore, Vellore District
5	Perunthalaivar Kamarajar Centenary Celebrations Commemoration Pillar	Virudhunagar, Virudhunagar District
6	Music Maestro Nallappaswami Commemoration Pillar	Vilathikulam, Thoothukudi District

## **MONUMENT**

<b>Sl. No.</b>	<b>NINAIVUCHINNAM</b>	<b>PLACE</b>
1	Veerathai Kuyili Monument	Surakulam, Sivagangai District

## **WORKS UNDER CONSTRUCTION**

- Orders have been issued and works are in progress for setting up a full-size statue for Allala Elaya Nayagar with dome at Jedarpalayam, Namakkal District at an estimate of Rupees Twenty One Lakh and Eighty Thousand.
- Orders have been issued and works are in progress for constructing a Manimandapam for Kavimani Desiga Vinayakam Pillai with his full-size statue and a library at Thovalai, Kanniyakumari district at an estimate of Rupees Ninety Two Lakh and Twenty Seven Thousand.
- Orders have been issued and works are in progress for constructing a Manimandapam for Retaimalai Srinivasan with his full-size statue at Achirupakkam village near Madurantakam,

Chengalpattu district at an estimate of Rupees Ninety Seven Lakh and Sixty Four Thousand.

- Orders have been issued and works are in progress for renovation of Ondi Veeran Manimandapam and to establish a library in Tirunelveli district at a cost of Rupees Fifty One Lakh and Seventy Nine Thousand.
- Orders have been issued and works are in progress for constructing a Manimandapam for Sir A.T.Panneerselvam with his full-size statue at Ko-Abishekapuram village in Tiruchirapalli District, at an estimate of Rupees Forty Three Lakh and Forty Thousand.
- Orders have been issued and works are in progress for constructing a Manimandapam for Perarasar Perumpidugu Mutharayar with his full-size statue and a library at Ko-Abishekapuram in Tiruchirapalli district at a cost of Rupees Ninety Nine Lakh and Twenty Five Thousand.
- Orders have been issued and works are in progress for constructing a Manimandapam with full-size statue for M.K.Thiyagaraja Baghavathar at Ko-Abishekapuram village in Tiruchirapalli

District at an estimate of Rupees Forty Two Lakh and Sixty Nine Thousand.

- Orders have been issued and works are in progress for constructing a Manimandapam for Thiru. V.K. Palaniswami Gounder with his full-size statue and a library at Azhiyar Village, Anaimalai Taluk, Coimbatore District at a cost of Rupees One Crore.
- Orders have been issued and works to be started for constructing a memorial at Perungamanallur, Usilampatti taluk, Madurai District to honour sixteen persons belonging to Piramalai Kallar community who had sacrificed their lives in the battle against the British oppression in the year 1920 and to mark the centenary of that event at an estimate of Rupees One Crore and Forty Seven Lakh.
- Orders issued for constructing a Manimandapam with full size statue for Pollan, the commander of Dheeran Chinnamalai's Army at a cost of Rupees One Crore and Eighty Two Lakh at Modakurichi, Erode District.



- Orders issued for Administrative approval for constructing a Manimandapam with full size statue for Veeramamunivar in the premises of St.ParalogaMatha Aalayam, Kamanayakkanpatti, Thoothukudi District at an estimate of Rupees One Crore.
- As per the announcement made by Hon'ble Chief Minister on 18.5.2021, action is being taken to issue orders for constructing a library with full size statue and Arangam in memory of writer (late) Ki.Rajanarayanan at an estimate of Rupees One Crore Fifty Lakh and Seventy Thousand.
- Works to be started for erecting a statue for freedom fighter Vellayathevan riding a horse in the Vellayathevan manimandapam at Vallanadu in Thoothukudi district at an estimate of Rupees Thirty Nine Lakh and Seventy Five Thousand.

### **COMPLETED WORKS**

- Works completed for renovating Veeran Sundaralingam Manimandapam and to establish a library at Gavarnagiri, Thoothukudi district at a cost of Rupees Seventy Two Lakh and Seventy Thousand.

- Works completed to renovate Gandhi Mandapam in Kanniyakumari District and required furniture provided at an estimate of Rupees Thirty Lakh and Fifty Two Thousand.
- Works completed to renovate Perunthalaivar Kamarajar Manimandapam in Kanniyakumari District and required furniture provided at an estimate of Rupees Ten Lakh and Fifty Thousand.
- Works completed to renovate Mahakavi Bharathiyar Illam at Ettayapuram in Thoothukkudi District at an estimate of Rupees Ten Lakh.
- Works completed for constructing a compound wall and painting at Dheeran Chinnamalai Manimandapam in Odanilai, Erode District at an estimate of Rupees Nine Lakh and Eighty Five Thousand.
- Works completed to establish a Library in Kanniyathendral Quaid-e-Milleth Manimandapam in Chennai at an estimate of Rupees Two Lakh.
- Works completed to establish a Library at Veerapandiya Kattabomman Manimandapam in Kayatharu, Thoothukudi District at an estimate of Rupees Four Lakh and Ninety Eight Thousand.

- Works completed for constructing Bharatha Matha Ninaivalayam with library at Pappalapatti, Pennagaram Taluk, Dharmapuri district at an estimate of Rupees One Crore and Fifty Lakh and it was declared open for public on 1.8.2021.

### **360° PHOTOS OF MANIMANDAPAM/ MEMORIAL**

14 Manimandapams / Memorials and Kalaivanar Arangam in Chennai have been Photographed in 360° and uploaded in the website of Information and Public Relations Department at a cost of Rupees Five Lakh. Other Manimandapams and Memorials will also be Photographed in 360° and uploaded.

## **GOVERNMENT FUNCTIONS**

The Government of Tamil Nadu celebrates the Birthdays and observes the death anniversaries of the leaders who fought for the freedom of India and the Tamil savants who contributed to our mother tongue Tamil 'Semmozhi', so that, their ideals and principles are known to the younger generations.

Hon'ble Governor, Hon'ble Chief Minister, Hon'ble Ministers, Members of the Parliament, Members of the Legislative Assembly and Government officials participate in these functions and pay respects to them by garlanding their statues and showering flower petals on their portraits.

**FUNCTIONS ORGANISED IN CHENNAI  
EVERY YEAR**

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>
1	January 17	Birthday Celebrations of Bharat Ratna Dr.M.G.R.
2	January 23	Birthday Celebrations of Nethaji Subash Chandra Bose
3	January 30	Annal Gandhiyadigal death anniversary
4	February 18	Birthday Celebrations of Sindhanai Sirpi Singaravelar
5	February 24	Birthday Celebrations of Puratchi Thalaivi Selvi J Jayalalithaa
6	April 14	Birthday Celebrations of Dr.B.R.Ambedkar
7	April 17	Birthday Celebrations of Freedom Fighter Dheeran Chinnamalai
8	April 27	Birthday Celebrations of Sir P.T. Thiyagarayar
9	April 29	Birthday Celebrations of Paventhar Bharathidasan
10	(Chitra Pournami Day)	Garlanding the statue of Kannagi and paying floral tributes to the portrait of Kannagi

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>
11	June 5	Birthday Celebrations of Kanniyathendral Quaid-e-Milleth Muhammad Ismail
12	June 24	Birthday Celebrations of Kaviyarasu Kannadasan
13	June 26	Birthday Celebrations of Silambu Chelvar Ma.Po. Sivagnanam
14	July 7	Birthday Celebrations of Rettaimalai Seenivasan
15	July 11	Birthday Celebrations of Veeran Azhagu Muthukone
16	July 15	Birthday Celebrations of Perunthalaivar Kamarajar
17	July 17	'Thiyagigal Dhinam' Thiyagi Arya (alias) Bhashiyam
18	July 17	'Thiyagigal Dhinam' Thiyagi Sankaralinganar
19	July 17	'Thiyagigal Dhinam' Thiyagi Shenbagaraman
20	(Aadi 18)	Dheeran Chinnamalai Death Anniversary
21	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O. Chidambaranar

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>
22	September 15	Birthday Celebrations of Perarignar Anna
23	September 16	Birthday Celebrations of Ramasami Padayatchiyar
24	September 17	Birthday Celebrations of Thanthai Periyar
25	September 27	Birthday Celebrations of Dr. Si. Pa. Adithanar
26	September 29	Birthday Celebrations of Sivaraj, Former Mayor of Chennai
27	October 1	Birthday Celebrations of Nadigar Thilagam Sivaji Ganesan
28	October 2	Birthday Celebrations of Annal Gandhiyadigal
29	October 30	Birthday Celebrations of Pasumpon Muthuramalinga Thevar
30	November 8	Birthday Celebrations of Thamizh Arignar Veeramamunivar
31	November 14	Birthday Celebrations of Pandit Jawaharlal Nehru
32	November 23	Birthday Celebrations of Kavignar Suradha

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>
33	December 10	Birthday Celebrations of Mootharignar Rajaji
34	December 11	Birthday Celebrations of Mahakavi Bharathiyar

### **FUNCTIONS ORGANISED IN DISTRICTS EVERY YEAR**

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
1	January 3	Birthday Celebrations of Veeramangai Velu Nachiyar	Surakulam, Sivagangai District
2	January 15	Birthday Celebrations of John Pennycuick	Lower Camp, Theni District
3	January 17	Birthday Celebrations of Bharat Ratna Dr. M.G.R.	Kamarajar Salai, Chennai
4	January 17	Birthday Celebrations of Bharat Ratna Dr. M.G.R.	Salem, Salem District



<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
5	( Thai 5)	Celebrating the day of dedicating the Rajavaikal constructed by Kalingarayan to the Nation	Kalingarayan dam, Erode District
6	January 26	Birthday Celebrations of Thiyagi Sankaralinganar	Virudhunagar, Virudhunagar District
7	January 27	Birthday Celebrations of Swamy Sagajanantha	Chidambaram, Cuddalore District
8	February 1	Birthday Celebrations of Omandur Ramasamy Reddiar	Omandur, Villupuram District
9	February 6	Birthday Celebrations of Uzhavar Perunthalaivar Narayanasamy Naidu	Vaiyampalayam, Coimbatore District
10	February 7	Birthday Celebrations of Mozhignayiru Devaneyya Pavaanar	Sathamangalam, Madurai District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
11	(Thai Poosam)	Birthday Celebrations of Thirumalai Naicker	Madurai, Madurai District
12	February 18	Birthday Celebrations of Sindhanai Sirpi Ma.Singaravelar	Royapuram, Chennai District
13	February 19	Birthday Celebrations of Thamizh Thatha Dr.U.Ve.Sa.	Uthamadhanapuram Thiruvarur District
14	February 22	Birthday Celebrations of Thillaiyadi Valliammai	Thillaiyadi, Mayiladuthurai District
15	February 24	Birthday Celebrations of Puratchi Thalaivi Selvi J Jayalalithaa	Salem, Salem District
16	March 30	Birthday Celebrations of Rebel Muthuramalinga Sethupathi	Ramanathapuram Ramanathapuram District
17	April 2	Birthday Celebrations of Va.Ve. Subramania Iyer	Varaganeri, Tiruchirappalli city, Tiruchirappalli District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
18	April 10	Birthday Celebrations of Thyagi P. Seenivasa Rao	Thiruthuraiipoondi Thiruvarur District
19	April 13	Birthday Celebrations of Pattukottai Kalyana sundaram	Pattukottai, Thanjavur District
20	April 16	Birthday Celebrations of Veeran Sundaralingam	Gavarnagiri, Thoothukudi District
21	April 17	Birthday Celebrations of Dheeran Chinnamalai	Odanilai, Arachalur, Erode District
22	(Chithra Pournami)	Birthday Celebrations of Vallal Adhiyaman	Adhiyaman Kottai Dharmapuri District
23	May 7	Birthday Celebrations of Robert Caldwell	Edayangudi, Thirunelveli District
24	(Last Friday of Chithirai)	Birthday Celebrations of Veerapandia Kattabomman	Kayatharu, Thoothukudi District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
25	(Last Friday of Chithirai)	Birthday Celebrations of Veerapandia Kattabomman	Panchalankurichi, Thoothukudi District
26	May 23	Birthday Celebrations of Perumpidugu Mutharaiyar	Tiruchirappalli, Tiruchirappalli District
27	May 31	Birthday Celebrations of Freedom fighter Vellaya Thevan	Vallanadu, Thoothukudi District
28	June 12	Birthday Celebrations of Marshal Nesamani	Nagercoil, Kanniyakumari District
29	June 16	Birthday Celebrations of Thiyagi Viswanathadass	Thirumangalam, Madurai District
30	June 18	Birthday Celebrations of Thiyaga Seelar Kakkan	Near Melur, Thumbaippatti, Madurai District
31	June 23	Birthday Celebrations of Pattukottai Alagirisamy	Pattukotai, Thanjavur District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
32	June 24	Birthday Celebrations of Kavignar Kannadasan	Karaikudi, Sivagangai District
33	July 6	Birthday Celebrations of Tamil scholar Parithimar kalaigarnar	Vilacheri, Madurai District
34	July 11	Birthday Celebrations of Veeran Azhagu Muthukone	Kattalankulam, Thoothukudi District
35	July 11	Birthday Celebrations of Thavathiru Kundrakudi Adigalar	Kundrakudi, Sivagangai District
36	July 15	Birthday Celebrations of Perunthalaivar Kamarajar	Kanniyakumari, Kanniyakumari District
37	July 15	Birthday Celebrations of Perunthalaivar Kamarajar	Virudhunagar, Virudhunagar District
38	July 15	Birthday Celebrations of Perunthalaivar Kamarajar	Thirumalai Salai, Thiyagarayar Nagar, Chennai District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
39	July 17	'Thiyagigal Dhinam' Thiyagi Vanchinathan	Sengottai, Thenkasi District
40	July 31	Birthday Celebrations of Sathavathani Seiguthambi Pavalar	Nagercoil, Kanniyakumari District
41	(Aadi 17 & 18)	Valvil Ori Celebrations	Kollimalai, Namakkal District
42	(Aadi 18)	Death Anniversary of Dheeran Chinnamalai	Odanilai, Arachalur, Erode District
43	(Aadi 18)	Death Anniversary of Dheeran Chinnamalai	Sangagiri , Salem District (where he was Hanged)
44	August 20	Death Anniversary of Freedom Fighter Ondiveeran	Palayamkottai, Tirunelveli District
45	August 21	Birthday Celebrations of Pothuvudaimai Veerar Pa.Jeevanandam	Nagercoil, Kanniyakumari District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
46	August 25	Birthday Celebrations of Thirumuruga Kirubanantha Variar swamigal	Kangeyanallur, Katpadi Taluk, Vellore District
47	Avani 16	Birthday Celebrations of Freedom Fighter Poolithevan	Nerkattumsevel, Tirunelveli District
48	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O.Chidambaranar	Ottapidaram, Thoothukudi District
49	September 5	Birthday Celebrations of Kappalottiya Thamizhan V.O.Chidambaranar	Tirunelveli, Tirunelveli District
50	September 5	Death Anniversary of Freedom Fighter Gopal Naicker	Virupaatchi, Dindigul District
51	September 15	Birthday Celebrations of Perarignar Anna	Anna Square, Chennai District
52	September 15	Birthday Celebrations of Perarignar Anna	Chinna Kancheepuram, Kancheepuram District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
53	September 15	Birthday Celebrations of Perarignar Anna	Erode, Erode District
54	September 16	Birthday Celebrations of Ramasamy Padiayatchiyar	Manjakuppam, Cuddalore District
55	September 17	Birthday Celebrations of Thanthai Periyar	Erode, Erode District
56	September 17	Birthday Celebrations of Thanthai Periyar	Vaikom, Kerala State
57	September 24	Birthday Celebrations of Dr.Pa. Sivanthi Aadhithanaar	Tiruchendhur, Thoothukudi District
58	September 25	Birthday Celebrations of Pakutharivu Kavirayar Udumalai Narayana Kavi	Udumalaipeitai, Tiruppur District
59	October 2	Birthday Celebrations of Annal Gandhiyadigal	Kanniyakumari, Kanniyakumari District



<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
60	October 2	Birthday Celebrations of Annal Gandhiyadigal	All Districts
61	October 4	Birthday Celebrations of Thiyaagi Subramaniya Siva	Papparapatti, Dharmapuri District
62	October 4	Birthday Celebrations of Tiruppur Kumaran	Tiruppur, Tiruppur District
63	October 4	Birthday Celebrations of Tiruppur Kumaran	Chennimalai, Erode District
64	October 9	Birthday Celebrations of Periyavar M.Bhakthavatchalam	Gandhi Mandapam, Chennai District
65	October 10	Birthday Celebrations of Namakkal Kavignar Ramalingam Pillai	Namakkal, Namakkal District
66	October 23	Birthday Celebrations of Amuthakavi Umaru Pulavar	Ettayapuram, Thoothukudi District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
67	October 24	Death Anniversary of Marudhu Pandiyar	Thirupattur, Sivagangai District
68	October 30	Birthday Celebrations of Pasumpon Muthuramalinga Thevar	Pasumpon, Ramanathapuram District
69	November 1	Paying tributes to Marshal Nesamani by garlanding his statue in view of the Celebration of the day of Annexation of Kanniyakumari District with Tamil Nadu State	Nagercoil, Kanniyakumari District
70	November 11	Birthday Celebrations of Suyamariyadhai Sudaroli N. Jeevarathinam	Royapuram, Chennai District
71	November 15	Birthday Celebrations of Rao Bahadur Cruz Fernandez	Thoothukkudi, Thoothukkudi District

<b>Sl. No.</b>	<b>DATE</b>	<b>FUNCTIONS</b>	<b>PLACE</b>
72	December 10	Birthday Celebrations of Mootharignar Rajaji	Thorappalli, Krishnagiri District
73	December 11	Birthday Celebrations of Mahakavi Bharathiyar	Ettayapuram, Thoothukudi District
74	December 11	Birthday Celebrations of Mahakavi Bharathiyar	Triplicane, Chennai District
75	December 12	Athangottasan Celebrations	Athangode, Kanniyakumari District
76	December 28	Birthday Celebrations of Freedom Fighter Pollan, Commander of Freedom Fighter Dheeran Chinnamalai's army	Modakurichi, Erode District

## **SPECIAL FUNCTIONS ORGANIZED BY GOVERNMENT**

Thiruvalluvar Day and Tamil Nadu Government's Award Distribution function are celebrated in a grand manner every year, jointly by the departments of Tamil Development and Information Department on the birth anniversary of Thiruvalluvar. In this function, Tamil scholars who brought glory to Tamil language are honoured with `Thiruvalluvar Award', `Thanthai Periyar Award', `Perarignar Anna Award', `Annal Ambedkar Award', `Perunthalaivar Kamarajar Award', `Mahakavi Bharathiar Award', `Paavendar Bharathidasan Award', `Thamizh Thendral Thiru.Vi.Ka Award' and `Ki.Aa.Pe. Viswanatham Award'.

## **FIELD PUBLICITY**

A new section, known as the Field Publicity section, has been created and is functioning to publicize the Government schemes and achievements among the public. It also documents the details of beneficiaries benefited through welfare schemes of various departments.

### **LED SCREEN VAN**

LED screen Hi-tech vans with state-of-the-art technology have been given to 32 Districts. These vans screen films on Government schemes, achievements and on corona awareness, day and night at places, where people gather in large numbers and also at the venues of Government functions. Action is being taken to procure LED vans for 6 new Districts.

### **PUBLICITY THROUGH LED SCREENS**

Field publicity is being carried out by installing LED Screens in the Secretariat, 32 District Collectorates, three Taluk offices in Chennai where people visit in large numbers and at the Tamil Nadu House in New Delhi wherein

short films produced by Information and Public Relations Department on Government schemes and achievements are continuously screened.

## **REFRESHER TRAINING COURSE FOR OFFICERS**

Refresher training course is conducted to all District Information and Public Relations Officers and Assistant Public Relations Officers (Information and Publicity) every year by experienced officers, experts in ethics and psychology and experts in stress management. They cover the areas of new updated procedures in Government Service, new strategies to improve efficiency, good governance and stress management.

## **EVALUATION OF THE PERFORMANCE OF OFFICERS**

Functions of District Public Relations Officers are assessed every month by a committee comprising of Higher Officials in the Headquarters and awarded marks category wise. Work assessment is based on organizing regular press meets, arranging tours for media personnel, publishing success stories in various dailies and

magazines, screening of video films, inspection of cinema theatres to ensure screening of Government news magazine and special publications.

Action is being taken to motivate the District Public Relations Officers to work with enthusiasm and without slackness to achieve their targets by comparing the performances of other district PROs.

## **ADVERTISEMENT**

Advertisements on Government Achievements, Schemes, Policies and welfare measures are published in dailies, Journals and electronic media through this department. Advertisements on tenders for development and other works relating to land acquisition are also published by this department.

The Advertisement wing of Information and Public Relations Department functions as the nodal agency for the release of all the advertisements of the Government Departments, Boards, Universities, Corporations and Government undertakings in dailies, Journals, and Electronic Media.

The Advertisements are released in Newspapers based on their importance, the target group, and the target area.



## **TENDER ADVERTISEMENTS**

Government tender advertisements are released using modern technology to reach the public easily without additional expenditure in the Government website **[www.tenders.tn.gov.in](http://www.tenders.tn.gov.in)** through the National Informatics Centre. Tender forms can also be downloaded free of cost, if required.

As the tender advertisements are released in newspapers at the cost prescribed by the Government and uploaded in the Government website for free downloading, as well, transparency in Government administration is ensured. This facilitates participation by all eligible persons in Government tenders without any partiality.

## **TENDER BULLETINS**

The Districts/State Tender Bulletins are released every week on Thursdays, providing detailed information about the tenders of the Government, under the provisions of the Tamil Nadu Transparency in Tenders Act, 1998 and the Tamil Nadu Transparency in Tender Rules 2000

framed there under, so as to ensure the General public are aware of all the Government activities in a transparent manner.

Rupees Ten Lakh to Rupees Twenty Five Lakh procurement Estimates and Rupees Twenty Five Lakh to Rupees Fifty Lakh work estimates are released in Districts Tender Bulletin. Procurement estimates above Rupees Twenty Five Lakh and work estimates above Rupees Fifty Lakh are released in State Tender Bulletin.

Decisions taken on the tenders are also published in these bulletins.

## **ADVERTISEMENTS THROUGH ONLINE**

Action is being taken to receive applications of advertisements online and to issue release orders of advertisements to advertisement agencies and newspapers online with the help of the National Informatics Centre.

## **TAMIL NADU FILMS DIVISION**

The Tamil Nadu Films Division started in the year 1968 acts as a bridge taking the welfare assistance of the Government to the people.

Tamil Nadu Films Division videographs, all functions participated by the Hon'ble Chief Minister, Hon'ble Ministers and VIPs and other Government functions and after editing as separate video clippings, it is sent to Government and private TV Channels through the Media centre in Secretariat. It is also uploaded on Social Media immediately.

Important programmes are created as short films with background music and Commentary, and sent to all District Information and Public Relations offices to be screened through LED Vans, Arasu Cable TV to telecast in their info channel and to all the Collectorates to be screened in LED screens to create awareness among the public.

As an important work, Tamil Nadu Films Division produces video news magazines on various welfare schemes of the Government, its

announcements, achievements and awareness films during disaster and pandemic period. These video news magazines, short films and Jingles produced in updated theatrical version are sent via Media centre to screen in all Digital Cinema theatres, Tamil Nadu Arasu Cable TV, LED screens in all the Collectorate and also sent to all District Information and Public Relations Offices to be screened in LED Vans, thereby creating public awareness about various welfare schemes of the Government.

### **Tamil Nadu Films Division on Social Media**

After the formation of the new Government on 07.05.2021, as per the guidance of the Hon'ble Chief Minister of Tamil Nadu, the welfare assistance given by the Government are hosted in the social media. All Government Functions are recorded and edited with voice-over and music and are hosted in Tamilnadu Films Division YouTube from 16.7.2021 onwards so that, the events could be seen not alone in Tamil Nadu but also globally. Video clippings have been uploaded so far.

After the formation of new Government, Tamil Nadu Films Division has produced video news magazines, short films and jingles and have sent them to be screened in all video vans of this department, Tamil Nadu Arasu Cable TV, LED screens in the district collectorates and hosted in the division's YouTube channel "Tamilnadu Films Division".

## **EXHIBITION**

Government exhibitions are organised in districts by the Information and Public Relations Department on behalf of Tamil Nadu Government to enable people to understand various schemes, achievements and activities of the Government. Government schemes are displayed aptly in these exhibitions.

Government Exhibitions give exposure to various Government schemes and achievements among the rural and urban people providing information against their specific needs, in addition to serving as a recreational facility.

Central and State Government Departments, Public Undertakings and Private Organizations participate in Government exhibitions. These Government Exhibitions, in addition to entertain the people, also provide direct and indirect employment opportunities. They also offer chances for the poor artistes to conduct cultural programmes.

Ten Government Exhibitions are conducted every year. Six Government exhibitions are conducted regularly in Coimbatore, Madurai, Salem, Vellore, Tirunelveli and Tiruchirappalli and Four Government Exhibitions are conducted in other districts on a rotation basis.

211 Government Exhibitions have been organized by the Information and Public Relations Department till date from the year 1978 and have earned a net income of Rupees Thirty Eight Crore Ninety Three Lakh and Ninety Four Thousand to the exchequer.

Government exhibitions have not been conducted since March 2020 onwards due to Covid 19 pandemic. Action will be taken to conduct Government exhibitions following Government norms when the pandemic comes to an end.

### **PRIVATE EXHIBITIONS**

Permission is accorded for conducting private exhibition by Information and Public Relations Department with recommendations, obtained from District Collectors along with necessary permissions from relevant authorities

and with Chief Minister's Public Relief Fund as prescribed by the Government.

### **ANNUAL FLOWER FESTIVAL IN NEW DELHI (PHOOL WALON KI SAIRE)**

Every year, this Department participates on behalf of the Government of Tamil Nadu in the Annual Flower Festival (Phool Walon – ki – Saire) organized in New Delhi for the promotion of National Integration and Religious Harmony.

### **REPUBLIC DAY PAGEANTRY PROCESSION**

The Information and Public Relations Department participates on behalf of the Government of Tamil Nadu in the pageantry of floats at the Republic Day Celebrations held in New Delhi every year by designing the float as per the given theme and also participates in the cultural programme with talented artists, bringing laurels to the State of Tamil Nadu.

The Information and Public Relations Department participates in the pageantry of floats at the Republic Day Celebrations in Chennai every year and also co-ordinates the pageantry of floats of other Departments of Government of Tamil Nadu.



## **ALL INDIA TOURIST AND INDUSTRIAL TRADE FAIR, CHENNAI**

The Department also participates in the All India Tourist and Industrial Trade Fair held in Chennai every year and puts up Arangam showcasing the schemes and achievements of the Government with photographs and models to educate and create awareness among the visiting public.

## **INDIA INTERNATIONAL TRADE FAIR, NEW DELHI**

This Department also participates every year in India International Trade Fair (I.I.T.F), held in New Delhi displaying policies, welfare schemes, activities and achievements of the State Government in an attractive manner using miniatures and photographs. As the Fair is conducted on All India basis, the participating States will have the opportunity to know about the schemes and achievements of Tamil Nadu. It also creates a national-level marketing opportunity to the products made by the Women's Self Help Groups of our State.

## **EXHIBITIONS AT PANCHAYAT UNION LEVEL**

Mini exhibitions are conducted in all 385 Panchayat Unions with an allotment of Rupees Ten Thousand per Panchayat Union in districts (except Chennai district) so as to bring awareness on welfare schemes and achievements of the Government among the people.

## **PHOTO EXHIBITION ON GOVERNMENT'S ACHIEVEMENTS**

Photo exhibitions are being conducted in all Districts including Chennai District to showcase Government's achievements among the general public, once in a year with an allotment of Rupees Ten Thousand.

## **PHOTO EXHIBITIONS DURING FESTIVALS AND GOVERNMENT FUNCTIONS**

Photo Exhibitions are being conducted in all Districts during festivals and Government functions to create awareness on Government welfare schemes and achievements to the public. These exhibitions provide opportunities for people to understand the activities and achievements of the Government.

## **HONORARIUM TO POOR DRAMA ARTISTES**

An honorarium of Rupees Five Thousand is being given to drama artists for conducting plays or programmes in Government exhibitions.

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

The District Information and Public Relations Offices located in the premises of the District Collectorates in all the Districts form a vital part of the Information and Public Relations Department. The District Public Relations Officers disseminate information relating to the Government schemes and development works among the public in all parts of Tamil Nadu.

The Public Relations Offices in the Districts with the Information Public Relations Officers, Assistant Public Relations Officer (Information), Assistant Public Relations Officer (Publicity) and supporting staff work with dedication in disseminating information on people's welfare schemes, achievements and new announcements instantly. Field publicity work is also carried out through dailies, visual media, LED vans and photo exhibitions.

The District Information and Public Relations Officers make arrangements for the functions of Hon'ble Chief Minister, Hon'ble Ministers and VIPs, release Government press releases and photographs to media, organize video shows in places where people throng in large numbers, arrange press conferences and publicity through local Cable TV Channels, Government functions, multi-media campaigns and mini exhibitions besides maintaining the Department's memorials.

### **INFORMATION CENTRE**

Information Centres are functioning efficiently in Chennai, Madurai, Tiruchirappalli, Thanjavur, Coimbatore and New Delhi under the Information and Public Relations Department.

Books on language and literature, history and science etc., along with newspapers and periodicals are made available in these Information Centres for the use of the public. These Information centres are used enormously by research scholars, teachers and students of schools and colleges.

## **CHENNAI - STATE INFORMATION CENTRE**

The State Information centre is functioning under the Information and Public Relations Department in the premises of Kalaivanar Arangam, Chennai. It houses a library which functions on all working days from 9.45 am to 5.45 pm. The library has about 67,000 books in Tamil and English on various subjects including Tamil Literature, Science, Research articles, Law, Medicine, Psychology, Spiritual, Astrology, Physical Education, Yoga, History, Politics, Culture, Education, Biographies of Leaders, Novels, Short Stories and Poems. These books are available to the Public, Scientists, Artists, Students and Professors for reference and study in a calm and pleasant environment.

Tamil and English Newspapers and periodical magazines are also kept in this library for reading. Notes and Publications of Tamil Nadu Legislative Assembly and Other Government Publications are compiled and maintained for reference.

The School and College students visit this library to take notes for their education and to take part in various literary competitions such as oratorical competitions, essay writing, poetry recitals and quizzes. The library is also equipped with books for competitive examinations.

The daily newspapers, weekly and monthly periodicals of more than two years are preserved here for the use of various departments of the Government and research scholars.

This State Information Centre Library receives two copies of the books published by various publishers for the purpose of copyright registration and the copyright information contained in the books only is being duly recorded and maintained here.

There are about 67000 books in this library and for easy reference and search, about 63,000 books have been entered into the system with the required software at a cost of Rupees Three Lakh and Sixty Thousand.

Rare books in this library are being digitized by Tamil Nadu Virtual Academy.

## **TAMILARASU**

The former Hon'ble Chief Minister of Tamil Nadu Muthamizh Arignar Dr.Kalaignar amalgamated various magazines brought out by different Departments of Government of Tamil Nadu into one Government magazine "Tamilarasu" and published it monthly on July 1, 1970.

Tamilarasu magazine was being printed from several private presses. Hence, a printing press exclusively for printing Tamilarasu magazine was formed in 1972 by Muthamizh Arignar Dr.Kalaignar. Tamilarasu press which was functioning from its building in the Omanthurar Government Estate is now functioning from Taramani, Chennai.

Tamilarasu has completed the golden jubilee year and continues its service with excellence. At present, Tamilarasu magazine is published as a monthly edition both in Tamil and English. As it compiles and publishes all the welfare schemes and achievements of the Government in a magazine format, it can be considered as a print media.



The former Hon'ble Chief Minister of Tamil Nadu Muthamizh Arignar Dr.Kalaignar in his greeting message on 27.06.1970 for the first issue of Tamilarasu wrote as follows:

*'Tamilarasu' nestles in the golden hands of Tamils to give information on the victories reaped by the Government in all departments through their tireless work.*

*This one is a fusion of magazines of different Departments;  
it will meet you every fortnight with articles, thematic stories  
and poems given out artistically  
and with pictorial excellence.*

*The Information Department has come forward to fulfil my desire of seeing this 'Tamilarasu' magazine  
as one of colour and beauty  
and full of ideas to enthuse involvement in work,  
provide solace to tiresomeness,  
vigour to thought  
and strength to heart.*

*The first issue is in your hands;  
I am abroad.  
On return, I shall try to sweeten  
the pages of this magazine  
through my contributions twice a month.  
I hear your greetings!  
The heart is elated!*

*Vazhga Tamilarasu!  
Vanakkam.*

***Kalaignar M.Karunanidhi***

'Tamilarasu' magazine published through the Department of Information and Public Relations carries the speeches of the Hon'ble Governor of Tamil Nadu, speeches of the Hon'ble Chief Minister of Tamil Nadu in different events, schemes announced and implemented by various Departments, announcements connected with the various Departments, detailed articles on development works being carried out in the districts and success stories with the interviews of the beneficiaries benefited through Welfare Schemes of the Government. It is published in

such a way so as to benefit all sections of the people of the State of Tamil Nadu.

A special publication “Nootraandin Thisayil Nooru Naatkal” was released by compiling the 100 days achievements and the initiatives taken by the new Government after assuming charges.

### **ONLINE REGISTRATION.**

The ‘Tamilarasu’ magazine is gaining patronage among the general public, Government offices, Government library users, and Members of political parties. Students, preparing for the Tamil Nadu Public Service Commission competitive examinations, purchase the magazine from the office directly. As the number of readers is increasing, a website – **www.tamilarasu.org** – has been launched for readers to facilitate registration of subscribers, for receipt of the magazines and for the renewal of subscriptions.

The cost of the magazine is fixed at Rupees Twenty per issue for Tamil and English editions, annual subscription at Rupees Two Hundred and Forty and life subscription (10 Years) at Rupees Two Thousand for the Tamil edition and Rupees

Two Thousand and Four Hundred (10 Years) for the English edition.

The Information Department, has printed a small telephone directory for 2021 and has distributed it at no cost to all Government Department Secretaries and the higher officials of the Government. For the general public, it is being sold at a price of Rupees Fifteen each.



**TAMIL NADU GOVERNMENT M.G.R.  
FILM AND TELEVISION INSTITUTE**

Tamil Nadu Government M.G.R. Film and Television Institute is a leading Technical Training Institute for educating students in film production, film technology and aesthetics of art. The aim of this institute is to impart training in the techniques of various film and television programme production and to teach allied subjects in film making.

This Institute functions under the Department of Information and Public Relations, Government of Tamil Nadu. It is located on an area of 5.25 acres in Taramani, Chennai. This is the only Government institute in India which offers Bachelors degree in the art of film making.

Tamil Nadu Government M.G.R. Film and Television Institute is a pioneer Institute. This Institute was functioning as one of the branches of the Central Polytechnic Institute from 1945, and later from 1960 it was formed as a separate Institute. On 9.8.2021, this Institute was named

as, Tamil Nadu Government M.G.R. Film and Television Institute. This Institute is functioning in this campus from 6<sup>th</sup> November 1964 and has crossed 50 years. To mark this occasion, a Golden Jubilee Arch and a bust-size statue of Bharat Ratna Dr.MGR were erected in the campus of the Institute.

This is the only Government Institute that offers degree courses on various aspects of film-making. The Diploma Courses offered in this Institute for the last 50 years were later upgraded as four years Bachelor of Visual Arts Degree Course from the academic year 2016-2017 in affiliation with The Tamil Nadu Dr.J Jayalalithaa Music and Fine Arts University.

## **DEGREE COURSES**

The Diploma Courses offered earlier by this Institute with the accreditation of the All India Council for Technical Education (AICTE), New Delhi were upgraded as four years Degree Course from the Academic Year 2016-2017 as Bachelor of Visual Arts in affiliation with The Tamil Nadu Dr.J Jayalalithaa Music and Fine Arts University.

Presently, Bachelor of Visual Arts (BVA) degree is awarded from 2019-2020 instead of Diploma in Film Technology (DFT) awarded till 2018.

The following six-degree courses are being offered by this Institute.

- Bachelor of Visual Arts  
(Cinematography),
- Bachelor of Visual Arts  
(Digital Intermediate),
- Bachelor of Visual Arts  
(Audiography),
- Bachelor of Visual Arts  
(Direction and Screenplay Writing)
- Bachelor of Visual Arts  
(Film Editing)
- Bachelor of Visual Arts  
(Animation and Visual Effects)

## **ADMISSION TO STUDENTS**

During every academic year, 14 students are admitted in each of these courses and a total number of 84 students are admitted for all the 6 courses in this Institute. Tuition fees of Rupees Fifteen Thousand, Special fees of Rupees Two Thousand and Development fees of Rupees One Thousand are collected from the students. SC/ST students are fully exempted from tuition fees.

## **FINANCIAL SUPPORT FOR FILMS PRODUCED BY STUDENTS**

The Government has raised the amount to produce Students Documentary Films from Rupees Fifteen Thousand to Rupees Fifty Thousand from the financial year 2017-2018. Every year the final year students from all the 6 courses are formed as 14 units and each unit produces a short film as the final film project.

## **SHORT FILM AWARD**

The students of Tamil Nadu Government M.G.R. Film and Television Institute are presented with "Tamil Nadu Government M.G.R. Film and Television Institute students award" which consists of One Sovereign Gold Medal, Cash



Award of Rupees Five Thousand and a Memento in the category of Best Director, Best Cinematographer, Best Editor, Best Sound Recordist and Best Film Processor for their short films.

## **TRAINING IN LATEST EQUIPMENTS**

In order to keep pace with the changing technology in the film industry, the students of Tamil Nadu Government M.G.R. Film and Television Institute are trained with the latest equipment and accessories on par with the film industry by hiring the latest equipment at an annual allocation of Rupees One Crore and Fifty Lakh.

This department will take further action to improve the infrastructure and provide training to international standards in this Institute.

## CINEMA, VIDEO AND CABLE TELEVISION NETWORKS

The Cinema Industry is one of the major industries in Tamil Nadu. The Cinema Industry in Tamil Nadu is one of the largest producers of Films in India. The Cinema Industry is one of the considerable revenue earners to the Government and the local bodies. Viewing of movies in Cinema theatres is a major source of entertainment for most of the people in our State. Therefore, the Government has been extending various concessions and subsidy to encourage the overall growth of the film industry.

There are 942 cinema theatres in Tamil Nadu in the following categories:-

<b>Sl. No.</b>	<b>Categories</b>		<b>No of Theatres</b>
1)	Permanent Cinema Theatres	-	914
2)	Semi-permanent Cinema Theatres	-	22
3)	Touring Cinema Theatres	-	05
4)	Open Air Cinema Theatres	-	01
	TOTAL	-	<b>942</b>

The Government of India had enacted the Cinematograph Act, 1952 (Central Act XXXVII of 1952) to make provision for the certification of Cinematograph films for exhibition and for regulating exhibitions. To regulate the cinema industry, the Government of Tamil Nadu enacted the Tamil Nadu Cinemas (Regulation) Act, 1955. This Act provides for the grant of licenses to private individuals for exhibition of films in cinema houses. As per the provisions of the Act, the Collector is the Licensing Authority in the Districts and in respect of Chennai, the Commissioner of Police is the Licensing Authority. The Joint Commissioner of Land Administration is the Appellate Authority and the Government is the Revision Authority against the decision of the Appellate Authority. The Tamil Nadu Cinema (Regulation) Rules, 1957 were framed to provide the structural stability of buildings with basic amenities and proper maintenance of cinema theatres including the safety and comfort of the cinema-going public. The Government fix the rates of admission under these Rules.

## **CABLE TELEVISION NETWORK SYSTEM**

The Cable Television Networks (Regulation) Act, 1995 (Act 7 of 1995), regulates the Cable Television Network all over India. As per the amended Cable Television Networks (Regulation) Act of 2011 (No.21/2011), District Magistrates, Sub-Divisional Magistrates and all Police Commissioners have been designated as Authorised Officers to take action against offending Cable Television Operators for contravening sections 3, 4A, 5, 6, 8 and 9 (or) 10 of the Act. Accordingly, the Government has issued notification. The Commissioner of Police in respect of Chennai, Trichy, Tirunelveli, Madurai, Salem and Coimbatore Cities and the Collectors of the Districts concerned in respect of other areas and the Sub-Divisional Officers in their respective local limits of police jurisdiction have been authorized to take action against offending the Cable Television Networks (Regulation) Act, 1995. Further, the Government has issued instructions to all the District Collectors, Commissioners of Police and Superintendents of Police for strict action against the offenders who violate the above said Act.

## **VIDEO ACT AND RULES**

In order to regulate the exhibition of films on television screen through Video Cassette Recorder (VCR) in the State, the Tamil Nadu Exhibition of Films on Television Screen through Video Cassette Recorders and Cable Television Network (Regulation) Act, 1984, was enacted. This Act provides for the grant of license to the individuals for the exhibition of films on television screens through Video Cassette Recorder (VCR) and for running Video Libraries. The respective District Collectors / Commissioner of Police, Chennai acts as the Licensing Authorities.

## **INTELLECTUAL PROPERTY RIGHT ENFORCEMENT CELL**

The Copyright Act, 1957, a Central Act empowers the police officers to control the offences relating to violation of copy right, Infringement pertaining to Cinematographic films, musical works etc. When Copyright is infringed as given u/s.51 of the Act, such infringement is punishable u/s.63 of the Act not less than six months which may extend to three years, fine which shall not be less than Rupees Fifty

Thousand which may extend to Rupees Two Lakh. The Act prescribes enhanced penalty for a second offence and for every subsequent offence which shall not be less than one year but which may extend to three years and with fine which shall not be less than One Lakh rupees but which may extend to Two Lakh rupees. Any contravention in displaying the particulars to be included in sound recording and video film as explained under Section 52(A) is punishable with Three years under Section 68(A). Police officers not below the rank of Sub-Inspector can search and seize the materials relating to such offences u/s.64 of the Act.

The Intellectual Property Right Enforcement Cell, Crime Branch, C.I.D., Tamil Nadu is functioning under the direct control of the Additional Director General of Police (Crime), Chennai. He is assisted by 1 Superintendent of Police and 1 Deputy Superintendent of Police at the State level. There are twelve units functioning in the State namely, Chennai (2), St. Thomas Mount (1), Vellore (1), Salem (1), Coimbatore (1), Trichy (1), Cuddalore (1), Madurai (1), Dindigul (1), Virudhunagar (1) and Tirunelveli

(1). The service of this cell is also being utilized to check the violations relating to the Copy Right Act, 1957 and Information Technology Act, 2000.

### **CASES REGISTERED AGAINST CABLE TV OPERATORS FOR TELECASTING NEW TAMIL MOVIES**

Based on the complaint of the film producers and authorized copyright owners, special raids were conducted throughout Tamil Nadu and stringent actions were taken against the violators/pirates who were involved in telecasting new films on cable TV. 37 cases were registered in Chennai (Unit-II), St. Thomas Mount, Vellore, Cuddalore, Trichy, Dindigul, Virudhungan and Tirunelveli, and 44 accused were arrested. The value of the property seized was Rupees Three Lakh Forty Seven Thousand Two Hundred and Fifty.

### **NEW INITIATIVES DURING 2021**

- The Special training courses were conducted to all unit officers with co-ordination of experts of IPR Authorities, IMI Authorities, Cinematography etc., at Headquarters to

impart more technical knowledge to the unit officers for effective enforcement.

- Now the stress is given to find out the origin of pirated materials viz., DVDs. For example, the DVDs are given for analysis through *QUBE Technology* to find out the place (Theatre) and time of recording.
- Action is being taken against Cable Operators who are screening unauthorized film materials in their Cable TVs without valid license.
- Active/prone to be active video pirates and their activities are being watched by the unit officers and supervised at the Headquarters.
- Action is being taken against the Cinema theatre owners & operators who are indulging in the illegal Video camera recording of new movies and making pirated DVDs.
- Steps have been taken to liaise with the officials of Airport and Customs Department to prevent the contraband of pirated CDs from abroad.
- Periodical meetings are organized to give instructions to all video shops to avoid the sale of pirated CDs. Action has been taken against



tourist bus operators through frequent checks to curb the screening of new films without valid license.

**The details of cases registered, number of accused arrested and the value of properties seized etc., by the Intellectual Property Right Enforcement Cell from the year 2010 to 2021 (up to 31.07.2021) are as follows:-**

<b>Year</b>	<b>No. of cases registered by the Intellectual Property Right Enforcement Cell</b>	<b>No. of accused arrested</b>	<b>Value of properties seized by the Intellectual Property Right Enforcement Cell (Rs.)</b>	<b>No. of offences committed by the Cable TV operators by violating the rules and regulations</b>
2010	2690	2664	14,38,31,530/-	34
2011	2665	2648	10,78,74,745/-	9
2012	2858	2838	14,36,05,175/-	2
2013	3020	3004	36,57,57,107/-	2
2014	3320	3320	17,75,02,306/-	29
2015	3406	3406	11,65,23,631/-	51
2016	4893	4906	26,14,13,385/-	21
2017	5589	5591	51,24,96,880/-	13
2018	3102	3076	8,85,28,841/-	29
2019	762	710	3,37,19,738/-	18
2020	292	297	1,16,13,631/-	35
2021 (Up to 31.07.21)	122	103	54,60,448/-	2
<b>Total</b>	<b>32719</b>	<b>-</b>	<b>-</b>	<b>245</b>

## **CINE WORKERS WELFARE BOARD**

The former Hon'ble Chief Minister Kalaignar informed that several welfare boards were formed to safeguard the livelihood of labourers and welfare assistance was being provided to them, while speaking at the All India Cine workers conference on 9.10.2009. In that conference, he announced that a new Cine Workers Welfare Board will be formed for the welfare of cine workers including small screen workers, after considering the requests of South Indian Artistes Association and Tamil film industry.

In continuation to his announcement, a Government Order (Ms) No.324, Tamil Development, Endowment and Information (F.T.2) department, dated 28.10.2009 was issued and the Cine Workers Welfare Board was formed with the Hon'ble Minister for Information as the President and the Director of Information and Public Relations Department as Member Secretary.

## **OFFICIAL MEMBERS OF THE BOARD**

The official members of the board comprise with Secretary, Tamil Development and Information Department, Secretary, Finance Department, Secretary, Revenue and Disaster Management Department, Secretary, Labour Welfare and Skill Development Department, Commissioner, Commercial Taxes Department, Deputy Secretary (Cinema), Home Department, Commissioner, Labour Welfare Department and Commissioner, Land Administration.

Non-Official members are also nominated.

So far, 39 associations of the Tamil Nadu Film and Television Industries have enrolled with 21,679 members. 5,113 applications have been received for enrollment between 5.11.2020 and 31.12.2020.

Financial assistance under various categories viz. education assistance, marriage assistance, maternity assistance, abortion assistance, spectacles assistance, assistance for death due to accident, assistance for natural death, funeral assistance etc. have been provided to the members and details are as follows :

<b>Sl. No.</b>	<b>Welfare Schemes</b>	<b>Amount (Rs.)</b>
1.	<b>Financial Assistance for Education</b>	
(a)	Girl Children studying 10 <sup>th</sup> std	1,000
(b)	Girl Children who passed 10 <sup>th</sup> std	1,000
(c)	Girl Children studying 12 <sup>th</sup> std	1,500
(d)	Students who passed 12 <sup>th</sup> std (Both Gender)	1,500
(e)	Regular Graduate students (Both Gender)	1,500
(f)	Regular Graduate students with hostel facility (Both Gender)	1,750
(g)	Regular Post Graduate students (Both Gender)	2,000
(h)	Regular Post Graduate students with hostel facility (Both Gender)	3,000
(i)	Technical Education students (Both Gender)	2,000
(j)	Technical Education students with Hostel facility (Both Gender)	4,000

<b>Sl. No.</b>	<b>Welfare Schemes</b>	<b>Amount (Rs.)</b>
(k)	Technical Post Graduate students (Both Gender)	4,000
(l)	Technical Post Graduate students with Hostel facility (Both Gender)	6,000
(m)	Students studying I.T.I/Polytechnic (Both Gender)	1,000
(n)	I.T.I / Polytechnic Course students with hostel facility (Both Gender)	1,200
2.	Marriage Assistance	2,000
3.	Maternity Assistance	6,000
4.	Abortion Assistance	3,000
5.	Reimbursement for spectacles	500
6.	<b>Financial Assistance in the event of accident</b>	
(a)	Death due to accident	1,00,000
(b)	Disability due to accident (Based on the nature of disability)	10,000 to 1,00,000

<b>Sl. No.</b>	<b>Welfare Schemes</b>	<b>Amount (Rs.)</b>
7.	Financial Assistance for Natural death	15,000
8.	Financial Assistance for funeral	2,000

The year wise disbursal of welfare assistance by the Cine Workers Welfare Board and the details of beneficiaries are as follows:-

<b>Sl.No.</b>	<b>Year</b>	<b>Total numbers of members</b>	<b>Amount Rs.</b>
1.	2011	38	1,98,000/-
2.	2013	728	21,39,000/-
3.	2014	303	8,00,000/-
4.	2016	277	8,00,250/-
5.	2017	259	9,41,500/-
6.	2018	449	13,61,250/-
7.	2019	205	7,20,000/-
8.	2020	141	5,28,500/-
	<b>Total</b>	2,400	74,88,500/-

A sum of Rupees Eight Lakh Sixty Four Thousand and Five Hundred was sanctioned for 226 beneficiaries during the period from 01.01.2020 to 31.12.2020 and the amount has been deposited in their Bank accounts.

125 applications have been received from 01.01.2021 to 19.08.2021 seeking various welfare assistance.

This Board peruses the applications and selects the beneficiaries.

## **FILM AWARDS, SUBSIDY & SMALL SCREEN AWARDS**

### **FILM AWARDS**

The Government of Tamil Nadu, in order to encourage film industry to produce films that reflect social thought and human values, presents Film Awards from 1968. Awards are given to the best Tamil feature film, best actor, best actresses and technicians.

The Government of Tamil Nadu constitutes selection committees to select the best feature film, best artist and technician and to select low budget quality films to provide subsidy. Best films selected by the selection committee are given a cash prize of Rupees Two Lakh for the first prize; Rupees One Lakh for the second prize and Rupees Seventy Five Thousand for the third prize and Rupees Seventy Five Thousand for the special prize. Along with cash prizes, mementos and certificates are also given. Another special prize comprising a cash award for Rupees One Lakh and Twenty Five Thousand along with a Memento



and a Certificate is awarded to a Tamil film, which portrays women in a positive perspective.

A five sovereign gold medal, a Memento and a Certificate are given to the Best Actor, Best Actress, Best Actor (special prize), Best Actress (special prize), Best Villain Actor, Best Comedy Actor, Best Comedy Actress, Best Character Actor, Best Character Actress, Best Director, Best Screenplay Writer, Best Dialogue Writer, Best Music Director, Best Lyricist, Best Play back singer (Male), Best Play back singer (Female), Best Cinematographer, Best Sound Recordist, Best Film Editor, Best Art Director, Best Stunt Master, Best Dance Master, Best Makeup Artiste, Best Costume Designer, Best Child Artiste, Best Dubbing Artiste (Male) and Best Dubbing Artiste (Female).

Awards have not been presented for the past few years. Action will be taken to present these at the earliest.

## **VETERAN AWARDS**

Veteran awards are presented by Tamil Nadu Government in the name of Arignar Anna, who enticed the readers with his writings and act in Tamil Cinema, Kalaivanar

N.S. Krishnan who induced thoughts through laughter, Thiyagaraja Bhagavathar the Carnatic vocalist, Raja Sandow who ascended through hard work, Makkal Thilagam MGR who stole the hearts of people, Nadigar Thilagam Sivaji Ganesan who set an example for acting in the history of the Tamil Film Industry, Kavignar Kannadasan who penned immortal songs and former Chief Minister J Jayalalithaa. Each of the Veteran Awardees is presented with a five sovereign gold pendant and a Memento.

### **GOVERNMENT FILM SUBSIDY**

To encourage producers of low-budget, quality films with social awareness, the Tamil Nadu Government is implementing a scheme to provide subsidy to such films. A Selection Committee is set up by the Government to select such films and every selected film is granted a subsidy of Rupees Seven Lakh.

A sum of Rupees Ten Crore and Forty Three Lakh as subsidy has been given to 149 Tamil film producers at Rupees Seven Lakh each to such quality films produced and released between 2007 and 2014.

A committee has been constituted to select the low-budget quality films produced in the years from 2015 to 2017. Further action in this regard will be taken by the department.

### **SMALL SCREEN AWARDS**

On behalf of the Government, Small Screen Awards are presented to the best Tele-serial, actors, actresses and technicians, since, Television serials play an important role in day to day life of the people.

For the Best Mega Serial, a cash prize of Rupees Two Lakh for the first prize and a cash prize of Rupees One Lakh for the second prize are given along with a Memento and a Certificate.

And also, Three sovereign gold pendant, a Memento and a Certificate are presented every year to the Best Story Writer, Best Screenplay Writer, Best Dialogue Writer, Best Director, Best Cinematographer, Best Editor, Best Hero, Best Heroine, Best Character Artiste (male and female), Best Villain (male and female), Best Child Artiste, Best Music Director, Best Dubbing Artiste (male and female) and Best Special Effects Technician.

Cash Award for Rupees One Lakh, a Memento and a Certificate are given to Best Achiever of the year and Best Lifetime Achiever.

Small screen awards have not been presented for the past few years. Further action is being taken to present these awards by this department.

### **SUBSIDY FOR INTERNATIONAL FILM FESTIVAL**

The Government of Tamil Nadu has given a subsidy of Rupees Six Crore till date for International Film Festivals held in Chennai on various occasions.

The Government of Tamil Nadu had sponsored Rupees Ten Lakh as Financial Assistance for the 14th India International Film Festival organised by National Film Development Corporation in Goa.

### **AWARDS TO STUDENTS OF TAMIL NADU GOVERNMENT M.G.R FILM AND TELEVISION INSTITUTE**

The selection committee viewed eighteen short films produced by students during the

academic years 2008-2009 to 2013-2014. The committee had selected thirty awardees for six years with five awards per year for which the Government Order has been issued.

For the academic year 2014-2015, ten short films were viewed, and five Awardees were selected by the selection committee.

Action will be taken to present awards to the films produced by students for the remaining years.

### **ONLINE PERMISSION FOR FILM SHOOTING**

Action is being taken to issue permission for film shooting online.

## **CONCLUSION**

The Information and Public Relations Department shines as a successful department by disseminating information on the innumerable schemes of the Government of Tamil Nadu through its Press Release Section, Photo Section, Reference Section, Memorials Section, Functions Section, Field Publicity Section, Advertisement Section, Exhibition Section, Cine workers welfare Board, Tamil Nadu Films Division, Tamil Nadu Government MGR Film and Television Institute, State Information Centre, Tamil Arasu magazine which was inaugurated by the Muthamizh Arignar Kalaingar on 1.7.1970 and District Information and Public Relations offices.

This department serves as a bridge between the Government of Tamil Nadu and its people to develop unity and harmony among the people and to achieve social development by enhancing the livelihoods of the poor. The Information and Public Relations Department will continue to work with

enthusiasm and zeal and give unflinching support to Hon'ble Chief Minister of Tamil Nadu who has pledged "we will work hard... work hard... work hard... to rise Tamil Nadu".

**M.P. Saminathan,**  
Minister for Information and Publicity

## ANNEXURE

### Budget Estimates 2021-2022

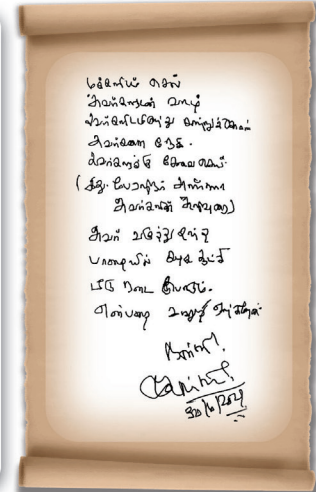
(Rupees in Thousands)

	2019-2020 Account	2020-2021 Revised Estimate	2021-2022 Interim Budget Estimate	2021-2022 Revised Budget Estimate
2059 PUBLIC WORKS	57,74	1,47,47	2,19,01	2,19,01
2220 INFORMATION PUBLICITY	103,98,67	105,90,85	102,45,41	144,08,95
2235 SOCIAL SECURITY AND WELFARE	1,63,99	3,44,64	1,93,21	4,45,61
2250 OTHER SOCIAL SERVICES	12,13	14,11	15,46	14,15
4202 CAPITAL OUTLAY ON EDUCATION, SPORTS, ART AND CULTURE	---	67,88,60	1	1
<b>TOTAL</b>	<b>106,32,53</b>	<b>178,85,67</b>	<b>106,73,10</b>	<b>150,87,73</b>





Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin paid floral tributes at the memorial of Muthamizh Arignar Dr. Kalaigñar (Chennai, 03.06.2021).



Hon'ble Chief Minister of Tamil Nadu Thiru. M. K. Stalin wrote a note and signed the visitors' book at the Perarignar Anna Ninaivu Illam (Kancheepuram, 30.06.2021).



Hon'ble Minister for Information and Publicity Thiru. M.P. Saminathan inspected the Valluvar Kottam (Chennai, 06.07.2021).



Hon'ble Minister for Information and Publicity presented the Special Publication of Tamilarasu to the Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin (Chennai, 08.07.2021).






Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin  
paid floral tributes to the portrait of Perunthalaivar Kamarajar  
(Chennai, 15.07.2021).



Hon'ble Minister for Information and Publicity Thiru. M.P. Saminathan inspected the Tamilarasu Press (Chennai, 01.09.2021).



Hon'ble Minister for Information and Publicity Thiru. M.P. Saminathan inspected the State Information Centre Library which has 67,000 books (Chennai, 02.09.2021).



‘Rather than being the Government  
of a Party, this should be the  
Government of all the People’.

Hon’ble Chief Minister of Tamil Nadu  
Thiru. **M. K. Stalin**



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