

## CHAPTER- 24

### INFORMATION AND PUBLICITY

24.1 Adequate dissemination of information on development programmes is essential for a better understanding of public policies. It is equally necessary for involving the people in purposeful participation in the implementation of development programmes. The department of information and publicity is responsible for providing better communication with the masses specially in respect of developmental schemes and programmes through various mass communication media viz. television, news services, publications, exhibitions, advertisements, films, seminars, conferences, etc.

24.2 During Tenth Plan, an amount of Rs. 154.77 lakhs is likely to be incurred. For Eleventh Plan, an amount of Rs.200.00 lakhs is proposed, out of which Rs.193.00 lakhs is for new items and Rs. 7.00 lakhs for committed items. For Annual Plan 2007-08, the amount proposed is Rs.25.00 lakhs out of which Rs.18.00 lakhs are for new items. Details are as under :

(Rs.in Lakhs)

S. No.	(Scheme)	Eleventh Plan	Annual Plan
1	Direction and Administration	30.00	5.00
2	Information Centre	32.00	2.50
3	Field Publicity	44.15	8.00
4	Tribal sub-Plan	8.85	1.50
5	Construction of office buildings	85.00	8.00
	<b>Total</b>	<b>200.00</b>	<b>25.00</b>

24.3 Schemewise details of Eleventh Plan and Annual Plan 2007-08 are as under:

#### **Direction and Administration**

24.4 An amount of Rs.30.00 lakhs is proposed for Eleventh Plan and Rs.5.00 lakhs for Annual Plan 2007-08 for following purposes :

(Rs.in Lakhs)

S.No.	Items	Eleventh Plan	Annual Plan 2007-08
1	Purchase of modern computer of latest technique for photo section	2.00	-
2	Air conditioners for meeting hall, press room and Director's room	3.00	-
3	Photo Camera of latest technique	5.00	-
4.	Cooling system	5.00	-
5	Photo Digitalization	2.00	-

S.No.	Items	Eleventh Plan	Annual Plan 2007-08
6	Replacement of two vehicles	8.00	-
7	Renovation of press room	5.00	5.00
	<b>Total</b>	<b>30.00</b>	<b>5.00</b>

### Information centre

24.5 29 information centres are functioning at district headquarters except at Karoli, Baran and Rajsamand districts and 3 information centres at Bombay, Calcutta and New Delhi. These centres are in a way multi media centres and have become popular all over the state and outside. An amount of Rs.32.00 lakhs is proposed for information centres for purchase of reference books (Rs.22.00 lakhs) and strengthening of information centres at New Delhi (Rs.10.00 lakhs). For Annual Plan 2007-08, an amount of Rs. 2.50 lakhs is proposed for purchase of reference books.

### Field Publicity

24.6 An amount of Rs.44.15 lakhs for Eleventh Plan and Rs.8.00 lakhs for Annual Plan 2007-08 is proposed for field publicity for following purposes :

(Rs.in Lakhs)

S.No.	Items	Eleventh Plan	Annual Plan 2007-08
1	Purchase of printers for district offices	4.50	-
2	Purchase of water coolers	14.00	4.50
3	Purchase of T.V.& V.C.R.	2.75	-
4	Exhibition panels	4.00	-
5	Telephone at the residence of public relation officers	0.90	-
6	Furniture at district offices	15.00	3.50
7	Computer upgradation	3.00	-
	<b>Total</b>	<b>44.15</b>	<b>8.00</b>

### Tribal Sub Plan

24.7 For the information centres and offices in tribal area an amount of Rs.8.85 lakhs for Eleventh Plan and Rs.1.50 lakhs for Annual Plan 2007-08 is proposed as under:

(Rs.in Lakhs)

S. No.	Items	Eleventh Plan	Annual Plan 2007-08
1	Purchase of reference books	3.00	0.50
2	Purchase of printers for district offices	0.50	-

S. No.	Items	Eleventh Plan	Annual Plan 2007-08
3	Purchase of water coolers	1.00	0.50
4	Purchase of T.V.& V.C.R.	0.25	-
5	Exhibition panels	1.00	-
6	Telephone at the residence of public relation officers	0.10	-
7	Furniture for district offices	3.00	0.50
	<b>Total</b>	<b>8.85</b>	<b>1.50</b>

### **Construction of Office Buildings**

24.8 An amount of Rs.85.00 lakhs is proposed for Eleventh Plan, out of which Rs.78.00 lakhs is proposed as new item for construction of office buildings of Sirohi, Dausa & Churu districts and Rs.7.00 lakhs as committed item for completing the office building of Sikar. For Annual Plan an amount of Rs.8.00 lakhs is proposed, out of which Rs.7.00 is for completing the office building of Sikar and Rs.1.00 lakhs for office building of Churu as new item.