

# DEMAND No.28

# INFORMATION AND PUBLICITY CONTENT

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# 'Behold the man who never flags in his exertion; fortune will find its way to him' (Kural-594)

### INTRODUCTION

The innovative welfare schemes formulated and implemented by former Chief Minister Hon'ble Puratchi Thalaivi Amma have benefited innumerable poor people in Tamil Nadu unlike any other State in the Indian nation.

Hon'ble Puratchi Thalaivi's sad demise is a mammoth loss that cannot be compensated. Hon'ble Chief Minister of Tamil Nadu Thiru. Edappadi K. Palaniswami is skilfully steering the chariot of the Government to deliver on the promises made by Amma and to fulfill her ambition of bringing well-being and prosperity in the lives of the people of Tamil Nadu.

The Information and Public Relations Department executes with new enthusiasm, the great task of disseminating information about schemes for the welfare of the people and developmental schemes for the progress of the State, which are being implemented by the Hon'ble Chief Minister of Tamil Nadu, while treading the path shown by Puratchi Thalaivi Amma. The Information & Public Relations Department also highlights the Achievements of each and every Department of the Government.

Working in consonance with the dictum of Tiruvalluvar that "success seeks out the person of unflagging effort and energy", the Information and Public Relations Department takes to the people, the new announcements, schemes being implemented and the achievements. It performs the great task of effectively communicating the information to them through the following.

- Mass media which includes broadcast media as well as print media
- Exhibitions and photo exhibitions
- Government advertisements
- Government's monthly Tamilarasu magazine (Tamil and English) and other special publications
- Video News Magazines screened in villages and cinema theatres

The Information and Public Relations Department works diligently for the benefit of people of all classes in Tamil Nadu by honouring the memory of freedom fighters, Tamil savants and those who have rendered service to the Country, by organising functions and creating and maintaining memorials. The young aspirants in the field of Film and Television Technology are moulded by the Film Institute of this department.

The Information and Public Relations Department constantly undertakes its duties by acting as a bridge between the people and the Tamil Nadu Government under the leadership of **Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami** marching ahead triumphantly protecting the welfare of the people by following the footsteps of Hon'ble Puratchi Thalaivi Amma. The Department promotes goodwill and cooperation between the Tamil Nadu Government and the people and paves way for transparency in administration.

### PRESS RELEASE SECTION

The Press Release Section is an important section in the Department of Information and Public Relations and functions within Secretariat like a Heart. It functions 24 hours a day, every day of the week, with a great state of art technology.

The press notes of the Hon'ble Chief Minister, Hon'ble Deputy Chief Minister and Hon'ble Ministers, press releases, Government announcements, news regarding development works, Achievements, and information on Government welfare schemes, Government-sponsored programmes and related photographs and video clippings are instantly sent by the Press Release Section to the print and electronic media, news agencies, periodicals and on-line news portals numbering over 300.

In addition, the video footage of all important functions is uploaded immediately using latest electronic gadgets in the Information and Public Relations Department's website **www.tndipr.gov.in** and made available to the media. Such video footages are telecasted in the next few minutes by the media, so that people can immediately know about them and get benefitted. Video footage of important functions held in the Districts are made available to the media through modern technology, for immediate telecast.

Important press releases containing Government announcements from the Secretariat are sent to Information and Public Relations Offices of all districts through e-mail, so that the media within the District can also publish them in their editions.

Further, news and photographs of programmes in the Districts which are headed by the Hon'ble Chief Minister, the Hon'ble Deputy Chief Minister and Hon'ble Ministers, as well as those of other Government functions in the Districts, are received by the Press Release section in the Headquarter from the Districts Information and Public Relations Officers concerned and sent to the dailies and other Media at the headquarters.

This section extends full support and help the media personnel during the press conferences of the Hon'ble Chief Minister, the Hon'ble Deputy Chief Minister and Hon'ble Ministers, and other functions in which Hon'ble Minister, Department Secretaries and Districts Collectors participate.

With technology comparable to those used in the western countries, this section functions effectively with the most modern facilities bringing laurels to the State and the Department.

### Journalists welfare

### a) Pension for Journalists

Journalists are considered as the Fourth Estate of democracy as they work day and night for disseminating information to the people. The Government provides monthly pension to retired Journalists who have put in 20 years of service and are in indigent conditions.

After Hon'ble Puratchi Thalaivi Amma's Government came to power in 2011 the pension of Rs. 5,000/- was enhanced thrice to Rs.8,000/-. This was further enhanced for the 4th time on 21.09.2017 to Rs.10,000/- by the present Government. In 2017-2018 alone, 34 Journalists were given the pension. Presently, 196 Journalists are receiving journalist pension. In order to simplify the process of receiving journalists pension and to bring in more beneficiaries under the scheme, the gratuity ceiling for retired Journalists was increased from Rs.1 lakh to Rs.2 lakh and the ceiling limit of annual income while in service was enhanced from Rs.1.20 lakh to Rs.2 lakh from 2012 onwards.

#### **b)** Family Pension

This Government which shows great interest in promoting the welfare of Journalists, also pays much attention to the welfare of their families. Testimony to this, the family pension is being given to the families of deceased Journalists as well.

After Hon'ble Puratchi Thalaivi Amma's Government came to power in 2011, the family pension given to the deceased journalist's spouse was also enhanced thrice from Rs.2,500/- to Rs.4,750/-. This was further enhanced for the 4th time on 21.09.2017 to Rs.5,000/- by the present Government. At present, 38 persons are getting the family pension.

### c) 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/Proof Reader. The amounts paid are as follows:

No. of years served	Family Benefit Fund
5	Rs. 50,000/-
10	Rs.1,00,000/-
15	Rs.1,50,000/-
20	Rs.2,00,000/-

During the Journalists Family Benefit Fund Pension Committee meeting, it was decided to sanction Journalist Family Benefit fund to the legal heirs of 3 Journalists.

### d) Welfare Fund

The Welfare Fund scheme for Journalists is another exemplary scheme by the Tamil Nadu Government to protect the interests of Journalists. A sum of Rs. 1 crore has been allocated for the Journalists Welfare Fund and it has been deposited with Tamil Nadu Power Finance and Infrastructure Development Corporation. A maximum of Rs.50,000/- is given from the interest amount for medical treatment of Journalists in service, who suffer from serious illnesses. Also, on 25.10.2017 based on the orders of Hon'ble Chief Minister, Rs. 3.50 lakh was granted for the medical treatment of a journalist as a special case.

### e) Government rental housing

Tamil Nadu Housing Board allots rental quarters to Journalists at low rent under Government special category in Chennai and other Districts.

# f) House Sites

Under this scheme, Journalists working in the Districts and not possessing own house or plot are provided with house sites at concessional rates through the Department of Revenue and Disaster Management. In the past 7 years, 320 Journalists have been given house sites in all the Districts at concessional rate.

# g) Accreditation cards

To enable media personnel attend Government functions and visits of VIPs, more than 1,150 media personnel working in newspapers / television channels/news agencies are provided with **Accreditation Cards** every year, based on the recommendation of the Press Accreditation Committee constituted by the Government.

### h) Press Pass

Likewise, more than 700 **Press Pass Cards** are issued to Journalists of periodicals on the recommendation of the Press Pass Recommendation Committee constituted by the Government to enable them to gather news and details of historical importance and other background information for their articles.

### i) Bus Passes at no cost

Bus passes are issued annually to Government accredited Journalists on their request, to travel at no cost in Government Transport Corporation buses for the purpose of gathering news. 502 accredited journalists have been provided bus passes at no cost in Chennai and Villupuram.

In the Districts, these bus passes are issued on the recommendation of the District Collector. In the current year, bus passes at no cost have been given to 2041 Journalists in the districts. The Department reimburses the expenses on this score to the Transport Corporations.

### j) News Agencies

The news released by Press Trust of India (PTI) and United News of India (UNI) is being received 24 hours in computer throughout the year in the following places:

a) Raj Bhavan

b) Press Release Section, Secretariat

News from all over the country is received and important news items are brought to the notices of the Heads of Departments for necessary action.

# k) Information and Public Relations Department website

The website of the Information and Public Relations Department with the web address **www.tndipr.gov.in** functions effectively to enable the media to get Government news, photos and video clippings at once. The website is updated every minute with uploads to help the media log in and download the needed material.

It will not be an exaggeration to mention that this website is very useful to Tamils all over the world, as well as to members of the public to know about the day-to-day happenings in the State.

### I) Media Centre

As an important part of this Department, the Media Centre established by Hon'ble Puratchi Thalaivi Amma plays a vital role. Just like the Press Release Section, which functions 24 x 7 for the Journalists assigned to the Secretariat, the Media Centre too works round-the-clock.

The Press Releases, Press Notes and Photographs are sent from the Media centre to all the dailies and media houses in Chennai. They are also sent to all the Information and Public Relations Officers in the Districts for publication in the newspapers and media in the Districts. Every day the Media Centre gets feedback without fail from the Information & Public Relations Officers about the publication of news in the Districts.

Publication of Press Releases, Press Notes and Photographs relating to Hon'ble Chief Minister in districts are being monitored through this media centre.

### **PHOTO SECTION**

The Photo section, that functions at the Secretariat, sends photos taken at Government functions honoured by Hon'ble Chief Minister, Hon'ble Deputy Chief Minister and Hon'ble Ministers and VVIPs to newspapers and media then and there from the function site through laptops with internet facility. Photos of important events are displayed at the main building of the Secretariat, Chennai and at the Tamil Nadu House in New Delhi.

Documentation is an essential work. Photos and videos taken by this section are preserved in CDs and Hard Disks for future reference.

The rare photos displayed at the photo exhibition organized by this Department at the Bharat Ratna Dr. M.G.R. Centenary functions held in District headquarters of Tamil Nadu, received unanimous appreciation not only from the Hon'ble Chief Minister of Tamil Nadu, Hon'ble Deputy Chief Minister and Hon'ble Ministers but also from the public. Besides, switching over to digital photography with ultra modern cameras in tune with the developing new technology in the art of photography, this Photo Section has also undertaken the great task of preserving photos of 40 years and over, as historic documents and treasures in the most modern way.

# **REFERENCE SECTION**

The Reference Section, functioning at the Secretariat brings to the notice of the Government every day important news items carried by newspapers, periodicals and upcountry newspapers, Department wise and by categorizing them.

This section consolidates the news clippings of important news items from dailies, periodicals and upcountry newspapers and submits them daily in the morning and in the evening for the perusal of the Hon'ble Chief Minister. This work starts early in the morning, and is being carried out on all days without any holiday. News clippings are also sent to the Hon'ble Ministers, Chief Secretary and Secretaries to Government for their perusal and necessary action.

Likewise, important news items on various Government Departments are scanned and sent to their respective Secretaries through e-mail every morning. SMS alerts, regarding their Department's important news items are also sent to all Secretaries. This Section also sends these SMS messages to the Secretaries and Department Heads through WhatsApp and e-mail daily. Bound volumes of important Tamil and English newspapers are preserved for future reference. They are made available during Legislature Sessions and to the offices of the Hon'ble Chief Minister, Hon'ble Deputy Chief Minister, Hon'ble Ministers and to Department Officials including Secretaries as per their request.

On the orders of Hon'ble Chief Minister, old newspapers which are compilations of events over a period of time, are being digitized. Important news items from newspapers with regard to Hon'ble Chief Minister's announcements, speeches, media interviews, Government's Achievements, welfare schemes as also newspapers' editorials, essays, criticisms, statements of various leaders etc., are compiled, digitized and preserved.

# **MEMORIALS**

On behalf of Tamil Nadu Government, the Information and Public Relations Department has taken many measures, to honour and commemorate great personalities who brought glory to Tamil Nadu, Tamil Savants who dedicated their entire life for the development of Tamil Language and Freedom Fighters who made innumerable sacrifices and strengthened our Country's history.

This Department has set up 68 Memorials, 4 Arangams, 5 Commemoration Pillars and one Monument and maintains and preserves them properly so that the younger generation can know about these great leaders and derive benefit.

### (a) Manimandapams / Memorials / Parks declared open by the Hon'ble Chief Minister and Hon'ble Deputy Chief Minister

Swami Sagajanandha Manimandapam, constructed at a cost of Rs.1.41 crore at Chidambaram, Cuddalore District was declared open for public visit by Hon'ble Chief Minister on 02.02.2018. The 3 acre area in the premises of Perarignar Anna Memorial was developed into a beautiful park at a cost of Rs.2.62 crore and was declared open for public visit by the Hon'ble Chief Minister on 23.05.2017.

Manu Needhi Chozhan Ninaivu Mandapam constructed at a cost of Rs.1.10 crore in Thiruvarur Town was declared open for public visit by the Hon'ble Chief Minister on 7.3.2017.

The newly constructed Hyder Ali and Tippu Sultan Manimandapam at a cost of Rs.1.30 crore at Adiyanuthu Village, Dindigul District was declared open for public visit by the Hon'ble Chief Minister on 31.12.2017.

The newly constructed Pattukottai Azhagirisamy Manimandapam at a cost of Rs.85 lakh at Avudaiyan Kulam, Pattukottai Taluk, Thanjavur District was declared open for public visit by the Hon'ble Chief Minister on 29.11.2017.

The newly constructed Nadigar Thilagam Sivaji Ganesan Manimandapam at Adyar, Chennai at a cost of Rs.2.80 crore was declared open for public visit by the Hon'ble Deputy Chief Minister on 1.10.2017.

# (b) MEMORIALS

SI. No.	MEMORIAL	PLACE
1	Perarignar Anna Memorial and Museum	Marina Beach, Kamarajar Salai, Chennai
2	Bharat Ratna Puratchi Thalaivar Dr.M.G.R. Memorial and Puratchi Thalaivi Amma Selvi J Jayalalithaa 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 Memorial	Sardar Vallabhbhai Patel Salai, Guindy, Chennai
7	Mahakavi Bharathiyar Ninaivu Illam	Thulasinga Perumal Koil Street, Triplicane, Chennai
8	Perunthalaivar Kamarajar Ninaivu Illam	Thirumalai Salai, Thiyagaraya Nagar, Chennai
9	Valluvar Kottam	Nungambakkam, Chennai

SI. No.	MEMORIAL	PLACE
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, Chennai
14	Sindhanai Sirpi Singaravelar and Suyamariyathai Sudaroli Jeevarathinam Manimandapams	Royapuram, Chennai
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

SI. No.	MEMORIAL	PLACE
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
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 Manimandapam	Avudaiyankulam, Pattukottai, Thanjavur District

SI. No.	MEMORIAL	PLACE
29	Thillaiyadi Valliyammai Memorial	Thillaiyadi, Nagapattinam District
30	Tamizhisai Moovar Manimandapam	Sirkazhi, Nagapattinam 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
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

SI. No.	MEMORIAL	PLACE
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
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

SI. No.	MEMORIAL	PLACE
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
55	Tamil Scholar Caldwell Ninaivu Illam	Idayangudi, Tirunelveli District
56	Thiyagi Vanchinathan Manimandapam	Sengottai, Tirunelveli 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

SI. No.	MEMORIAL	PLACE
61	Sathavathani Seiguthambi Pavalar Ninavu Mandapam	Idalaakudi, Kottar, Nagercoil Kanniyakumari District
62	Marshal Nesamani Manimandapam	Nagercoil, Kanniyakumari District
63	Muthumandapam (in memory of Vikrama Raja Singan, the last Tamil King of Sri Lanka)	Vellore, Vellore District
64	Freedom Fighter Gopal Naicker Manimandapam	Viruppatchi, 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	Sangagiri, Salem District
68	Swami Sagajanandha Manimandapam	Chidambaram, Cuddalore District

# (c) ARANGAMS

SI. No.	ARANGAM	PLACE
1	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

### (d) COMMEMORATION PILLARS

SI. 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

SI. No.	COMMEMORATION PILLAR	PLACE
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

### (e) MONUMENT

SI. No.	NINAIVUCHINNAM	PLACE
1	Veerathai Kuyili Monument	Surakulam, Sivagangai District

### (f) Newly erected Manimandapams / Ninaivu Mandapams / Arangam / Ninaivu Chinnam:

Details of the Mandapams, set up at a cost of Rs.73.43 crore and declared open on behalf of the Department of Information and Public Relations between 2011 and 2016 are as follows:

Thiyagi Subramaniya Siva Manimandapam, Dharmapuri District, Sindhanai Sirpi Ma. Singaravelar Manimandapam, Suyamariyadhai Sudaroli N.Jeevarathinam Manimandapam, Royapuram, Chennai, Dheeran Chinnamalai Ninaivu Chinnam, Sangagiri, Salem District, Thiyagi Sankaralinganar Manimandapam, Virudhunagar District, Veeramangai Velu Nachiyar Ninaivu Mandapam, Veerathaai Kuyili Ninaivu Chinnam, Sivagangai, Veerapandia Manimandpam, Kattabomman Kayatharu, District, Manu Needhi Thoothukudi Chozhan Ninaivu Mandapam, Thiruvarur, Freedom Naicker Fiahter Gopal Manimandapam, Viruppatchi, Dindigul District, Tamizhisai Moovar Manimandapam, Sirkazhi, Nagapattinam District, Marshal Nesamani Manimandapam, Nagarcoil, Kanniyakumari District, Freedom Fighter Ondiveeran Ninaivu Mandapam, Palayamkottai Thiyagi Vanchinathan Manimandapam, and Sengottai Tirunelveli District. Omandur Ramasamy Reddiar Manimandapam, Omandur, Villupuram District and Kalaivanar Arangam, Chennai.

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### (g) RENOVATED MANDAPAMS AND NINAIVIDAMS

Ten Memorials, mandapams and a Kalaiarangam were renovated by the Department of Information and Public Relations at a cost of Rs. 23.50 crore between the years 2011 and 2016. Details are as follows:

Perarignar Anna and Bharat Ratna Dr.M.G.R. Ninaividam, Mahakavi Bharathiar Ninaivillam, Gandhi Mandapam, Rajaji Mandapam, Perunthalaivar Kamarajar Ninaivillam, Chennai and Manimandapam at Kanniyakumari, Perarignar Anna Ninaivillam at Kancheepuram, Thanthai Periyar Ninaivagam at Vaikom and the Mahamagam Kalaiarangam at Thanjavur.

# (h) MANIMANDAPAMS UNDER CONSTRUCTION / CONSTRUCTION WORKS ABOUT TO COMMENCE:

SI. No.	MANIMANDAPAM /KALAIARANGAM	ESTI- MATE Rs.	PRESENT STATUS
1	Hon'ble Puratchi Thalaivi Amma Selvi J Jayalalithaa Ninaivu Mandapam	50.80 Crore	Hon'ble Chief Minister and Hon'ble Deputy Chief Minister laid the Foundation Stone Contruction is under progress

SI. No.	MANIMANDAPAM /KALAIARANGAM	ESTI- MATE Rs.	PRESENT STATUS
2	Converting "Veda Nilayam", the Poes Garden residence of former Hon'ble Chief Minister Puratchi Thalaivi Amma Selvi J Jayalalithaa into a Government Memorial	20.00 Crore	Steps have been initiated by District Collector Chennai to acquire the land where "Veda Nilayam" is situated
3	Uzhavar Perunthalaivar Narayanaswamy Naidu Manimandapam, Coimbatore District	1.50 Crore	construction works have been started by PWD
4	Dr. P. Sivanthi Adithanar Manimandapam, Thiruchendur, Thoothukudi District	1.34 Crore	Suitable place for the Construction of Memorial has been identified and further steps are being taken

# **GOVERNMENT FUNCTIONS**

Tamil language is the most ancient of all languages and considered as the mother language for all languages in the world. The Department of Information and Public Relations recalls and honours, on behalf of Tamil Nadu Government, the great Tamil savants who had rendered great service to Tamil language, the great leaders who had toiled for the development of Tamil Nadu and the Freedom fighters who had fought for India's freedom and dedicated themselves wholly in that task.

Their birth anniversaries are celebrated and their death anniversaries are observed by Tamil Nadu Government in the respective Districts, so that the present younger generation can learn the lofty ideals about the great and selfless services of great leaders and get inspired to follow their policies and uplift themselves through good conduct and the country at large.

Hon'ble Governor, Hon'ble Chief Minister, Hon'ble Deputy Chief Minister and Hon'ble Ministers participate in the functions and pay floral tributes to their statues. 27 leaders in Chennai District and 63 leaders in other Districts are so honoured every year by paying floral tributes to their statues.

(a) FUNCTIONS ORGANISED IN CHENNAI

SI. No.	DATE	FUNCTIONS
1	January 17	Bharat Ratna Dr.M.G.R. Birthday Celebrations
2	January 23	Netaji Subash Chandra Bose Birthday Celebrations
3	January 30	Annal Gandhiyadigal death anniversary
4	February 18	Sindhanai Sirpi Singaravelar Birthday Celebrations
5	April 14	Dr.B.R.Ambedkar Birthday Celebrations
6	April 17	Freedom Fighter Dheeran Chinnamalai Birthday Celebrations
7	April 27	Sir P.T.Thiyagarayar Birthday Celebrations
8	April 29	Paventhar Bharathidasan Birthday Celebrations

SI.	DATE	FUNCTIONS
<b>No.</b> 9	April 29	Garlanding of Kannagi Statue and paying floral tributes to the portrait of Kannagi on 'Chitra Pournami' Day
10	June 5	Kanniyathendral Quaid-e-Milleth Muhammad Ismail Birthday Celebrations
11	June 24	Kaviyarasu Kannadasan Birthday Celebrations
12	July 7	Rettaimalai Seenivasan Birthday Celebrations
13	July 15	Perunthalaivar Kamarajar Birthday Celebrations
14	July 17	`Thiyagigal Dhinam' Thiyagi Arya alias Bhashiyam
15	July 17	`Thiyagigal Dhinam' Thiyagi Sankaralinganar
16	July 17	`Thiyagigal Dhinam' Thiyagi Shenbagaraman
17	September 5	Kappalottiya Thamizhan V.O. Chidambaranar Birthday Celebrations

SI.		1
51. No.	DATE	FUNCTIONS
18	September 15	Perarignar Anna Birthday Celebrations
19	September 17	Thanthai Periyar Birthday Celebrations
20	September 29	Former Mayor of Chennai Sivaraj, Birthday Celebrations
21	October 2	Annal Gandhiyadigal Birthday Celebrations
22	October 30	Pasumpon Muthuramalinga Thevar Birthday Celebrations
23	November 8	Thamizh Arignar Veeramamunivar Birthday Celebrations
24	November 14	Pandit Jawaharlal Nehru Birthday Celebrations
25	November 23	Kavignar Suratha Birthday Celebrations
26	December 10	Mootharignar Rajaji Birthday Celebrations
27	December 11	Mahakavi Bharathiyar Birthday Celebrations

# (b) FUNCTIONS ORGANISED IN DISTRICTS

SI. No.	DATE	FUNCTIONS	PLACE
1	January 3	Veeramangai Velu Nachiyar Birthday Celebrations	Surakulam, Sivagangai District
2	January 17	Bharata Ratna Dr. M.G.R. Birthday Celebrations	Kamarajar Salai, Chennai
3	January 26	Thiyagi Sankaralinganar Birthday Celebrations	Virudhunagar, Virudhunagar District
4	February 1	Omandur Ramasamy Reddiar Birthday Celebrations	Omandur, Villupuram District
5	February 7	Mozhignayiru Devaneya Pavanar Birthday Celebrations	Sathamangalam, Madurai District
6	February 9 (Thaiposam)	Thirumalai Naicker Birthday Celebrations	Madurai, Madurai District
7	February 18	Sindhanai Sirpi M. Singaravelar Birthday Celebrations	Royapuram, Chennai District

SI. No.	DATE	FUNCTIONS	PLACE
8	February 19	Thamizh Thatha U.Ve.Sa. Birthday Celebrations	Uthamd- hanapuram, Thiruvarur District
9	February 22	Thillaiyadi Valliammai Birthday Celebrations	Thillaiyadi, Nagapattinam District
10	March 30	Rebel Muthuramalinga Sethupathi Birthday Celebrations	Ramanthapuram, Ramanathapuram District
11	April 2	Va.Ve. Subramania Iyer Birthday Celebrations	Varaganeri, Trichy City, Trichy District
12	April 10	Thyagi P.Seenivasa Rao Birthday Celebrations	Thiruthuraipoondi, Thiruvarur District
13	April 13	Pattukottai Kalyana sundaram Birthday Celebrations	Pattukottai, Thanjavur District
14	April 16	Veeran Sundaralingam Birthday Celebrations	Gavarnagiri, Thoothukudi District

SI. No.	DATE	FUNCTIONS	PLACE
15	April 17	Dheeran Chinnamalai Birthday Celebrations	Odanilai, Arachalur, Erode District
16	Chithra Pournami April 30	Vallal Adhiyaman Birthday Celebrations	Adhiyaman Kottai, Dharmapuri District
17	May 7	Robert Caldwell Birthday Celebrations	Edayankulam, Thirunelveli District
18	May 11 (Last Friday of Chithirai)	Veerapandia Kattabomman Birthday Celebrations	Kayatharu and Panchalankurichi, Thoothukudi District
19	May 23	Perumpidugu Mutharaiyar Birthday Celebrations	Tiruchirappalli, Tiruchirappalli District
20	June 12	Marshal Nesamani Birthday Celebrations	Nagercoil, Kanniyakumari District
21	June 16	Thiyagi Viswanathadass Birthday Celebrations	Thirumangalam, Madurai District

SI. No.	DATE	FUNCTIONS	PLACE
22	June 18	Thiyaga Seelar Kakkan Birthday Celebrations	Near Melur, Thumbaippatti, Madurai District
23	June 24	Kavignar Kannadasan Birthday Celebrations	Karaikudi, Sivagangai District
24	July 6	Tamil scholar Parithimar kalaignar Birthday Celebrations	Vilacheri, Madurai District
25	July 11	Veeran Azhagu Muthukone Birthday Celebrations	Kovilpatti, Thoothukudi District
26	July 11	Thavathiru Kundrakudi Adigalar Birthday Celebrations	Kundrakudi, Sivagangai District
27	July 15	Perunthalaivar Kamarajar Birthday Celebrations	Kanniyakumari, Kanniyakumari District
28	July 15	Perunthalaivar Kamarajar Birthday Celebrations	Virudhunagar, Virudhunagar District

SI. No.	DATE	FUNCTIONS	PLACE
29	July 15	Perunthalaivar Kamarajar Birthday Celebrations	Thirumalai Salai, T. Nagar, Chennai District
30	July 17	`Thiyagigal Dhinam' Thiyagi Vanchinathan	Sengottai, Tirunelveli District
31	July 31	Sathavathani Seiguthambi Pavalar Birthday Celebrations	Nagercoil, Kanniyakumari District
32	August 2 & 3	Valvil Ori Celebrations	Kollimalai, Namakkal District
33	August 3 (Aadi 18)	Dheeran Chinnamalai Death Anniversary	Odanilai, Arachalur, Erode District
34	August 3 (Aadi 18)	Dheeran Chinnamalai Death Anniversary	Sangagiri, Salem District
35	August 21	Poduvudamai Veerar Pa. Jeevanandam Birthday Celebrations	Nagercoil, Kanniyakumari District
36	September 1 (Avani 16)	Freedom Fighter Poolithevan Birthday Celebrations	Nerkattum Sevel, Thirunelveli District

SI. No.	DATE	FUNCTIONS	PLACE
37	September 5	Kappalottiya Thamizhan V.O Chidambaranar Birthday Celebrations	Ottapidaram, Thoothukudi District
38	September 5	Kappalottiya Thamizhan V.O Chidambaranar Birthday Celebrations	Tirunelveli, Tirunelveli District
39	September 15	Perarignar Anna Birthday Celebrations	Anna Square, Kamarajar Salai, Chennai District
40	September 15	Perarignar Anna Birthday Celebrations	Kancheepuram, Kancheepuram District
41	September 15	Perarignar Anna Birthday Celebrations	Erode, Erode District
42	September 17	Thanthai Periyar Birthday Celebrations	Erode, Erode District
43	September 17	Thanthai Periyar Birthday Celebrations	Vaikom, Kerala state

SI. No.	DATE	FUNCTIONS	PLACE
44	September 25	Pakutharivu Kavirayar Udumalai Narayana Kavi Birthday Celebrations	Udumalaipettai, Thirupur District
45	October 2	Annal Gandhiyadigal Birthday Celebrations	Kanniyakumari, Kanniyakumari District
46	October 2	Annal Gandhiyadigal Birthday Celebrations	All Districts
47	October 4	Thiyagi Subramaniya Siva Birthday Celebrations	Papparapatti, Dharmapuri District
48	October 4	Tiruppur Kumaran Birthday Celebrations	Tiruppur, Tiruppur District
49	October 4	Tiruppur Kumaran Birthday Celebrations	Chennimalai, Erode District
50	October 9	Periyavar M. Bhakthavatchalam Birthday Celebrations	Gandhi Mandapam, Chennai District

SI. No.	DATE	FUNCTIONS	PLACE
51	October 10	Namakkal Kavignar Ramalingam Pillai Birthday Celebrations	Namakkal, Namakkal District
52	October 23	Amuthakavi Umaru Pulavar Birthday Celebrations	Ettayapuram, Thoothukudi District
53	October 24	Marudhu Pandiyar Death Anniversary	Tirupattur, Sivagangai District
54	October 30	Pasumpon Muthuramalinga Thevar Birthday Celebrations	Pasumpon, Ramanathapuram District
55	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
56	November 11	Suyamariyadhai Sudaroli N. Jeevaratnam Birthday Celebrations	Royapuram, Chennai District

SI. No.	DATE	FUNCTIONS	PLACE
57	December 10	Mootharignar Rajaji Birthday Celebrations	Thorappalli, Krishnagiri District
58	December 11	Mahakavi Bharathiyar Birthday Celebrations	Ettayapuram, Thoothukudi District
59	December 11	Mahakavi Bharathiar Birthday Celebrations	Triplicane, Chennai District
60	December 15	Athangottasan Birthday Celebrations	Athangode, Kanniyakumari District
61	May 31	Freedom Fighter Vellaiyathevan Death Anniversary	Valla Nadu, Thoothukudi District
62	August 20	Freedom Fighter Ondiveeran Death Anniversary	Palayamkottai, Thirunelveli District

c) Functions which were announced by Hon'ble Puratchi Thalaivi Amma in the five years between 2011 and 2016 and are being celebrated:

By way of honouring Marshal Nesamani who worked very hard for the merger of Kanniyakumari District with Tamil Nadu, the date of merger – November 1 – is being celebrated as a Government function.

The Birth Anniversary of Rettaimalai Seenivasan who dedicated his life for the development of the oppressed people is celebrated every year on July 7.

The Birth Anniversary of freedom fighter Veera Mangai Velu Nachiyar is celebrated every year on January 3 at Sivagangai in Sivagangai District.

The most important in the Nayak dynasty that ruled Madurai, King Thirumalai Naicker's Birth Anniversary is celebrated every year in Madurai on the Thai Poosam Day.

The Birth Anniversary of `Kodi Kattha' Kumaran is celebrated every year at Thirupur on October 4. The Birth Anniversary of Freedom Fighter Thiyagi Vanchinathan is celebrated on the 'Thiyagigal' Day' at Sengottai in Thirunelveli District on July 17.

#### d) Functions announced by Hon'ble Chief Minister Thiru.Edappadi K. Palaniswami in the last one year (2017-2018) and are celebrated:

The Birth Anniversary of `Kodi Kattha' Kumaran is celebrated every year on October 4 at his birth place Chennimalai, Erode District.

The Birth Anniversary of Freedom Fighter Poolithevan is celebrated every year on September 1 (Avani 16) at Nerkattum Sevel, Tirunelveli District.

e) As per the orders of the Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami, floral tributes are paid to the following Statues of 30 Freedom Fighters and celebrated as Government functions every year at a cost of Rs.1.50 lakh.

S.No	Statues and Memorials
1	Thanthai Periyar, Vaikom, Kerala State
2	Perarignar Anna, Chennai District
3	Bharat Ratna Dr. M.G,.R, Chennai District
4	Perunthalaivar Kamarajar, Chennai District
5	Mahakavi Bharathiar, Chennai District

S.No	Statues and Memorials
6	Sindhanai Sirpi M.Singaravelar, Chennai District
7	Suyamaryadhai Sudaroli N. Jeevaratnam, Chennai District
8	Periyavar M. Bhakthavatchalam, Chennai District
9	Perarignar Anna, Kancheepuram District
10	Annal Gandhiyadigal, Kanniyakumari District
11	Perunthalaivar Kamarajar (Kanniyakumari District)
12	Freedom Fighter Gopal Naicker, Dindigul District
13	Vallal Athiyamaan, Dharmapuri District
14	Podhuvudamai Veerar P. Jeevanandam, Nagarkovil, Kanniyakumari District
15	Thillaiyadi Valliammai, Nagapattinam District
16	Veerapandia Kattabomman, Thoothukudi District
17	Namakkal Kavignar Ramalingam Pillai, Namakkal District
18	Kavignar Kannadasan, Sivagangai District
19	Thavathiru kundrakudi Adigalar, Sivagangai District
20	Pattukottai Kalyanasundaram, Thanjavur District
21	Robert Caldwell, Tirunelveli District
22	Omandur Ramasamy Reddiyar, Villupuram District

S.No	Statues and Memorials	
23	Thyagi P. Seenivasa Rao, Tiruvarur District	
24	Freedom fighter Vellaya Thevan, Thoothukudi District	
25	Amudha Kavi Umaru Pulavar, Thoothukudi District	
26	Va.Ve.Subramania Iyer, Trichy District	
27	Freedom fighter Ondiveeran, Tirunelveli District	
28	Perunthalaivar Kamarajar, Virudhunagar District	
29	Thyagi Sankaralinganar, Virudhunagar District	
30	Pagutharivu Kavirayar Udumalai Narayana Kavi, Tiruppur District	

# f) Centenary Celebration of Bharat Ratna Puratchi Thalaivar Dr. M.G.R.

The Hon'ble former Chief Minister Puratchi Thalavi Amma had announced that the Centenary of Bharat Ratna Puratchi Thalaivar Dr.M.G.R would be Celebrated as a year long function on behalf of Government. Fulfilling the desire of Puratchi Thalaivi Amma, a mammoth function, not seen for any leader so far in Tamil Nadu, was organised for Bharat Ratna Puratchi Thalaivar Dr. M.G.R. A high level committee with **Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami** as Chairman and Hon'ble Ministers as members was formed for celebrating the centenary of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. throughout Tamil Nadu on behalf of Tamil Nadu Government in a grand manner. As per the recommendations of that committee, the Centenary of Bharat Ratna Puratchi Thalaivar Dr. M.G.R was celebrated in a very grand manner.

The centenary celebrations of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. started with a grand function at Madurai on 30.06.2017 under the leadership of Hon'ble Chief Minister of Tamil Nadu.

The functions were conducted all over Tamil Nadu in 30 Districts upto 31.12.2017 with great exuberance, appreciation and for the benefit of the people.

A committee was constituted, comprising Hon'ble Revenue Minister, Hon'be Minister for Information and Publicity and personnel from film industry and media to bring out a centenary souvenir and a documentary to explain the life history of Bharat Ratna Puartchi Thalaivar Dr.M.G.R., volumes containing his speeches in the Legislature and Public meetings and a Coffee table book containing photos of important events. Apart from that a special souvenir will also be released on centenary celebration.

These Centenary functions were held to perpetuate the glory of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. and to popularise his greatness among the people. Besides organizing photo exhibitions, describing Dr. M.G.R.'s life history and conducting rallies, sports competitions, oratorical, poetic and essay contests were conducted in schools and colleges. Prizes to winners in these competitions and welfare assistance to beneficiaries were distributed by the Hon'ble Chief Minister and Hon'ble Deputy Chief Minister at the centenary functions held in Districts.

Speeches delivered by the Hon'ble Chief Minister of Tamil Nadu at the Centenary Functions of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. in the 30 Districts are compiled into books as a special issue. The compilation and publishing of these books are expedited.

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At the Centenary Functions of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. held in 30 Districts, Hon'ble Chief Minister, Hon'ble Deputy Chief Minister and Hon'ble ministers participated. In these functions, foundation was laid for 3,200 new works worth of Rs.5,712.90 crore.

2,329 scheme works, completed at an expenditure of Rs.5,127.11 crore were declared open. Also, welfare assistance to the tune of Rs.5,397.52 crore were distributed to 8,11,481 beneficiaries. Hon'ble Chief Minister, also made 521 new announcements to benefit the people in the Districts.

## g)Special functions organized by Government:

Every year, the Departments of Tamil Development and Information & Public Relations jointly organize the Thiruvalluvar Day and Tamil Nadu Government Awards presentation function in the Tamil month of "Thai" on Thiruvalluvar Day as per Mahakavi Bharathiars dictum that Valluvar gave himself to the world and made Tamil Nadu famous in the global arena. Eminent scholars are honoured in this function with presentation of awards inclusive of Thiruvalluvar Award, Thanthai Periyar Award,Perarignar Anna Award, Annal Ambedkar Award, Perunthalaivar Kamarajar Award, Mahakavi Bharathiyar Award, Pavendar Bharathidasan Award,Thamizh Thendral Thiru.Vi.Ka. Award and K.A.P.Viswanatham Award.

In order to Commenmorate One Year Completion of the Present Chief Minister One year Achievement Function was organised in a grand manner on 23.03.2018 at Kalaivanar Arangam, Chennai. In order to explain the schemes, achievements of the Government an exhibition was also organised with 27 departments from 23.03.2018 to 30.03.2018.

# FIELD PUBLICITY

On the orders of the Hon'ble Puratchi Thalaivi Amma, a field publicity wing was started for the first time in the Department of Information and Public Relations in 2013 with the lofty intention of taking the various welfare programmes and achievements of the Tamil Nadu Government, implemented through various Departments to all people in far away hamlets and also to document Government Achievements in terms of benefits received by the people, through the Field Publicity wing.

#### (a) LED Screen Video van

Thirty two new LED screen fitted video vans, with the state of art technology and fitted with Global Positioning System (GPS) have been supplied to all the Districts. The wide LED screen is designed to rotate on all four sides. No other State in India has this facility of exhibiting.

These vans have modern facilities so that they can publicize Government Schemes and Achievements at any time day or night at places where people gather in large numbers and also at the venue of Government functions. The installation of GPS in the vans enables the field publicity wing to monitor the daily movement of these LED Screen Video Vans and the places inclusive of hamlets and Village Panchayats, where the publicity work is undertaken.

### (b) LED Screens

LED Screen displays are used to showcase the various schemes, achievements and important government function in places wherever public gather at large. For that purpose, currently LED Screens have been installed in all 32 Districts collectorates. LED Screens are also installed in 10 Amma canteens in Chennai, 3 Taluk offices in Chennai and at the Tamil Nadu House in New Delhi. Achievement News Magazines on government achievements produced by Information and Public Relations Department are screened in these LED screens.

# (c)Evaluation of the Performance of Officers

The performance of District Public Relations officers in conducting press meet, arranging tours for media personnel, publicizing success stories in dailies, screening of video films, inspection of cinema theatres to ensure screening of Government 'seithi malar' and publication of special volumes, is reviewed on a monthly basis.

Separate marks are awarded for each and every work by a committee comprising of High level Officials from the Headquarters. It is no exaggeration that this evaluation has helped in the removal of tardiness in work among the PROs and in the promotion of a healthy competition, providing a new impetus to achieve the goals.

## (d) Refresher Training Course.

Refresher training is being offered to all District Information and Public Relations Officers and Assistant Public Relations Officers every year. This year Refresher Training was conducted at Kalaivanar Arangam in Chennai between 12.03.2018 and 14.03.2018.

The training was provided by experienced officers, experts in ethics and psychology. They covered the areas of innovative procedures in Government work, new tactics to improve efficiency, good governance, Right to Information Act, disciplinary actions, handling court cases and the role of Information Department in social media.

# ADVERTISEMENT

Advertisements are released about Tamil Nadu Government's achievements, schemes, policies and welfare measures in dailies, journals and electronic media, at the cost prescribed by the Government.

Advertisements on tenders for development and other works 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 and Government undertakings in dailies.

## (a) TENDER ADVERTISEMENTS

All Government tender advertisements are released using modern electronic technology to reach the public easily without additional expenditure in the Government website **www.tn.gov.in** and in **www.tenders.tn.gov.in** through the National Informatics Centre. Tender forms can be downloaded free of cost. As the tender advertisements are released in newspapers and uploaded in the Government website as well, transparency in Government administration is ensured. This facilitates participation by all eligible persons in Government tenders without any partiality.

### (b) TENDER BULLETINS

The general public has to be made aware of all the Government activities in a transparent manner. To ensure this, the Districts/State Tender Bulletins are released every week under the provisions of the Tamil Nadu Transparency in Tenders Act, 1998 and the Tamil Nadu Transparency in Tender Rules 2000 framed there under.

Rs. 10 lakh to Rs.25 lakh Procurement Estimates and Rs.25 lakhs to Rs.50 lakhs Works Estimates are released in Districts Tender Bulletins.

Procurement estimates above 25 lakh and works estimates above Rs.50 lakh are released in State Tender Bulletin.

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

# FILM AWARDS, SUBSIDY & SMALL SCREEN AWARDS

#### (a) FILM AWARDS

Cinema is a powerful tool that reaches all sections of people easily. To encourage film industry to produce films that reflects social thought and human values, the Government of Tamil Nadu presents Film Awards to the best Tamil feature films, best actors, best actresses and technicians.

A committee to select these best feature films, best artists and technicians has been constituted by the Government.

The best films selected by this committee are given a cash prize of Rs.2 lakh for the first prize, Rupees One lakh for the second prize, Rs. 75,000/- for the third prize and Rs.75,000/for the special prize. Along with cash prizes, a memento and certificates are also given.

Another special prize comprising a cash award of Rs.1.25 lakh along with a memento and a certificate is awarded to a Tamil film which portrays women in Positive roles.

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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 Villan actor, best comedy actor, best comedy actress, best character actor, best character actress, best director, best screen play 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 make-up artiste, best costume designer, best child artiste, best dubbing artiste (male and female separately).

Government Order (G.O (Ms) No.131, Tamil Development and Information (F.T.2) Department, dated.13.07.2017) have been issued for the presentation of awards to the best feature films, actor, actress and technicians for the years 2009 to 2014. These awards will be presented at a function, to be held shortly. Award will be presented by the Hon'ble Chief Minister.

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### (b) VETERAN AWARDS

Veteran Awards are presented by Tamil Nadu Government in the name of Arignar Anna who left his unique imprints through his writing and act in Tamil cinema, Kalaivanar N.S.Krishnan who made people think through his humour, 'EazhisaiMannar' Thyagaraja Bhagavathar, Raja Sandow who ascended through hard work, Makkal Thilagam M.G.R. who conquered millions of people's heart, Nadigar Thilagam Sivaji Ganesan who defined what acting is, Kaviarasu Kannadasan who penned immortal songs and Puratchi Thalaivi Amma J Jayalalithaa who remains forever in the hearts of people. Each of the awardee is presented with a 5 sovereign gold medal and a memento.

## (c) GOVERNMENT FILM SUBSIDY

To encourage producers of low budget, quality films with social commitment, 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 Rs.7 lakh. A Government Order (G.O (Ms) No.1, Tamil Development and Information (F.T.2) Department, dated.02.01.2018) has been issued to grant Rs.10.43 crore at the rate of Rs.7 lakh each to 149 such quality films produced and released between the years 2007 and 2014.

#### (d) SMALL SCREEN AWARDS

Television has made a great impact in the day to day life of people in the sphere of entertainment. The Tamil Nadu Government is presenting small screen awards to best mega serials, short serials, actors, actresses and technicians of small Screen.

For the best mega serial, a cash prize of Rs.2 lakh for the first prize and a cash prize of Rs.1 lakh for the second prize are given along with a memento and a certificate.

Besides, 3 sovereign gold medal, a memento and a certificate are presented every year to the best story writer, best screen play writer, best dialogue writer, best director, best cinematographer, best editor, best hero, best heroine, best character actor, best character actress, best villain actor, best villain actress, best child artiste, best music director, best dubbing artist (male and female separately) and best special effects technician.

Cash award of Rs.1 lakh, a memento and a certificate are given to the best achiever of the year and best lifetime achiever.

A Government Order (G.O (Ms) No.132, Tamil Development and Information (F.T.2) Department, dated.13.07.2017) has been issued for the presentation of these awards for the serials telecast between the years 2009 and 2013 as also to the best artistes. These awards will be presented by the Hon'ble Chief Minister, at a function to be held shortly.

# (e) SUBSIDY FOR INDIAN CINEMA CENTENARY FUNCTION AND INTERNATIONAL FILM FESTIVAL

To bring laurels to film industry, Hon'ble Puratchi Thalaivi Amma granted, on behalf of Tamil Nadu Government, Rs.10 crore as subsidy to the South Indian Film Chamber of Commerce for organizing a function to celebrate the centenary of Indian cinema. The function was held from 21.09.2013 to 24.09.2013 in which The Hon'ble President of India, Hon'ble Puratchi Thalaivi Amma and Chief Ministers of other states participated.

The Tamil Nadu Government gave Rs.3.25 crore as subsidy for International Film Festivals held at Chennai at different periods. Details are as follows:

 ➢ For the 9<sup>th</sup> Chennai International film festival held between 14.12.2011 and 22.12.2011
 Subsidy Rs. 25 lakh.

➢ For the 10<sup>th</sup> Chennai International film festival (12.12.2012 to 20.12.2012) - Subsidy Rs. 50 lakh.

➢ Rs.50 lakh Subsidy for the 11<sup>th</sup> Chennai International film festival (12.12.2013 to 19.12.2013)

➢ For the 12<sup>th</sup> Chennai International film festival - Rs. 50 lakh Subsidy (18.12.2014 to 25.12.2014),

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➢ Rs.50 lakh Subsidy for the 13<sup>th</sup> Chennai International film festival (06.01.2016 to 13.01.2016)

For the 14<sup>th</sup> festival - Rs. 50 lakh (05.01.2017)
 to 12.01.2017)

Rs.50 lakh for the 15<sup>th</sup> festival (14.12.2017)
 to 21.12.2017)

#### **CINE WORKERS WELFARE BOARD**

Tamil Nadu Government has created Cine Workers Welfare Board for the welfare of workers, technicians and their family members of Tamil Nadu Film and Television Industries and various assistance are provided to them.

Workers and Technicians of 39 associations of the Tamil Nadu Film and Television Industries are eligible for membership of the Tamil Nadu Cine Workers Welfare Board. 21,045 members have enrolled till date.

Members of film and television industries are provided with financial assistance under various categories viz., death due to accident, natural death, funeral, education, marriage, maternity, abortion and for purchase of spectacles as follows:

SI.	Wolfaro Schomos	Amount
No.	Welfare Schemes	(Rs.)
1.	Financial Assistance in the event of	1,00,000
(a)	Death due to accident	
(b)	Disability due to accident	10,000
	(Based on the nature of disability)	to 1,00,000
2.	Financial Assistance for Natural death	15,000
3.	Financial Assistance for Funeral	2,000
4.	Financial Assistance for Education	
(a)	Girl Children Studying 10th std	1,000
(b)	Girl Students who passed 10 <sup>th</sup> std	1,000
(c)	Girls studying 12 <sup>th</sup> std	1,500
	Students who passed 12 <sup>th</sup> std 1,500 (Both gender)	
(d)	Regular Graduate students (Both gender)	1,500
	Regular Graduate students with hostel facility (Both gender)	1,750
(e)	Regular Post Graduate students 2,000 (Both gender)	
	Regular Post Graduate students with hostel facility (Both gender)	3,000
(f)	Technical Education students (Both gender)	2,000
	Technical Education students with hostel facility (Both gender)	4,000

SI. No.	Welfare Schemes	Amount (Rs)
(g)	Technical Post Graduate students (Both gender)	4,000
	Technical Post Graduate students with hostel facility (Both gender)	6,000
(h)	Students studying I.T.I/Polytechnic (Both gender)	1,000
	I.T.I / Polytechnic Course students 1,200 with hostel facility (Both gender)	
5	Marriage Assistance 2,0	
6	Maternity Assistance 6,000	
7	Abortion Assistance	3,000
8	Reimbursement for spectacles 500	

The year wise disbursal of welfare assistance by the Cine Workers Welfare Board is as follows:-

SI. No.	Year	Total numbers of members	Amount Rs.
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/-
	Total	1,605	48,78,750/-

286 applications had been received during 2016 and 163 applications had been received in 2017 seeking assistances. Proposal sent to the Govenment requesting the financial allocation.

The Government has nominated the Hon'ble Minister for Information and Publicity as Chairman and the Director of Information and Public Relations as the Member Secretary of the Cine Workers Welfare Board.

Following are the members: **Official Members**- Secretary, Tamil Development and Information Department, Secretary, Finance Department, Secretary, Revenue and Disaster Management Department, Secretary, Labour and Employment Department, Commissioner, Commercial Taxes Department, Deputy Secretary (Cinema), Home Department, Commissioner, Labour Welfare Department and Commissioner, Land Administration. Non-officials Members - R.V.Udayakumar (Director), P.Vasu (Director), Liaquat Ali Khan (Dialogue writer), Mohan Gandhiraman (Director), Ramarajan (Actor), T.K.Kala (Actress and singer) and L. R. Eswari (Playback singer), Pushpa Kandasamy (Producer), Nanchil P.C.Anbazhagan (Director).

The Board peruse the applications and select the beneficiaries.

# TAMIL NADU FILMS DIVISION

#### (a) NEWS COVERAGE

Tamil Nadu Films Division covers all Government functions honoured by the Hon'ble Governor, the Hon'ble Chief Minister, Hon'ble Deputy Chief Minister, and Hon'ble Ministers. It covers important Government programmes, distribution of Government welfare measures, visit of VIPs, and their meetings.

Coverages of all these functions are properly edited and are converted into news magazines. These news magazines are edited sensored and sent to all cinema theatres for screening. The news magazines are also sent to Districts Public Relations Officers offices for screening in different parts of the Districts through LED vans for Field Publicity.

# (b) NEWS MAGAZINES / DOCUMENTARIES / SHORT FILMS AND JINGLES

From 2011 onwards Tamil Nadu Films Division has produced 169 video news magazines / films documentaries and 68 jingles and 23 weekly news episodes on Chief Minister's golden schemes and released them in all digital theatres of Tamil Nadu. Moreover, 147 Video Conference programmes of the Hon'ble Chief Minister have been compiled into audio video capsules and given for telecast through the Tamil Nadu Arasu Cable TV Corporation limited for the benefit of public.

The Audio - Video Capsules in DVD formats are also sent to all Districts Information & Public Relations Officers to be screened through LED Video Vans.

These video news magazines are also uploaded in LED screens in all Government offices and Amma Canteens, where people gather in large numbers and thus awareness is created about various welfare schemes among the public.

All the functions of Hon'ble Chief Minister are covered by this Division and edited using High-end Non-Linear edit setup and uploaded to all Television media channels, press media and online media from the Media Centre at the Secretariat.

To publicize the one year Achievements of the Hon'ble Chief Minister of Tamil Nadu, **Thiru. Edappadi K. Palaniswami,** the Information Department has produced a number of short films, and jingles.

SI.No.	Short Films
1	Ammavin vazhiyil Nallaatchi adharku Oraandu Saadhanaiyae Satchi
	Oraandu Saadhanai – part 1
2	Oraandu Saadhanai – part 2
3	Oraandu Saadhanai – part 3
4	Sarithiram Potrum Saamanya Makkalin Mudhalvar
5	Amma Iru chakkara Vaganam
6	Jallikattu
7	Vivasayigalin Thozhar
8	Metro Rail Sevai
9	Uyarkalvi Thurai (Uyara vaikum Thittangal)

SI.No.	Short Films
10	Maatruthiranaligal (Nambikai Oli)
11	Udal Uruppu Thanam
12	Sugadhara Thittangal
13	Thozilthurai
14	Paalvalathurai
15	Vilayattuthurai (Udaluku Uram)
16	Paalangal mattrum Salaigal
17	Arasu Cable TV (Set Top Box)

SI.No.	Jingles
1	Kootupannai
2	Madikanini
3	M-SAND (Aatru manaluku matru manal)
4	Magalir Vazhvu (Magalir nalan Kaakum makkal Arasu)
5	Neerapanam
6	Neervalam
7	Aasiriyar pani vazhangiya Amma Vazhi Arasu
8	108ku Oru arputha Seyali
9	Tamizh valrkum Thangathayin Arasu

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

M.G.R. Government Film and Television Institute is an advanced Technical Training Institute imparting Film technology and techniques and aesthetics of Film and Television Production and Allied Subjects. The objective of this institute is to teach students, the technical aspects of producing films and television programmes and also to teach allied subjects of film making.

M.G.R. Government Film and Television Institute functioning under the Department of Information and Public Relations is one among the three major institutes in India. The other two are Film and Television Institute of India, Pune, and Satyajit Ray Film and Television Institute, Kolkatta.

### (a) DEGREE COURSES

As ordered by the Hon'ble Chief Minister, the Diploma Courses offered by this Institute with the approval of the All India Council for Technical Education (AICTE), New Delhi were upgraded as Bachelor of Visual Arts, a four year Degree Course with affiliation to Tamil Nadu Music and Fine Arts University. Presently from 2016-2017 it provides 6 degree courses as given below.

- 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)

Now the institute provides degree courses viz. Bachelor of Visual Arts instead of Diploma in Film Technology.

14 students are admitted in each of these courses. Tuition fees of Rs.15,000/-, Special fees of Rs.2,000/- and Development fees of Rs.1,000/- are collected from the students. SC/ST students are exempted from tuition fees.

### (b) ANNUAL BUDGET ALLOTMENT:

The Government allots Rs.5.38 crore per annum for the expenses of this institution.

### (c) FINANCIAL SUPPORT FOR FILMS PRODUCED BY STUDENTS

The Government have enhanced the amount for the production of Students Documentary Films for each student from Rs.15,000/- to Rs.50,000 from the financial year 2017-2018 onwards. Final year students from different branches form 14 units and each unit is trained to produce one short film.

### (d) SHORT FILM AWARD

The students of M.G.R. Government Film and Television Institute are presented the "MGR Government Film and Television Institute Short Film Award" which consists of One Sovereign Gold Medal, Cash Award of Rs.5,000/- and a Memento to the Best Director, Best Cinematographer, Best Editor, Best Sound Recordist and Best Film Processor for their short films.

### (e) INDIAN INTERNATIONAL FILM FESTIVAL

The films produced by the students of this Institute are screened every year at Indian International Film Festival being held in Goa.

### (f) AMMA AWARD

"Amma Award" (Citation and Cash Prize of Rs.10,000/-) was instituted for the best Short Film of MGR Government Film and Television Institute Students in the Chennai International Film Festival held at Chennai.

Details of the short films participated and won Amma Award in the Chennai International Film Festival are as follows:

S.I.	Function	Year	Name of the short film
1	12 <sup>th</sup> International Film Festival	2014-15	"CHEE"
2	13th International Film Festival	2015-16	"BURRA"
3	14 <sup>th</sup> International Film Festival	2016-17	"UTHAMAN"
4	15 <sup>th</sup> International Film Festival	2017-18	"DAISY"

### (g) TRAINING ON PAR WITH PROFESSIONAL STANDARD

Training is imparted with the latest equipment and accessories of film industry at a cost of Rs.1.50 crore per annum by hiring the latest equipment in order to keep pace with the changing technology in the film industry.

### (h) BUDGET ALLOTMENT UNDER PART II SCHEME FROM 2011-2012 TO 2017-2018

As per the Hon'ble Chief Minister's announcements and under Part II scheme, Rs. 16,89,62,000/- has been allotted to the Institute from the year 2011-2012 to 2017-2018.

### CINEMA, VIDEO AND CABLE TELEVISION NETWORKS

Cinema is one among the popular entertainments, easily accessible to all classes of General public. The Government have been providing encouragement for the overall growth of the film industry. In Tamil Nadu 1013 Cinema Theatres are functioning under the following categories:-

### Categories

1)	Permanent Cinema Theatres	-	983
2)	Semi-Permanent Cinema Theatres	-	12
3)	Touring Cinema Theatres	-	07
4)	Open Air Cinema Theatres	-	11
	Total	_	1,013

To regulate the cinema Industry, the Government of Tamil Nadu had enacted the Tamil Nadu Cinemas (Regulation) Act, 1955. As per the provisions made in the Act, all the District Collectors except Chennai and in respect of Chennai, the Commissioner of Police are designated as competent authority for granting No Objection Certificate to construct cinema theatres and to issue licence for screening of movies in cinema houses. The Joint Commissioner, Commissionerate of Land Administration and the Government in Home Department are the appellate and revisional authorities respectively as per the Act. In order to streamline the cinema Industry and also to ensure the availability of basic amenities, safety and comfort of the public visiting the cinema houses and also to provide hygienic environment in cinema houses, the Government have framed stringent guidelines in the Tamil Nadu Cinema (Regulation) Rules, 1957.

The Government fix the rate of admission under these Rules.

Accordingly, by considering the request of Tamil Film Producers' Council and the Tamil Nadu Cinema Theatre Owners' Federation, the Government, in their Order (Ms.)No.762, Home(Cinema)Department, dated 16.10.2017, have revised the maximum and minimum rates of admission to the theatres in A.C. and Non-A.C. category for Multiplexes and Theatres in Municipal Corporations/Municipalities/Town Panchayats and Village Panchayats.

### **CABLE TELEVISION NETWORK SYSTEM:-**

The Cable Television Network (Regulation) Act, 1995 (7 of 1995), regulates the Cable Television Network all over India. Under the above said Act, District Magistrates, Sub-Divisional Magistrates and Commissioner of Police are designated as Authorised Officers to take action against offending Cable Operators for contravening sections 3, 4A, 5, 6, 8 & 9 (or) 10 of the Act. Accordingly, the Government of Tamil Nadu notified the Commissioners of Police in respect of Chennai, Trichy, Tirunelveli, Madurai, Salem and Coimbatore Cities, the Collectors of the District concerned in respect of other areas and the Sub-Divisional Officers in their respective local limits of Police jurisdiction as Authorised Officers to take action against violators of the provisions of the Cable Television Networks (Regulation) Act, 1995. Further, the Government have issued instructions to all the District Collectors, Commissioners of Police and Superintendents of Police to take stringent action against the violators of the provisions of the Act.

### **VIDEO ACT AND RULES**

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

### The INTELLECTUAL PROPERTY RIGHT ENFORCEMENT CELL

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) Each Unit consists of 1 Inspector of Police, 1 Sub-Inspector of Police and 6 Grade-I Police Constables.

In respect of Chennai Units (2 Units), Unit-1 consists of 1 Inspector of Police, 2 Sub-Inspectors of Police, 8 Grade-I Police Constables, 2 Grade-II Police Constables and Unit-2 consists of 1 Inspector of Police, 2 Sub-Inspectors of Police, 8 Grade-I Police Constables. 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. 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 2004 to 2018 are as follows:-

### CASES REGISTERED BY THE INTELLECTUAL PROPERTY RIGHT ENFORCEMENT CELL FROM THE YEAR 2004 TO 2018 (UPTO 31.03.2018)

Year	No. of cases registered by the Video Piracy Cell	No. of accused arrested	Value of properties seized by the Video Piracy Cell (Rs.)	No. of offences committed by the Cable TV operators by violating the rules and regulations
2004	1151	1206	12,06,43,647	53
2005	813	950	9,44,55,557	13
2006	1153	1193	19,00,04,502	10
2007	1844	1866	17,38,74,360	9
2008	1968	1955	1,72,23,401	17
2009	2204	2201	8,32,59,759	31
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
<b>2018</b> (up to 31.3.18)	903	909	2,19,28,769	19

Apart from this, the offenders are also booked under the Goondas Act (Tamil Nadu Act 14/1982). During 2017-2018, 4 persons were detained under the Goondas Act for offences relating to Video Piracy.

### TAMILARASU

Tamilarasu magazine which is being published under the Information Public Relations Department both in Tamil and English as monthly magazine. It is not an exaggeration to say that Tamilarasu is like Tamil Nadu Gazette. Its role is phenomenal as it disseminates information about the activities, Policies, plans and Achievements of the Government of Tamil Nadu.

Speeches of Hon'ble Tamil Nadu Governor, speeches and announcements of the Hon'ble Chief Minister, speeches and announcements of the Hon'ble Deputy Chief Minister and Ministers, Achievements of the Government of Tamil Nadu, welfare schemes and their implementation, Government welfare assistance, detailed write ups on development schemes in the Districts, success stories of the beneficiaries and Government Orders of public importance are published in Tamilarasu magazine.

Articles on women's welfare, healthcare, medicine, blood donation, AIDS awareness, Government schemes, Tamil literature, short stories and poems are also published every month in Tamilarasu. 'Tamilarasu' magazine also carries Government advertisements and is published both in Tamil and English every month. Every month 34,000 copies of Tamilarasu (Tamil edition) and 2,400 copies of Tamilarasu (English edition) are printed.

The cost of single copy of the Tamil and English issue is Rs.20/-. The Annual subscriptions are Rs.240/- . The life subscriptions (10 years) for Tamil and English editions are Rs.2,000/- and Rs.2,400/- respectively.

### (a) SPECIAL PUBLICATIONS

Special Publications containing speeches of Hon'ble Chief Minister, both in Tamil and English, are published and sent to the Information Public Relations Officers in the Districts for distribution to the public free of cost.

Apart from this, special publications portraying the biographies of leaders, Freedom Fighters and other great personalities, posters, pamphlets, Mini Telephone directory, invitation cards for Government functions and brochures on the developmental activities are also printed at Tamilarasu Press. Further, applications and forms relating to other sections of this Department are also printed here.

### (b) BOUQUET OF ACHIEVEMENTS

Department-wise Achievements of the Government under the leadership of **Hon'ble Chief Minister Thiru. Edappadi K. Palaniswami** in 100 days were compiled and printed as a special publication under the caption "Maanbumigu Puratchi Thalaivi Amma Avargalathu Vazhiyil Nilayana Aatchi - Niranthara Valarchi".

### (c) PAMPHLETS

On behalf of Tamilarasu, pamphlets (Tamil) on the life history of Leaders and Freedom Fighters have been published from May 2011 to till date and sent to the Districts.

### (d) SPECIAL PUBLICATIONS

On completion of one year rule of the **Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami**, Achievements of the Government in the last one year were complied and printed. The Hon'ble Chief Minister at the one year Achievement function held on 23.03.2018, released the following special publications.

SI. No	Title
1	Amma Vazhiyil Nallatchi, Atharkku
	Oraandu Sadhanaiye Satchi (Tamil Nadu
	Government's one year Achievement
	book)- Tamil Edition
2	One year Achievement is proof of good
	governance in the path of Amma (One
	year Achievements of the Government) -
	English Edition.
3	Announcements made by the <b>Hon'ble</b>
	Chief Minister of Tamil Nadu,
	Thiru. Edappadi K. Palaniswami under
	Rule 110 at the Tamil Nadu Legislative
	Assembly (19.06.2017 and 11.01.2018).
	Hon'ble Chief Minister's reply to the
	discussion on Governor's address.
4	Special Announcements made by the
	Hon'ble Chief Minister of Tamil Nadu,
	Thiru. Edappadi K. Palaniswami at
	the centenary celebrations of the Bharat
	Ratna Puratchi Thalaivar Dr. M.G.R. held
	in various Districts.
5	Compilation of Inspiring Speeches of the
	Hon'ble Chief Minister of Tamil Nadu
	Thiru. Edappadi K. Palaniswami at
	various Government functions.

SI. No	Title
6	Compilation of golden quotes of Hon'ble
	Chief Minister of Tamil Nadu,
	Thiru. Edappadi K. Palaniswami at
	various Government functions.
7	Coffee table book on the important
	occasions honoured by <b>Hon'ble</b>
	Chief Minister of Tamil Nadu,
	Thiru. Edappadi K.Palaniswami in the
	last one year.
8	Amma Vazhiyil Nalaatchi - Adharku
	Oraandu Saadhanaiye Saatchi
	(One year Achievements in 32 District).

### (e) SPECIAL PUBLICATIONS ON BHARAT RATNA PURATCHI THALAIVAR Dr. M.G.R. CENTENARY CELEBRATIONS.

In connection with the Centenary celebrations of the Bharat Ratna Puratchi Thalaivar Dr. M.G.R., the speeches made by Puratchi Thalaivar at the Tamil Nadu Legislative Assembly and at Government functions, and his golden quotes are compiled and are to be released soon. Apart from that a special souvenir will also be released on centenary celebration.

### (f) PROCUREMENT OF NEW MACHINE

For printing the special publications of the Tamilarasu, a digital printer has been procured at a cost of Rs. 25 lakh.

### (g) NEW SOFTWARE

For the first time in the history of Tamilarasu, for the easy maintenance of monthly, annual and lifetime subscribers' list of both Tamil and English Magazine, Tamilarasu is computerized at a cost of Rs.12.46 lakh. This facilitates the integration of monthly, annual and life time subscribers' lists thereby enables sending the magazines to the subscribers in time and also to inform them through the SMS alert regarding the renewal date of the subscription.

### **EXHIBITION**

Exhibitions exhibit all departmental schemes, details of Achievements, Videos, Short films and recreational facilities under one Umbrella. There is no doubt that these exhibitions attract both youngters to elders.

Field Publicity is being carried out through Government Exhibitions organised in District Head Quarters which displays attractively the Achievements of the Government, Welfare Schemes and the eligiblity for benefitting from the schemes of Central and State Government departments. Public undertaking and private organisations participate in these exhibitions. Central and State Departments, Public Undertakings and Private Organizations participate in these exhibitions. These Government Exhibitions serve also as a channel for direct and indirect employment for many. Further, they offer chances for the economically under-privileged artistes to conduct their cultural programmes so as to improve their standard of living. Every year, Government Exhibitions are being conducted in 10 Districts. 6 Government Exhibitions are being conducted at Coimbatore, Madurai, Salem, Vellore, Tirunelveli and Tiruchirappalli regularly every year. Further, 4 Government Exhibitions are being conducted at other Districts, on rotation basis.

In the last 6 years, 60 Government exhibitions were conducted in Tamil Nadu from which the Government earned a net revenue of Rs.12,90,80,000.

### (a) Bharat Ratna Puratchi Thalaivar Dr.M.G.R. centenary celebrations Photo exhibition

In connection with the centenary celebrations of Bharat Ratna Puratchi Thalaivar Dr.M.G.R. in 2017, separate photo exhibitions were organized in 7 Government Exhibitions in which rare photos of Puratchi Thalaivar Dr.M.G.R. were displayed. The photo exhibition received very good response from the people.

### (b) PRIVATE EXHIBITIONS

Earlier Private Exhibitions were conducted with business motives without following any rules and

regulations. They have now been streamlined and certain rules and regulations have been framed for the use of public and recreational activities. Based on the recommendations of the respective District Collector, the Information and Public Relations Department accords permission for conducting private exhibitions.

### (c) ANNUAL FLOWER FESTIVAL AT NEW DELHI

Every year, the Information and Public Relations Department represents Government of Tamil Nadu in the Annual Flower Festival organized in New Delhi for the promotion of National Integration and Religious Harmony. It is noteworthy to mention that Tamil Nadu bagged the first prize in the flower festivals held during November in the years 2012, 2013, 2014, 2015, 2016 and 2017.

### (d) REPUBLIC DAY PAGEANTRY PROCESSION

This Department coordinates the Republic Day pagentry procession of various department exhibiting their achievements in Chennai.It also participates in the pageantry procession held at the Republic Day celebrations in Chennai and New Delhi every year. During the Republic Day Pageantry held in Chennai, the float of Information Public Relations Department bagged the first prize in 2012. In 2013, 2014, 2015, 2016 it bagged the second prize and in the year 2017 and 2018 the float of this Department bagged the third prize.

The float of the Government of Tamil Nadu which highlighted the famous Pongal festival activities of Tamil Nadu in the Republic Day Pageantry 2014 held in New Delhi bagged the second prize at the national level.

In the year 2016, the State of Tamil Nadu was selected for the procession of pageantry of floats in New Delhi for the Republic Day celebrations and Tamil Nadu float depicted the "Todas" a Tribal Community of Nilgriris District.

Further, in Republic Day Pageantry 2017 held at New Delhi, Tamil Nadu float which depicted the theme on folk dance "Karagattam" bagged third prize at the National level.

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### (e) ALL INDIA TOURIST AND INDUSTRIAL TRADE FAIR, CHENNAI

This Department participates in the All India Tourist and Industrial Trade Fair, Island Ground, Chennai every year where the policies, developmental activities and Achievements of the Government are displayed with photographs and models in a separate gallery so as to educate and create awareness among visitors.

### (f) INDIA INTERNATIONAL TRADE FAIR, NEW DELHI

This Department also participates in the India International Trade Fair (IITF), New Delhi every year displaying the policies, developmental activities and Achievements of the State Government with Photographs and models in accordance with the given theme. Since this Fair is conducted on all India basis, the participating States will have an opportunity to know about the schemes and Achievements of state of Tamil Nadu especially Health & Family Welfare, Higher Education, Rural Development and Panchayatraj and the awards won by the State from the Central Government. The fair also provides an opportunity for self-help groups to market their handicrafts and the Exhibition opens avenues for providing employment opportunities to many.

### (g) PHOTO EXHIBITIONS

Photo Exhibitions are being conducted in all Districts during the festival season and in the functions attended by Hon'ble Chief Minister, Hon'ble Deputy Chief Minister and other Ministers in which the Government assistances are distributed to the beneficiaries to create awareness among the public about Government Welfare Schemes and Achievements.

Moreover, mini multimedia publicity campaigns are also being organized in villages during the Collector's mass contact programmes, in the District.

### DISTRICTS INFORMATION AND PUBLIC RELATIONS OFFICES

Districts Information and Public Relations Offices are an important wing of the Information and Public Relations Department. The Information and Public Relations Offices located in office of the District Collectorate execute the important task of the taking Government schemes to the people of far away hamlets.

The Government Welfare Schemes formulated to uplift the down trodden people, achievements of the Government and new announcements are publicized by the District Public Relations Officers along with Assistant Public Relations Officers (Information and Publicity).

The District Public Relations Officers Strive hard to Publicize all schemes of the Government through dailies, media, videos and exhibition among the public, so that all schemes reach the poorest of the poor living in far away Villages.

The District Information and Public Relations Officers also work hard for making arrangments for the functions participated by the Hon'ble Chief Minister, Hon'ble Deputy Chief Ministers, Hon'ble Ministers and VIPs. They also arrange Press meets, Press tours and advertisements through Tamil Nadu Arasu Cable TV. They also organize multimedia exhibitions and maintenance of memorials of leaders and bring credit to the District administration and to the Department of Information and Public Relations.

### **INFORMATION CENTRES**

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

Books on language, 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 in large scale by research scholars, teachers and students of schools and colleges.

### STATE INFORMATION CENTRE, CHENNAI

The State Information Centre is functioning in the Omandurar Government Estate, at the premises of Kalaivanar Arangam with a library and a reading room.

About 58,090 books on various subjects such as Tamil language, literature, history, biographies of leaders, children's books, science, political science, spiritual books etc., are available here. In the reading room of the State Information Centre, Tamil and English daily newspapers and periodicals are kept for the benefit of the public. Proceeding of the Tamil Nadu Legislative Assembly, Publication of Tamil Nadu Legislative Assembly and Government Publications are preserved for reference purposes. These reference materials are provided to the Government as and when required.

Students of School and Colleges, visit the library for collecting reading materials for oratorial and essay competitions.Public in large number also visit the library.

### (a) MODERNISATION OF LIBRARY

To benefit the large population of college students and public, the library is being modernised with an allocation of Rs.10.50 Lakh during the financial year 2016-2017. Actions are being taken to install a computer with modern software for easy retrieval of books and to provide internet facility inside the library. Actions are also being taken to improve the facility at the Library by providing book Shelves, drinking water and photocopier machine.

### (b)REGISTRATION OF BOOKS AND NEWSPAPERS

The Director of Information and Public Relations is the Registrar of Books as per the Newspapers and Books Registration Act, 1867. Two copies of all the books published every year are received from publishers and registered in this office.

### CONCLUSION

"Victory is not achieved on a single day and to be forgotten the next day. It is a continuous process", said our former Chief Minister Hon'ble Puratchi Thalaivi Amma. 'There is nothing that equals the taste of victory'.

One should make efforts every second and every day for achieving the victory. Then only we will get the means for attaining the victory, said Hon'ble Puratchi Thalaivi Amma, thereby showing the path for the victory.

The Department of Information and Public Relations is resolved to work with vigour, enthusiasm, and dedication to take those welfare measures, development works, and Achievements of the Government headed by the **Hon'ble Chief Minister of Tamil Nadu, Thiru. Edappadi K. Palaniswami,** who toils for the welfare of the people and who is following the path laid down by Hon'ble Puratchi Thalaivi Amma for the welfare of Tamil Nadu people.

### Kadambur Raju

Minister for Information and Publicity

**ANNEXURE-1** 

### Budget Estimates 2018-2019

(Rupees in Thousands)

	2016–2017 Accounts	2017–2018 Budget Estimate	2017–2018 Revised Estimate	2018–2019 Budget Estimate
2059 PUBLIC WORKS	71,79	70,00	70,00	70,00
2220 INFORMATION AND PUBLICITY	78,32,75	71,45,37	1,33,58,48	85,10,59
2235 SOCIAL SECURITY AND WELFARE	1,07,61	1,03,50	1,28,88	1,42,20
2250 OTHER SOCIAL SERVICES	12,22	13,94	15,40	17,56
4202 CAPITAL OUTLAY ON EDUCATION, SPORTS, ART AND CULTURE				20,00,00
TOTAL	80,24,37	73,32,81		1,35,72,76 1,07,40,35



Swami Sagajanandha Manimandapam - Chidambaram



Hyder Ali - Thippu Sultan Manimandapam - Dindigul District



## Pattukottai Azhagirisamy Manimandapam - Thanjavur

# Nadigar Thilagam Sivaji Ganesan Manimandapam - Chennai









### One Year Achievement is Proof of Good Governance in the path of Amma

### 15,622 personnel appointed for uniformed services

- National Crime Records Bureau has ranked Chennai as the Safest Metro City and Coimbatore as the Safest Major City for Women
- New buildings for 101 police stations, 2,840 police quarters and 146 other police department buildings were constructed at a cost of Rs.468.25
- "M Passport service" for the first time in India
- Facility of sending court summon through SMS for the first time in India Financial assistance to legal heirs
- ed advocates from Rs.5.25 to Rs.7.00 lakh

### SCHOOL EDUCATION

- Appointment of 3,359 teachers and 4,356 non-teaching staffs
- Special incentives of Rs.313.58 crore to 18.88 lakh students to prevent school dropout at secondary education level
- Dispensing with the first 3 ranks in  $10^{th} \& 12^{th}$  standards
- Hi-tech computer labs in Government High / Higher Secondary Schools at a cost of Rs.462.60 crore
  412 Charles Control
- · 412 Training Centres to prepare udents to compete succi impetitive exams
- New syllabus to upgrade the quality of education
- Smart classes in 3,000 Government Primary / Middle Schools at a cost of Rs 60 c rore

### NICIPAL ADMINISTRATION AND WATER SUPPLY

- Infrastructure facilities in Greater Chennai Corporation at a cost of Rs.929.89 crore, 1,669 road works at a cost of Rs.193.90 crore and Integrated rain water drainage works for a ler of 215 km at a cost of Rs.671 crore
- Upgradation work in all town panchayats at a cost of Rs.1,024.82 crore. Roads restored in 905 town panchayats at a cost of Rs.232.90
- 35,149 individual household toilets constructed by municipalities Combined drinking water schemes
- for Pudukottai, Thanjavur, Cuddalore, Tirunelveli and Tirupur at a cost of Rs.1,513.84 crore, benefiting 28.35 lakh people

### RURAL DEVELOPMENT AND PANCHAYAT RAJ

- Amma Two Wheeler scheme for 1 lakh working women. Rs.200 crore allotted in the first phase
- Rs.6,338.62 crore bank loan for 2,06,033 Self Help Groups
- 1.76 lakh houses at a cost of Rs.2,998 crore under Pradhan Mantri Awaas Yoiana (Gramin)
- Under Tamil Nadu Rural Roads Improvement Scheme, 2,568 roads developed in Panchayats & Unions

### at a cost of Rs.800 crore OUR WELFARE AND EMPLOYMENT LARC

- Assistance for construction labourers in case of death due to accidents at work site enhanced to Rs.5 lakhs
- ITIs in 3 places at a cost of
- Rs.28.61 crore
- K5.26.61 CPPE
  Stipend to unemployed doubled with an allocation of Rs.14.86 crore for the benefit of 57.752 persons
  5,802 persons recruited in Government sector and 20,778 in private sector through employment offices
- 58,250 persons trained through Tamil Nadu Skill Development Corporation at the expenditure of Rs. 87.42 crore DIPR/331/Display/2018

- Kudimaramathu works in 30 districts at a cost of Rs.100 crores and Rs.331.68 crores
- Mettur Dam desilted after 83 years for the first time
- Permitted free supply of silt available in tanks, channels and dams to farmers and potters

### LAW

- 3 New Government Law Colleges at Villupuram, Dharmapuri and Ramanathapuram
- Government to pay the tuition fees for first generation Law graduates studying in Tamil Nadu National Law School

### HIGHER EDUCATION

- Establishment of 9 new Government Arts and Science Colleges and 3 new University Constituent Arts and Science Colleges
- Infrastructure facilities and equipments provided in Government Arts and Science Colleges and Government Polytechnic Colleges at a cost of Polytechnic Rs.336 crore

### SOCIAL WELFARE

Under marriage assistance schemes 8gm gold coins to 89,267 women and 4gm gold coins to 4,895 women have been provided at a cost of Rs.724 crore

### FNVIR ENT AND FOREST

- 69 lakh saplings planted under massive tree plantation programme to commemorate Amma's birthday
- Scheme to rejuvenate Vaigai Novval rivers at a cost of Rs.24.58 crore
- Eco restoration of Avadi Paruthip Lake at a cost of Rs.28.16 crore
- Tamil Nadu State Environment Policy 2017 released

### HANDLOOMS AND HANDICRAFTS

State Government will bear the share towards savings and security scheme for 65,619 weavers which was till now funded by Central Government · Free tool kits to 10,000 Artisans

- ANIMAL HUSBANDRY, DAIRY AND FISHERIES
- New Fisheries College and Research Institute at Thalainayiru at a cost of Rs. 68.17 crore
- Secured release of 342 fish from Sril nkan prise ns and 30 from Iran prisons
- Aavin Tetra Pack Milk introduced at Singapore on 25.11.2017
- Sugapore on 25.11.2017 1,574 fishermen and 217 fishing boats who reached in various neighbouring States due to Ockhi cyclone were brought to their native places safely
- Families of missing fishermen w assisted with special livelihood assista of Rs. 5000/- each elihood assistance
- of Rs. 5000-each An amount of Rs. 540 crore has been provided to the families of 27 fishermen who lost their lives. An amount of Rs. 35.40 crore has been provided to the families of 1177 missing fishermen as Rs.20 lakh to each family. A total sum of Rs.10 lakh as assistance for medical treatment to 20 fishermen who sustained injuries A new loc cream factory at a cost of
- A new Ice cream factory at a cost of Rs. 55 crore in Madurai and a new UHT oured milk plant at a cost of Rs. 45

### DIFFERENTLY ABLED WELFARE 6 reservation in jobs for differently

abled persons

109

Smart cane (modular reflective folding sticks) for 10,000 visually imp

 Flood prevention works in Cuddal Kanchig districts at a cost of Rs. 163.51 crore Rs.2.811.69 crore allotted irrigation infrastructure development, rehabilitation works and Coastal

### HEALTH AND FAMILY WELFARE

 Financial assistance enhanced to Rs.18,000 under the Dr. Muthulakshmi Reddy Maternity Benefit Scheme. 5.64 lakh

Protection Works

pregnant women benefited at a cost of Rs.513.64 crore New Government Medical College

### and Hospital inaugurated at Pudukottai at a cost of Rs.229.46 crore

- New buildings and upgradation works in Government hospitals, Primary and Health Sub Centres in various districts at a cost of Rs 213 41 crore
- 6,438 employees including 4,468 doctors recruited through Medical Services Recruitment Board

### SPECIAL PROGRAMME IMPLEMENTATION

 Free Laptops given to 5.50 lakh students at a cost of Rs.754 crore Internet broadband service to every village at a cost of Rs.1,230.90 cro under BharatNet Scheme

### ORMATION AND PUBLIC RELATIONS

- Memorial for Puratchi Thalaivi Amma at a cost of Rs.50.80 crore in the place where she was laid to rest
- · Orders issued to convert "Vedha Nilavam" as Memorial
- Orders issued to construct "Puratch Thalaivar Dr.M.G.R.Centenary Arch' at Kamarajar Salai in Chennai
- Manimandapams for Nadigar Thilagam Sivaji Ganesan at Chennai, Hyder Ali and Tippu Sultan at Dindigul and Swami Sagajananda at Chidambaram
- · Orders issued to Construct Mani
- Passenger services inaugurated from Koyambedu to Nehru Park covering 7.4km by Chennal Metro Rall Mandapam for Dr. P. Sivanthi Adityan at Tiruchendur Recommended Phase II of Metro Rail Project for a length of 107.50 km at an estimated cost of Rs.79,961 crore to Government of

- · Rs.2.247 crore sanctioned as input subsidy to drought affected farmers 67.39.136 certificates issued
- through 10,809 e-service centres

### TOURISM AND HINDU RELIGIOU

- In 2016, Tamil Nadu stood first in India in attracting largest number of tourists
- Kumbabhishekam in 655 temples at a cost of Rs.39.26 crore

### COMMERCIAL TAXES AND REGISTRATION

- Commercial tax collection of Rs.46,666.40 crore. Tamil Nadu stands second in India in GST Revenue Collection
- Guideline Value for land reduced by 33% throughout the State
- To commemorate the naming of our State as Tamil Nadu, Golden Jubliee function will be celebrated by Government of Tamil Nadu Based on the request of Amma Government in the GST Council meetings, GST exempted and reduced for more than 50 goods

### PUBLIC

Special pension increased to Rs.6.500 for the legal heirs of Veerapandia Kattabomman, Maruthu Brothers, Muthuramalinga Vijayaragunatha Sethupathi and the grandson's wife of V.O.Chidambaranar

- ENERGY Following the footsteps of Hon'ble Amma Tamil Nadu continues to remain as power surplus state 8
- Tamil Nadu Generation Distribution Corpora (TANGEDCO) upgraded fr Grade "C+ to "B" Grade
- Government of Tamil Nadu provides Rs.16,998 crore financial assistance to TANGEDCO
- Ennore Special Economic Zone thermal power project works at a cost of Rs.9,800 crore with an installed capacity of 1,320 MW 42 sub stations at a cost of Rs.3.992
- · 284 MW solar power linked to

Government of India

State

ransport workers

college students

India

to 18.54 lakh persons

Tamil Nadu power grid Udangudi Thermal Power Project (Stage I) at a cost of Rs. 10,615 crore

### INFORMATION TECH · Due to persistent efforts of Amma's Government, Tamil Nadu Arasu Cable TV Corporation obtained DAS Licence (Digital Broadcast) from

· Free of cost Set Top Boxes given

e-Governance policy 2017 released for guiding e-Governance projects in the

TRANSPORT

Tamil Nadu Government provides Rs.2,147.39 crore as arrears to

Free bus passes at a cost of Rs.540 crore to 24,42,003 school and

In the first phase Neyveli, Salem and

Hosur Airports have been selected under Regional Connectivity Scheme

BACKWARD CLASSES AND MINORITIES WELFARE

imprisonment and imposing a fi

ADI DRAVIDAR WELFARE

Loan assistance of Rs.237.02 crore through TAHDCO for industrial

through TAHDCO for industrial entrepreneurs. Rs. 107.87 crore subsidy

Financial assistance of Rs.10 crore for establishing a Tamil Chair at Harvard University

New award in the name of Sinthana

YOUTH WELFARE AND SPORTS

High cash incentives at a cost of Rs.5.53 to winners and coaches in

competitions New District Sports Complex at Kanchipuram at a cost of Rs.14.66

Establishment of Centre of Excellence of Sports Biomechanics at TNPESU at cost of Rs. 13.12 crore

ed by : Director of Information & Public Relation

Sirpi Singaravelar instituted

TAMIL DEVELOPMENT

Government has taken a stand to support the Muthalak Ban Act in the Parliament except for 3 years

rk covering



Hon'ble Puratchi Thalaivi Amma Selvi J Jayalalithaa Memorial (Model) - Chennai