

LIST OF SCHEMES OF INFORMATION AND PUBLICITY DEPARTMENT, KARAIKAL

The Plan Schemes implemented by this Department are as follows:-

1) Strengthening of Directorate

This Scheme intends to strengthen the organizational set-up of the branch office of Information and Publicity by appointing additional staff for proper implementation of all schemes. Required office equipments are to be purchased and training for field staff will be imparted as and when required.

The Plan allocation as per RE 2005-06 in this Scheme is Rs.5,05,000/-

2) Exhibition and Visual Publicity

This Scheme envisages to educate the masses and to publicize their roles and involvement in developmental activities by conducting exhibition on overall development, new technique of Agricultural production, Family Welfare, Prohibition and other Socio-economic and cultural activities of the Government and on the leaders of the Nation.

The allocation under Plan as per RE 2005-06 in this Scheme is Rs. 5,000/-

3) State Information Centre

Under this Scheme, a reference library is maintained in the branch office to provide reference books and periodicals to the general public. The day-to-day developmental activities of the Government are disseminated through print and electronic media.

The allocation under Plan head in this Scheme as per RE 2005-06 is Rs.1,10,000/-

4) Field Publicity

This Scheme intends to educate the masses in rural areas through Film shows, Meetings, Cultural activities and Competition about their roles and involvement in developmental activities.

The scope of this Scheme also include giving wide publicity on plan programme, people's participation on the developmental activities, Family welfare programmes, recruitment to the posts in Indian Army, Navy and Air Force, Census Operation, Revision of electoral roll, etc.

Distribution of Govt. publications, cine slides, posters, calendars, and other publicity materials received from Government of India and State Government to Rural Voluntary and Government Organisations are also met under this Scheme.

The budget allotment in this Scheme under Plan head as per RE 2005-06 is Rs.60,000/-

5) Radio Rural Forum

This Scheme is to organise "Listening-cum-discussion groups" of progressive farmers in rural areas and educate them on modern methods of agricultural technologies through All India Radio Broadcasting.

The budget allotment in this Scheme under Plan head as per RE 2005-06 is Rs.15,000/-

6) Songs and Drama

This Scheme is to enlighten the rural public through folk arts and drama about the various developmental activities of the Govt. like Family Welfare, Communal Harmony, National Integration, etc.

The budget provision in Plan as per RE 2005-06 is Rs. 20,000/-