

Tabraway
CWA

Scott. II-27-39,004-24-10-44.

E & PH (1946) Department.

MS SERIES.

(17)

G.O. No. 357 Edm

Dated 19-2-1946

[Despatch Abstract.]

Stationery — Paper — Newsprint — Transfer
of the stock of newsprint available with the Director of Publicity
to the Commissioner of Civil Supplies for Food Publicity purposes
— Ordered.

Back Papers.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.
Memo	229	Pub(war)	31-1-46				

Further Papers.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.
L.	1216	Ed.	19-6-46				

To,
The Director of Publicity
through Public(war)
Board of Rev (Civil Supplies) 1482
8-2-46

Stationery
8/4/46

1/15 of (5)

Depd
8-2-46

Stationery- Paper- Newsprint - Supply to the proposed Food Publicity Organization - Release of the Stock of newsprint available with the Director Publicity

From the Board of Revenue (Civil Supplies) no 229

E/46-205 8-4-2-46
Memo 7266 B/46 - 2 Edn 8-2-46
In modification of the order contained in with reference to Memo no 229 Public(war)

31-1-46, the Director of Publicity is informed that the disposal of the newsprint available with him should be held up till it is decided whether the Food Publicity Organization requires it.
8/2/46

Ex. No. Tel. No. 10746-N/46-1 9.13.2.46

Supplind Fooddept

New Delhi

2nd of 10
13/2/46

Please refer Newscor's letter
No. N 104 (69) / B / 45 dated 1st
Dec. 1945 and this Govt's reply
in Tel. No. 164/46-4 dated 31st
January [1946] regarding
disposal of balance of stocks
of 22 1/2 tons^[of] newsprint supplied
to "New Viduthalai" Newspaper
(Stop) In view of present difficult
food position in this Province
requiring introduction of novel
food stuffs into the ration and
of ensuring large consumption
of wheat, [the] Madras Govt.
have decided to set up Food
Publicity and Education
Organisation for intensive
propaganda (Stop). Large
quantity of paper is urgently
required for propaganda by
the Organisation (Stop) This
unforeseen urgent demand
for paper could not be met
from this Govt's paper allotment
(Stop) Madras Govt. Consider that
balance stock of newsprint
supplied to "New Viduthalai"
should be utilised for the
purpose and have held up
its sale to J.N. Singh Company

Special
Done to day
13-2-46

p 13 of (J)

p 16 of (S)

para 1 of (K)

'S' on p 5 of

para 9 of p 4 (K)

'M' on p 3 of

p 1 of

(stop). This Govt. therefore strongly
urge that Govt. of India [may]
be pleased to reconsider their
previous decision and [to] permit
this Govt. to use the 22½ tons
newsprint for Food publicity
as an exceptional case stop Addressed Suppld 1 on p 3 of

repeated Food Dept for
bureau of support Document.

kan 2.2.46 13/2/46

PC to go. ✓
Copy of PC to
Gen Sec. of Pub (CS)
11/2/46 of Publicity,
Viceroy House, Madras
13/2/46
The Food Dept., New Delhi

PUBLICITY DEPARTMENT, MADRAS



U.O. Note No. 5550/45-A. d/8-2-1946

Sub: Newsprint - "New Viduthalai"
Ref: Government Memo. No. 229 Publicity
Department dated 31-1-1946.

As instructed over the phone by Chief Secretary
to Government the sale of newsprint is withheld until
further orders from Government. In the meanwhile a
copy of the letter dated 7-2-1946 received from the
Managing Editor, Powrasakthi, Calicut may be forwarded
to Government and Public (War) may be told that this
is the best offer on hand.

A.F. M (ascarenhas),
for Director of Publicity.

To the Public (War) Department, Fort St. George,
Madras.
VS.8.2.a / By order/ *Paramanathan*
Superintendent.

Copy of the letter from K. Abubucker, Managing Editor,
Powrasakti, Calicut dated 7th February 1946 addressed to the
Director of Publicity, Victory House, Madras.

I understand that you have a surplus stock of about 22
tons of Newsprint, Quad-crown size 44 lbs weight for disposal
and I request that the stock may be arranged to be disposed
of to Powrasakthi under the following terms.

Powrasakti is having a ration of 3 tons, 6 cwts, and 1qr.
per month which together with 25% extra now permissible comes
to 4 tons, 2 cwts, 3 qrs. and 6½ lbs. per month. We have
purchased January quota from Messrs. Beardsall & Co. Ltd.,
The ration for the remaining 5 months comes to 20 tons 14 cwts
and 4½ lbs.

I offer as Rs.0-4-3 (Annas four and pies three only) per
lb. ex. godown Madras. According to the present rules,
Newsprint permit holders can purchase their ration only from
newsprint dealers and only one month's ration at a time.
But if my offer is reasonable you can address the Controller

p.t.o.,

of Newsprint, Simla, and get his permission to dispose of your entire stock to the Powrasakti which will approximately amount to our remaining 5 month's ration. In doing thereby you would be helping Powrasakti considerably by enabling them to get their newsprint at a cheaper rate perhaps to the Government's advantage as well. You will please note that Powrasakti started and aided by Government can legitimately demand this much favour from the Government when the Government is going to discontinue all their aids to Powrasakti from the first of March 1946. We are prepared to take delivery of the entire stock paying on the spot if the offer is accepted and the necessary permission is obtained from the Controller of Newsprint if necessary by wire.

P.S. Our Permit No.154 Mad.(1) 46 D/15-12-1945.

True copy.

Please see the u.o. note from the D.O.P.
 and 1 alone of the copy of the letter from the
 Managing Editor, Ponnasakthi arko. 3-4 alone.
 E.T.P.U. have since instructed the D.O.P. not to
 sell the newspaper to Messrs. J.N. Swigh & Co
 pending the receipt of Govt. order on the
 utilization of the newspaper for purposes of
 Food Publicity organization. This may be
 transferred to E.T.P.U. dep't. for disposal.

11/29/60
Cnd
11-246.

Lab Expt 4.

13.

Public (var) A
20.472 / 46.1
11.2 .46

11.2 8934
12 FEB 1946

May be sent to Dr. Z. in combination of
Ex. PH 2000 7266R/46-3 edn d. 8-2-41 — p4mb



14/2/20

12211 Deck

10

18



1890



0/0 1/1
7

Class
Prefix

Code

INDIAN POSTS AND TELEGRAPHS DEPARTMENT

Recd. at H. M. Sent at H. M.
From To
By



Office of Origin. Date. Service Instructions. Words.

TO

X NF NEW DELHI 15 STE 83 DEVMENT HDRAS ==

301-PC (7420)/45 YOUR TELEGRAM NO 10746-N/4 FEBRUARY THIRTEENTH IN

EXCEPTIONAL CIRCUMSTANCES EXPLAINED GOVT OF INDIA AGREE TO BALANCE

STOCK OF TWENTYTWO AND A HALF TONS OF NEWSPRINT SUPPLIED TO NEW

VIDUTHALAI BEING USED BY PROVINCIAL GOVT FOR FOOD PUBLICITY PURPOSES

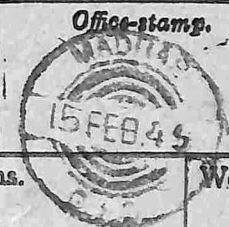
STOP IN VIEW HOWEVER OF ACUTE SHORTAGE OF ~~50~~ NEWSPRINT GOVT OF

INDIA WOULD GREATLY APPRECIATE IF EFFORT IS MADE TO SAVE NEWSPRINT BY

12

13

B Class]		Prefix		Code		INDIAN POSTS AND TELEGRAPHS DEPARTMENT.		No.			
Recd. at		H.		M.		Sent at		H.		M.	
From						To					
By						By					
Office of Origin.				Date.		Service Instructions.				Words.	



TO

MAPING IF POSSIBLE USE OF LIMITED QUANTITY OF BUFF AND BADAMI

PAPER == SUPLIND ==

N. B.—The name of the Sender, if telegraphed, should be written after, but separated from the text.

Eden Press, Calcutta No. 48 (5164/B-214)—10-2-45—1,00,000 Bks.

Stationery - Paper - Newsprint - Transfer of the
and stock of newsprint available with the Director
annexed of Publicity to the Commissioner of Civil Supplies
planned for - Publicity purposes - Ordered

Read

⑤ / 15 of Memo no 229 Public (war) dated 31.1.46

Jan 9 - 14 of (K) From the Commissioner of Civil Supplies Ref
no 299 F/46-2 CS. dated 4.2.46

11/11/46 Memo no 72 66 18/46-2 2du dated 8.2.46

13/4 Telegram to the Govt of India, Food Dept no
10746 N/46-1 Sw. 3 13.2.46

11-13 of Telegram from the Govt of India, Food Dept, no
301-PC. (742)/45 3 15.2.46

Order no 357. — 2/19-2-46
2du

In modification of the orders contained
in Memo no 229 Public (war) dated 31.1.46,
the Director of Publicity is informed that

Anak

19/2/46

advised for. planned
from
by. with. security. in
control

(22) not known
had announced
14/2/46, with trip
also on

the balance of stock of 22½ tons of newsprint
supplied to "New Viduthalai" available with him
should be handed over to the Board of Revenue
'Civil Supplies' for the use of the Food Publicity
& Education Organisation

2. The Board of Revenue (Civil Supplies) is
informed that in view of the acute shortage of
newsprint, every effort should be made to save
newsprint by making, ^{as far as} possible, use of ~~limited~~
~~quantity~~ of buff and badami paper.

To ✓
The Director of
Publicity through Public
(war)
Victory House, Mount
Madras
✓ Board of Rev (CS)
through Development Dept
✓ Govt India, Food Dept
New Delhi

TELEGRAM

STATE

DEVMENT

MADRAS

NO. 301-PC(742)/45 YOUR TELEGRAM NUMBER 10746N/45
FEBRUARY THIRTEENTH STOP IN EXCEPTIONAL CIRCUMSTANCES
EXPLAINED GOVERNMENT OF INDIA AGREE TO BALANCE
STOCK OF TWENTYTWO AND A HALF TONS OF NEWSPRINT
SUPPLIED TO NEW VIDUTHALAI BEING USED BY PROVINCIAL
GOVERNMENT FOR FOOD PUBLICITY PURPOSES STOP IN
VIEW HOWEVER OF ACUTE SHORTAGE OF NEWSPRINT
GOVERNMENT OF INDIA WOULD GREATLY APPRECIATE IF
EFFORT IS MADE TO SAVE NEWSPRINT BY MAKING IF
POSSIBLE USE OF LIMITED QUANTITY OF BUFF AND
BADAMI PAPER

SUPLIND.

No. 301-PC(742)/45
Government of India.
Department of Industries and Supplies.

New Delhi, the 18th February 1946,

Copy by post in confirmation to the
Secretary to the Government of Madras, Development
Department, Madras.

By order etc.,

Assistant Secretary to the Government of India

15201

OFFICE OF THE DIRECTOR OF PUBLICITY,
VICTORY HOUSE, MOUNT ROAD, MADRAS.

U.O. Note No. 2849/45.P2/S.

10 MAR 1946

Sub: Surplus stock of Newsprint and white paper - transferred
to Civil Supplies-Food Publicity Department.Ref: G.O. No. Ms. 357 E.&P.H. Department dated 7-3-1946.
2) This office U.O. No. 2849/45 P2 dated 7-3-1946.

In continuation of this office U.O. Note cited above Public
(War) Department may be informed that the surplus stock of Newsprint
and white ~~printing~~ printing paper available in this office as detailed
below was transferred to the Board of Revenue Civil Supplies
(Food Department).

1. Newsprint size 30X40 belonging to New Viduthalai:
90 bales (12 in each) ----- 1080 Reems.
49 reems & 225 loose sheets ----- 49.225

Total 1129.225 Reems

2. White printing paper size 30X40 (52Lbs.):
17 parcels (each 3) ----- 51
Loose ----- 123

Total 174 Reems

3. White Printing paper size 20X30 (26 Lbs.):
8 gunny bales ----- 70
Loose ----- 25

Total 95 Reems

Grand Total:

Item 1 1129.225
Item 2 174.0
Item 3 95.0

1398.225 REEMS

P.S. Murthy,
Chief Accountant, Office
of the Director of Publicity.

Forwarded/BY ORDER.

T. K. Rottunda Ramay
Superintendent. 18/3/46

To Public War Department U.O.

Copy to the Secretary to the Commissioner of Civil Supplies
Department (Food Department) for information with a request
to acknowledge the receipt of the above paper.

V.S.13/3.

Public War Dept

Public War Dept
7.0. 896/46
15.3.46

2 E + P.H. U.O.
15/3/46
15.3.46

26 FEB 1946

Asst

Es P. H. No, in continuation

of this dept. no no. 10746-10746-29 15/46.

14/4
25/4/46
25-2-46

25-2-46
25-2-46

25-2-46
25-2-46

25-2-46

11668

E2

May be filed with G.O. No 357 dated 19-2-46

27/2/46

27-2-46
27-2-46

20
2104 Dept

C2

May be filed with G-357 Edn d. 7.3.46. Extracts

of Section A' will be added to the relevant file

Amid

19/3/46

ORA
21.3.46

OFFICE OF THE DIRECTOR OF PUBLICITY,
VICTORY HOUSE, ROYAL ROAD, MADRAS.

Ref. N o. 2849/45.P2

Dated 26th March 1946.

To

The Secretary to the Commissioner of Civil Supplies,
Food Department, Chepauk, Madras.

Sir,

Sub: Surplus stock of News print and white printing
paper transferred to Civil Supplies- Acknowledgement
called for.

Ref: This office U.O. No. 2849/45 P2 dated 18-11-1945 to
Public (War) Department and (copy to you)

I am to invite your attention to the above
reference and to request you kindly to acknowledge the receipt
of the paper transferred to you.

P.S. Murthy,
CHIEF ACCOUNTANT.

Copy to the Public (War) Department for favour of
early orders in this matter.

F. G. Hanumanth Rao
SUPERINTENDENT. 26.3.46

V.S.20/46.

Extract from
cm 6999 E/46.

Extract from the letter No. 299-E/46-2.C.S. dated 4-2-46 from the Board of Revenue (Civil Supplies).

Publicity - Food matters - Organization - Formation of.

7266
4/2/46

9. It is understood from the Director of Field Publicity that there is at present considerable difficulty in obtaining paper, and that Government have recently ordered the sale of 20 tons of newsprint, which was originally obtained for the Viduthalai, to be disposed of to the highest bidder. The Board suggests that this paper could most satisfactorily be used by the proposed Food Publicity and Education Branch, and suggests that the orders be modified accordingly.

2098 Dept
13

Rule 3 (5) (i) (e)

Under the Newsprint Control Order, the permission of the Govt is necessary to utilise 'Newsprint' for purposes other than that for which it was originally obtained. When there was a balance of 20 tons of Newsprint ^{with the Dyg} on the closure of the 'New Viduthalai' paper, the Govt was addressed for permission to utilise the balance stock for other publicity purposes of this Govt. The Govt of India refused to give the permission asked for and intimated that the balance stock of Newsprint should be sold to a certain firm in Madras named by them. The Dyg was asked (by Pub Dept) to sell the paper to that company and incidentally he was informed that it should not be sold for a low price. There is some correspondence about this matter in Pub (War). The staff at 'A' above it therefore not correct.

2. Govt to the Dept of Industries and Civil Supplies

who control the release of Newsprint, have on more than one occasion refused to release Newsprint for the 'New Review' and the 'F.S.E.' Again as pointed

But they may
stretch a piece
'Food Publicity'
bpr

Public (War) Dept

Ed PH. n.o. in continuation
of this Dept's n.o. No. 896/46-1 dated
15-3-46.

28/3/46

17408

28/3/46
CWB
28-3-46

Ed PH Dept

A letter to Messrs J.W. Singh & Co. under
date as regards the disposal of Newsprint. In
regards white printing paper, the Govt have been
addressed in the matter. This may be filed.

Perhaps a copy of the letter addressed to
Govt re the disposal of white printing paper may be sent to the
Chief Accountant for information.

Public (War) A
n.o. 1049/46-1
x Since issued

24-4-46
20/3/46

We may try
again -
100
6/2

This was for paper
we do not have -
100
6/2

Dev. may pl state whether the Food Reliefs Scheme put up by the C.E.S. has been generally accepted by the Govt whether they think another attempt should be made to get this newspaper in the Food Reliefs Scheme.

60
6/2/2006

Paul (hmr)
Deeds

$$\frac{A_2}{A_1}$$

Public (war) debt.

The Board of Revenue (Civil Supplies)
The notes of E.P.H. on pp. 1-2 above may



6.2.46
Dunno
100 5110 / 46-1
6.2.46

430
7-2-46

2. The positions set out in E.O.P. W. Dept's notes

Memo no 229 Pae (Wai)
da 311 ub. p. ISCF ops (S)

already delivered to the printer. The printer
may be asked to withhold the sale of the
newspaper to Messrs. J. W. Smith & Co. if it has
not already been sold. & if so.

After orders are passed the file may be sent to Development.

7/2400-7.2.46.

11 Conf
7/21/46 7.2.46. It may be worth while trying again
as the fgt. may make an exception
in this case where paper is reqd. by another dept.
of the fgt. for publicity on Food and Educational problems

7.2.46 WS/

until something more concrete has been decided about the form of the new Food Relativity Organization I think it would be premature to dispose of this stock of paper

1/2 ✓ 7/2/46

As/Dev.

Disposal of this paper may be held up, till it is decided whether the Food Pathetic organization wants it.

Am
7/4/66

Der

Pulchwar) A. V. O.

$$\frac{1130}{7.2.46.}$$

Please see the notes of Prof EPH & Public at-

pages 1-3 above. With reference to the remark of D.S.
 EPH at 'A' on p 2 above, it is submitted that
 this Dept. is awaiting communication from Pub (SPL)
 of the decisions ^{if any} made by the Cabinet reg: the formation
 of the Food Publicity & Education Organisation. If the
 Govt. decide to set up the Organisation it seems may be
 worthwhile to make another request to India.
~~for the newsprint paper~~

In the meanwhile the Director of Publicity
 may be told by EPH as suggested by the
 Chief Secretary at 'B' on p 3 above.

The case may be returned to EPH.

Wm
 7/2/46
 8/2/46

Can
 8.2.46

E.P.H.

7961

Special

2000 10399 F5/46-1

(B)

8/2/46

Please see the remarks of C.S. & the notes of the Development
 Dept thereon.

A draft memo is sent below for approval.

After issue this file may go to Dev. with 'X' above.

8/2/46

[Issued as Memo No. 7266-13/46-2. Dtd 8.2.46]

(a)

Deel

No action seems called for until a decision is made

reg: the formation of the Food Publicity & Education Organisation.

The case may perhaps be transferred to 'N' Section

which deals with the admin of the News Print Control Act,

Mr N.

soon after the Food Publicity & Edn. Organisation

is set up.



To D.S. The memo in the C.F. and The note of E.P.H.
 at p 4 above may be perused.

It has been decided at the Cabinet meeting
 held on 6/2/46 that the Food Publicity and Education
 Organisation should be set up. The file may
 be transferred to N Section for taking action
 with ref. to 'X' on p 4 above.

Thro N
 12/2/46

12/2/46

12/2/46

Asst. (Previous notes need not be read).

The Director of Publicity has
 with him 22 1/2 tons of newsprint, being
 the balance of stocks supplied to the newspaper
 "New Viduthalai", which had ceased
 publication on 1-10-45. The Govt. of India were

[P.T.C.]

previously requested to ^{grant permission for utilising} ~~utilising~~ this stock
 of newsprint for publicity purposes by this Govt. p 3-4 cf (J)
 But they refused to grant the permission
 and suggested that the stock might
 be sold to M/s J.N. Singh & Co, Akbarabad,
 Madras. They were, in this Govt. Telm. No. 164/46-4
 of 31.1.46, informed that the stock of
 newsprint would be sold to ~~the~~ Messrs
 J.N. Singh & Co. p 13 cf (J)
 Meanwhile, the Board of Rev (C.S.)
~~has~~ suggested that the above stock of
 newsprint could most satisfactorily
 be used by the proposed Food Publicity
 and Edn. Organisation. With reference
 to the above suggestion of the Board,
 it has been ~~decided to~~ ^{decided to} again address para 9 on p 4 (K)
 the Govt. of India ^{again} for permitting ~~the~~ vide M'ow p 3 above.

the Food Publicity and Edn. Organisation
 to utilise this stock of paper as an
 exceptional case. The Dir. of Publicity has
 also been asked to hold up the disposal
 of the stock of newsprint, till it is decided
 whether the Food Publicity Organisation
 requires it. The Govt. have since ~~the~~
 approved the Board's proposal to set up
 the Food Publicity Organisation. The
 Govt. of India may be addressed for
 permitting the Organisation to utilise
 the newsprint. A draft telegram
 to the Govt. of India is submitted for
 approval.

13.2.46
 12.2.46
 13
 May be approved. The
 telegram may be repeated to
 Foodpt so that it may support
 our request.
 13.2.46
 Ad: S./S
 Issued as Telm. No. 10746-1 of 13.2.46.
 From the Govt. of India, Telm. No. 301PC(742)/45
 of 15.2.46.

Asi.
 The Govt. of India have agreed to the use
 by this Govt. of the balance of stock of 22 1/2
 tons of newsprint supplied to the "New Viduthal"
 for food publicity purposes. ~~They~~ ^{However} they have
 stated that in view of acute shortage
 of newsprint, they will greatly appreciate if

is entering from ~~numerical responses.~~ ~~numerical responses.~~

169

As the cost of the newspaper proposed for transfer to the Board of Revenue (Cine Supplies) would have ~~been~~ been met from the Provincial revenues only, it is perhaps not necessary to recover the present value of the newspaper from the Board of Revenue ~~or~~ credit it to Lii. B. Cine def. Sec. IV. B E.P.H. may let Fin. XI also see the file on this point.

~~as per the~~ ~~which~~ ~~these~~ ~~remain~~ ~~for~~ ~~the~~ ~~file~~ ~~in~~
~~the~~ ~~passed~~ ~~on~~ ~~to~~ ~~Development~~ ~~returned~~ ~~to~~ ~~Estt~~ ~~PH~~
I cod this' Fin (for culture on X-
187446. 18246. above).

14246
Fin (Estt PH)

Finance (Acct. H)

Notes from X on page 5 above may be perused. The file has been sent to this dept. for advice with reference to X above.

This dept. may agree that ^(in the O.C. stated) it is not necessary

21201

1924A 4447P
Jan 5, 46

SECRETARY TO GOVERNMENT
19 FEB 1946
FINANCE DEPARTMENT

Public (H. H.)
H.O. 583/46-1
19.2.46

9748A
5 9240 AA

10

B/55

To recover the present value of the newspaper from the Bd. of Rev. and credit to "L.H.B. Civil Defence Section II".

The file may be passed on to Est. H.

AD 17.2.46 CSE 19.2.46

19.2.46

2.2.46

File no. 9748A. Act A.1 19.2.46

10212 19 FEB 1946

The draft magazine - after inu Dutmay see work 'x' and 8 and 1

19/2/46

(cu)

Deul

FIRST ASST. SECRETARY TO GOVERNMENT 20 FEB 1946

Asi

This file has been sent to this Dept with reference to 'x' on p 8 above.

P. 10.

11

17

This Dept. may agree to this file being taken over by the Est. H Dept. With this remark the file may be returned to Est. H.

AD No. 13731-N/46-1 22.2.46

22/2/46 22-2-46

22/2/46

ASST. SECRETARY TO GOVERNMENT 11137 28 FEB 1946 EDUCATION AND PUBLIC HEALTH DEPT.

25/2/46

26-2-46

May be filed with the E.O. on p 15 of

27.2.46

returned to the H. G. G. of the
water has been the first and the
taken over by the H. G. G.
this report was made to the first

1/2/45

1111