Scott. II-27—58,004—27-10-47.

E & PH (1947) Department.

MS SERIES.

G.O. NO. 2036 Edn

Dated 19th September 1947

Order – 14

25-26

1 copy

[Despatch Abstract.]

Schools and Colleges – Provision of visual education by private firms – Levy of fees – Ordered.

Back Papers.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.
..	1315	Edn	10.6.39				
..	1192	..	10.8.44.				

Further Papers.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

"A PICTURE IS WORTH A HUNDRED THOUSAND WORDS"
-OLD CHINESE SAYING

THE EDUCATIONAL CINEMATOGRAPHIC INSTITUTE.

(Institution for the propagation of Education through films)

FOUNDED IN 1936.

AWARDED FIRST PRIZE MEDAL IN CUDDAPAH DISTRICT
EXHIBITION AND CATTLE FAIR, 1937
RECOGNISED BY THE CORPORATION OF MADRAS FOR
JUVENILE EDUCATION, 1939—1946

"JAWHARLAL NAGAR"
9/54, KARUNEESWARAN KOIL ST.
MYLAPORE,
MADRAS, (INDIA)

Nov.8, 1946.

Sir,

I have pleasure in handing you herein enclosed a Survey of my work in the field of "Visual Education" during the last 10 years and my scheme with regard to establishing "Visual Education" on a permanent footing in the National life of our province.

Before discussing the details of my scheme elaborately, I would request you to kindly make it convenient to attend four shows that I shall be arranging for you in the various field of my activities as per details hereunder:-

1. An Adult Education Cinema Show in a class room.
2. A theatrical show for a group audience comprising of students exclusively.
3. A show in a Corporation Elementary School.
4. A show in a Secondary School as a part of school curricula.

These four shows will be enough to give you an exact idea of the value, utility and the way "Visual Education" could play an important part in moulding the character, and taste of the future citizen and also dissiminating knowledge of the outer world to the masses.

P.T.O.

While thanking you for the opportunity that you have been pleased to give me in presenting my scheme, I would like to take this opportunity of placing my entire services at your hands and it is open to you to utilise mynservices in any manner you like.. I may add that as one who has sacrificed my all for the cause of "Visual Education", nobody will be more delighted than myself when this potent instrument is effectively used in furtherance of National Education in this province and my life mission is realised.

With respectful regards,

Yours sincerely,

K. Venkataraman.

To,
The Hon. Sri T. Avanasalingam Chettiar B.A.B.L.M.L.A.,
Minister for Education,
Government of Madras,
Fort St. George,
MADRAS.

THE EDUCATIONAL CINEMATOGRAPHIC INSTITUTE.

MADRAS, Nov. 8, 1946.

POINTS FOR DISCUSSION WITH THE MINISTER FOR EDUCATION ON 8th NOVEMBER 1946.

1. PERIOD OF WORK IN THE FIELD OF "VISUAL EDUCATION".

The Educational Cinematographic Institute, Madras, was started by me with the object of introducing "Visual Education" in educational institutions and rendering service to the advancement of Adult Education through the cinema on the 25th October 1936. 10 Years of pioneering work have been completed.

2. THE WORK DONE SO FAR:

(a) ELEMENTARY EDUCATION. My scheme of "Visual Education" has been approved by the Corporation of Madras and is working with success from the year 1938. All the Corporation Schools are having the benefit of my shows. Over 300 shows have so far been completed. The shows have been popular and instructive and has been responsible to a considerable extent in attracting children to the schools, especially in the slum area. A provision is made annually in the General Budget to meet the cost of these shows.

(b) SECONDARY EDUCATION. In the beginning for about two years, I organized silent film shows inside the schools. I lost nearly Rs.10,000/- during this period. I found that silent film in those days have become obselete. Then I started educational cinema shows exclusively for students dividing the city into four zones and screened sound film shows. These were popular and self-supporting. I covered also four districts. I had to discontinue these shows because there was difficulty in obtaining permits from the Commissioner of police from time to time. Getting exemption from the payment of entertainment tax for every show was also a great nuisance. Again I reverted to the idea of conducting shows in the schools themselves. These shows are slowly getting popular, because the schools have now realised the value of educational films in school life after my sustained work of ten years. A few schools are now levying a "Visual Education" fee of about Re.1/- annually and are having regular shows as a part of school life. Other schools are arranging stray shows occasionally and the boys are made to pay for the shows.

(c) ADULT EDUCATION. I participated in a few exhibitions and conducted some shows. I also have been trying my films in an adult education school which is in existence for the last 20 years with success.

1115-2969 (a)

A

(d) SCHEMES. Two schemes were submitted to the Government through the Director of Public Instructions in the year 1939 and 1942 which though approved and recommended to the Government for favourable considerations were shelved during the Advisors Regime.

3. THE SCHEME I HAVE IN MIND TO MAKE "VISUAL EDUCATION" AS A FEATURE OF OUR NATIONAL LIFE.

(a) SCHOLASTIC EDUCATION. The adoption of a 5-Year plan for the introduction of "Visual Education" through different stages as a part of class curricula.

(b) ADULT EDUCATION.

(i) Selection of suitable units for giving cinema shows in connection with the carrying on of Government propaganda and for the eradicaion of adult illiteracy among masses.

(ii) Importing films from foreign countries which could be used with advantage in our country. Films depicting scientific agriculture;

eradication of pest; use of modern machinery in agriculture; co-operative forming; life of peasants in other countries; social, political and economical structure of peasants in foreign countries etc; labour saving devices; Health and hygiene; First Aid; Life of Factory workers in other countries; social consciousness; moral stories; the meaning of a "VOTE"; political education; constitution of the Government and the working of the local bodies; Khadder; eradication of untouchability; prohibition; promotion of communal amity; fraternity, equlity and liberty; patriotisim and love for India; Indians abroad and the place of our country in the world.

(iii) My scheme submitted to the Provincial Co-operative Union at the request of Late Sri M. Venkatasubbiyya is more suited to the districts. As for the city, use of films in Adult Education Classes and open air shows under the auspecies of Labour Associations and Welfare Centers, and in Public Parks just after dusk, is the ideal way of disseminating knowledge and eradicating illeteracy among the masses. There must be a coordinated programme for all the departments put together when conducting Adult Education shows. The present practice of having a separate propaganda machinery for each department should cease to function because this means a waste of money in having multiple organizations ~~throughx~~ to do Government propaganda. The shows, as at present conducted are monotonous. A variety programme covering the propaganda material! of the various departments is bound make the shows popular.

4. HOW DO I PROPOSE TO DO IT.

(a) I am anxious to lay the foundation of a NATIONAL CENTRAL FILM LIBRARY AND A FILM ARCHIEVE to cater the needs of our presidency. This public library will be the property of the Society with an influencial board of distinguished educationists and public men in which the Government, University, Corporation of Madras and the Teachers Guild will be represented.

(b) "VISUAL EDUCATION JOURNAL". A Journal devoted to "Visual Education" and Educational Films.

(c) REASON WHY A SOCIETY IS PREFERABLE.

(i) If ever vested interest is allowed to exploit this field "Visual Education" is doomed to be a failure. Co-operation of capitalist may be enlisted in the production of films to suit our needs.

(ii) It is not feasible for the Government to run this departmentally, because it will commit the Government to a huge financial responsibility without any return and public help. The organization and equipment will involve the Government a capital and recurring expenduture of a few lakhs of rupees annually. The question is whether it will be desirable for the Government in the face of acute financial problems with regard to the salaries of teachers, building of more schools and the introduction of Adult Education, to meet the commitment with regard to "Visual Education" from the revenues.

(d) WHY A SOCIETY IS FEASIBLE.

The scheme I have in mind is to a considerable extent a self-supporting one and provides for public help for the library in the shape of donations, contributions etc. In fact, it is my aim to develop a library mainly with the help of the public. The finance and organizations necessary for the working of my scheme in schools is proposed to meet from the revenue derived from the schools. It will be enough if the Government contribute a grant for developing the library. This could be subscribed from the funds that are allotted in the budget for propaganda by various departments of the Government, such as, Education, Agriculture, Industries, Health, Labour and Co-operation. The Library will cater the needs of the various departments with regard to films in carrying on an effective propaganda without bearing the entire cost. Further, A Society will command the confidence of all sections of the public and at the same time will be a Governmental organization for disciminating knowledge and to carry on Government propaganda without much financial commitment.

5. THE SORT OF ASSISTANCE THE GOVERNMENT COULD RENDER.

(a) Recognition of the Society.

(b) Deputing a member of the Government to represent them on the board of directors or trustees.

(c) Approving the 5-Year Plan and getting it introduced in all the educational institutions.

(d) Rendering all possible assistance for the promotion of a Central Film Library with a suitable grant.

(e) Facilities for importing films and equipments from foreign countries, especially from the dollar zone.

(f) A general exemption from the Payment of Entertainment Tax.

(g) Directing the Commissioner of Police, Madras, to issue necessary permits to run educational cinema shows exclusively for students in local theatres or better allot a regular quota every month.

(h) Arrange to give every facility to produce propaganda films of the activities of the Government.

K. Venkataraman

G.O. 72280 B1/46

8 Routine B1

E & PH (B1)

Sub:- Visual Education

9

From Sri K. Venkataraman, The Edl., Cinematographic Institute, Mylapore, d/ 8.11.46.

G.O. 1315 Edn dated 10.6.1939 required for the disposal of this current has been taken by the Home Department for their current no. 22320 G/46 — vide the MRO slip placed below. That department may be requested to put up the G.O. ~~on this file~~.

11-12-46

Home Dept-

ADDITIONAL ASSISTANT SECRETARY
18 DEC 1946
HOME DEPARTMENT

E & PH U.O. no.
72280-B1/46-1 Edn
12/12/46.

9/12/46

10/12/46

ASSISTANT SECRETARY TO GOVERNMENT
18 DEC 1946
HOME DEPARTMENT

78365

59580 G

13.12.46

Home U.O. no 59580 G/46-1
18.12.46

G.O. No. 1315 Education d/ 10.6.39 is at (J).

May be returned to E & P.H.

17.12.46

COr 18/12/46 E & PH

ASSISTANT SECRETARY TO GOVERNMENT
19 DEC 1946
EDUCATION AND PUBLIC HEALTH DEPARTMENT

9/

10

Edn (81)

Very urgent 81/21/1

22/1

Visual Education - Introduction in Schools - schemes drawn up by Mr K. Venkataraman.

From Sri. K. Venkataraman, The Educational Cinematographic Institute. Madras. D 8-11-46

Memo. No. 72280 - B1/46 - 2 Edn D 21/1/47.

Referred to the DPI for early remarks. He is requested to treat the reference as very urgent as it is necessary to introduce the scheme atleast from the next school year

20.1.47

KSK
20.1.47

21/1/47

[illegible] 22/1

✓

To
The DPI with
CF in orgl to be
retd. with reply

15.2.47 ~~[illegible]~~

10

11

Education Department.

ASSISTANT SECRETARY TO GOVERNMENT
12 FEB 1947

From

Dr. S. R. U. Savoor, M.A., D.Sc., I.E.S.,
Director of Public Instruction, Madras

To

THE SECRETARY TO THE GOVERNMENT OF MADRAS,
EDUCATION AND PUBLIC HEALTH DEPARTMENT,
FORT ST. GEORGE, MADRAS.

R. C. No. 7443-E2/46 dated 7th February 1947.

12374

SIR,

VISUAL EDUCATION--Introduction in Schools--
Schemes drawn up by Mr. K. Venkataraman.
Reference:-Government Memorandum No. 72280-B1/46-2
Education dated 21..1..1947.

p9 ante

In resubmitting herewith the enclosure to the above Memorandum I have the honour to invite your attention to Dr. Dey's letter to Government R.C. 592-E/44 dated 12.6.1944 and the orders in Government Memorandum 30713-A-2, Education and Public Health dated 7.8.1944 deferring the proposal of imparting visual education through the Cinema film. I entirely agree with Dr. Dey's remarks in his letter referred to above.

pp 1-49 ⓐ

ⓐ/32

I have the honour to be,
Sir,
Your most obedient servant,

R. S. [illegible]
11 2 47

FOR DIRECTOR OF PUBLIC INSTRUCTION.

ks. 11.2

11/2

C.no 72280 B1/46

EDN. & P.H. DEPARTMENT (B1).

VISUAL EDUCATION - Introduction in schools.

From the Director of Public Instruction, R.C.No. 7443-E2/46 dated the 7th February 1947.

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p 10g 1/8/3

MEMO NO. 72280. B1/46-5 Edn dt 7/3/47

The Director of Public Instruction is informed that it is too early for the Government to take up the production of educational films for visual instruction in schools and colleges and that the Government must leave this to enlightened producers and render whatever help that might be necessary for the production of those films. At the same time they consider that it is not desirable to entrust visual education ~~entirely~~ to trade. The Education Department should approve the films which might be utilised in schools and colleges and classify them according to the instruction that they might give to the various age-groups. The managements of schools and colleges may be allowed to levy a fee

7/3/47

P.T.O.

12 -2-

~~of~~ separately for visual education not exceeding Re1/- in schools and Rs.2/- in colleges per year and keep that amount earmarked ~~separately~~ for the purposes of visual education. The amount may be utilised for payment of rent for the use of the films, ~~to~~ payment of electric and other incidental charges for giving instruction through films. The Director is requested to suggest a comprehensive plan for visual instruction ~~on the above lines.~~ taking into account the above points.

2. Visual instruction will be eminently useful for adult education and it is considered appropriate that the Government must entirely meet the cost on that account. The scheme can be implemented only as and when provincial finances permit. But The Director ~~may~~ is requested to formulate & submit a scheme in this direction also.

1/3/47

1/3/47

13/4)

To

The D.P.I.

12/3

STUDIOS.
534, SANDHURST BRIDGE
TEL. 47338

TELEPHONE : 22068
TELEGRAMS : "VISUALAID"
POST BOX NO. : 394

EDUCATIONAL FILMS GUILD.

HEAD QUARTERS
FAZALBHOY HOUSE
9, MARINELINES,
BOMBAY

13

ASST. SECRETARY TO GOVERNMENT
25 MAR 1947
EDUCATION AND PUBLIC HEALTH DEPT.

March 18, 1947.

UNDER SECRETARY
25 MAR 1947
PUBLIC DEPARTMENT

The Chief Secretary to
the Government of Madras,
Secretariat,
MADRAS.

23881

Dear Sir:

We wish to bring to your notice this new organisation which has been formed recently for the purpose of producing documentary and educational films on behalf of Central and Provincial Governments, Defence Services and other public bodies for instructional and entertainment purposes. As you are aware, the Central Government's Educational Programme includes the use of films for the purpose of mass education and the D.E.F.G. hopes that it will have the privilege of meeting to some extent the demand for such films in this country.

The D.E.F.G. has on its staff highly qualified persons both on the technical as well as on the production side and it is headed by Lt. Col. N. D. Gandhy who has excellent credentials to his credit in his work with the Defence Department during the war. Among our several contracts, the D.E.F.G. will be producing all the films that will be required by the Defence Department of the Government of India hereafter, which, by itself, is a sufficient testimony to the competence of this organisation to undertake the job.

We wish to place the resources and experience of our organisation at your disposal for producing any film that you or any of your Departments might have in view, and shall be glad to hear from you as to your requirements which we shall strive our best to fulfil to your entire satisfaction:

Assuring you of our fullest co-operation at all times:

Yours faithfully:
for Educational Films Guild:

M. A. Fazalbhoy:
CHAIRMAN:

kvr:

E.P.H (91)

Endt. No.

Communicated to the S.G / D.P.I, / D.P.H

for necessary action.

29.3.47

31-3-47

No use Commercially.
B1 has previous papers
put them up and note

31/3

B1

P H O T O G R A P H I C   M A T E R I A L S

Phone : 60885.   Grams : "EXELCORP."

EXEL TRADING CORPORATION

Branches : CALCUTTA & MADRAS. * 12, DADAR ROAD, BOMBAY 14.

14

B1

1st April 1947.

ASST. SECRETARY TO GOVERNMENT
26609
8 APR 1947
EDUCATION AND PUBLIC HEALTH

The Secretary,
Department of Education,
Government of Madras,
Madras.

14

Dear Sirs,

VISUAL EDUCATION AND ENTERTAINMENT FOR CHILDREN.

We beg to place the following for your kind consideration.

General. In India, as anywhereIse in the World, the problem of the relation between children and film going is one that should occup the attention of educationists and welfare workers. While some countries take the extreme view that the commercial cinema is altogether bad for young people under 18 and their children are only allowed to see films in schools, there are others who tend to divide the films children should see into educational films which are suited for school exhibition and entertainment film which are seen in the ordinary cinema. In other cases, the parents have to decide what films the children should see and they are not allowed to go to adult films except with their parents or guardians, while there is a class of horific films to which children are not admitted under any circumstances.

The presence of children in the adult cinema is not a success from any point of view. Adult films do not really interest young children and their manifestations of boredom tend to upset the rest of the audiance. It is to the interest of all concerned to remove children as far as possible from the ordinary film audiance and a great deal of time and thought has to be devoted to devise ways and means of attaining this end.

It has sometimes been suggested that there should be special children's cinema, but this suggestion overlooks the fact that the film theatre needs relays of audiance if it is to make enough money to meet overhead charges. The difficult is that a child audiance can only attend outside school hours and not at all in the evenings so that at large stretches of time a cinema would be empty. The same difficulty of meeting running costs would apply to such a children's cinema and there would be the additional problem of making the length of the child's programme almost synchronise with that of the parents if parents and children are to enter and leave their respective theatres at about the same time.

There appears to be no doubt that the proper place for the educational film is not the cinema but the school. The atmosphere of the cinema is all in favour of entertainment and all against learning. Children going to the pictures go prepared to enjoy themselves and relax and not to concentrate on lessons. For this reason a special educational visit to the cinema can never be an integral part of education but always proves something exotic. The proper place for the instructional film is in the school itself. There should be special class room films constructed to fit the needs of a special age group and the requirements of the curriculam, which can regularly be shown in the school room. An immense amount of work and research has already been put into the prepartion of instructional films and there seems little doubt that for educational purposes schools should be equipped and films used in the ordinary routine school work.

Without question the modern child accepts the film as part of the culture into which he has been borne and the film in the class room is to him a perfectly natural phenomenon. It is the teacher of the old generation who finds it somewhat difficult to reconcile films with normal class room work and who tends to think thatthe showing of a film must of necessity prove an excitement. The gap between the teacher and the taught in their outlook of films is very great and is one of the factors which militate against the more genial use of films in education.

It is also frequently urged that the film is an expensive piece of educational equipment, which is true. For this reason, it should never be used when the blackboard, wall chart or still picture would be equally effective. But the film has the quality of vitality which is essential for showing living dynamic things and when films are used in most schools and when most towns and districts have their own film libraries it will be found that the cost of the films thus spread out will prove by no means costly in view of their great educational acheivements.

Most useful of all types of films for education is the moving diagram film in which maps and charts and still pictures become alive and dyanamic and show these movements which are too fast and too cosmic to be seen by the human eye. Thus in course of time children will have their instructional films in their school. But this will not meet their requirements for entertainment films outside school hours and there will still be no place for children in the adult cinema.

In England. Various experiments have been made from time to time to organise special film exhibitions for children during hours when adults do not visit the cinema. But such experiments have failed sooner or later for various reasons. Firstly there were not good entertainment films suitable for chilren from which a steady series of programmes could be built. Secondly, the promoters tended to put in too many educational films and thirdly because these exhibitions were advertised as good for children they preferred not to go to them.

16

The Gaumont British Theatre Circuit and The Odeon Cinema Circuit who are pioneers of the movement organised regular Saturday morning children cinema clubs. Although through this movement they have solved the problem of how to attract children to special children's film shows, yet they have not solved the problem of the lack of suitable films that are really fit for children to see. With the exception of the Russian Production groups who have made several children's entertainment pictures, not many films have been provided that are essentially suitable for child audiances. Of course some films made for grown ups do entertain children and a fair number interest them and even a greater number are harmless for child audiances. What children want to see at the pictures is other children like themselves. If a child has appeared in a film, they have been photographed from the adult point of view and the story has been grown up and not a child story. Quite recently a further effort has been made in England to make as many films as possible to fill up this gap.

In India. A beginning of any sort both in the case of instructional and entertainment films has yet to be made. The task is made all the more difficult because conditions in India are different to western countries. For some time to come, we will have to depend for films from other sources.

Our Aim. It is our intention to seriously introduce 16 mm cine projection equipment in schools in important towns and establish film libraries so that schools who have their projection apparatus can obtain a regular supply of films for class room visual education and after school entertainment.

It is needless for us to mention that to make our efforts prove successful in this direction, moral support from the Government is essential and we appeal to you to give us all co-operation. If we have Government sanction and co-operation, we will be better able to approach producers in England, America and Russia for the necessary fil supplies, the educational institutions to go in for visual education aids and the various other authorities to extend their co-operation and assistance.

Thanking you and assuring you of our very best attention at all times.

Yours faithfully,
Exel Trading Corporation

By:

17.

95/21/4

E & PH (B1) Dept.

Endt. no. 72280 B1/46-6 Edn dt 21/4/47

~~Forwarded~~ Communicated to the Director of Public Instruction, Madras, ~~for remarks~~ in Continuation of Government Memo no. 72280-B1/46-5 Edn dt 7.3.47. pp11-12 ante

~~(By order)~~

~~Asst. Secy. to Government~~.

21/4/47

O/C

12/4/47

17/4/47

~~17/4/47~~

To

The Director of Public Instruction Madras (with copy pp13-17 cf).

Desp 21/4

18

E & PH (B1) Dept.

Cno. 72280 B1/47.

34/16/5

pp11-12 cf

Visual Education - Introduction in Schools.

17

Ref: Govt. Memo. No. 72280 B1/46-5 Edn dt 7/3/47.

Memo no. 72280-B1/46-7 Edn dt 16/5/47.

pp9-10 nf

A copy of the minutes of the Honourable Minister for Education on the above subject is forwarded to the Director of Public Instruction, Madras, in Continuation of Govt. Memo referred to above, and he is requested to take into Consideration the Suggestions contained therein in preparing the Comprehensive plan called for from him. He is also informed that the Suggestion of the Minister in regard to the levy of fees in schools and colleges for imparting visual instruction contained in the minutes is

Do

19

is in modification of the previous suggestion contained in the memo cited above.

15-5-47

15/5/47

15/5/47

p 18 c/f

To

The D.P.I (with a copy of HM'S minutes on pp 9-10 nf)

Despd
12
19/5

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B1

C.F. 80.

EDUCATION DEPARTMENT.

18

Received ....19 . Registered ....19 .

Subject.

ASST. SECRETARY TO GOVERNMENT
JUN 1947
EDUCATION AND PUBLIC HEALTH DEPT.

VISUAL EDUCATION = INTRODUCTION IN SCHOOLS.

54609
9RS

ENCLOSURES.
No. ....
....
Spare copies ....

R.C. No. 7443 E/46

Station MADRAS, Dated the 2nd July 1947.

From (Name) SRI D.S. REDDI, M.A.(Oxon), M.B.E.,

(Designation) DIRECTOR OF PUBLIC INSTRUCTION, MADRAS

To The Secretary to the Government of Madras,

EDUCATION AND PUBLIC HEALTH Department.

Sir,

pp 18-19 ante

REF:- Government Memorandum No.72280 B.1/46-7
Education, dated the 16th May 1947.

***

In connection with the proposal to introduce Visual Education in schools and colleges, I have the honour to submit a tentative scheme for the consideration of Government, which if approved may be considered as the ultimate long-range policy to be introduced as and when funds become available for the purpose.

pp 22-24 infra

2 In the meanwhile as an interim arrangement the schools and colleges may be authorised to levy and collect a fee of not more than Re.1/- per year per - student in the case of schools and Rs.2/- in the case of colleges, for the purpose of providing visual education therein subject to the following conditions:

A

= 2 =

(1) That the film producing concerns be asked to apply to Government through the Director of Public Instruction for recognition, and submit a list of all the films they have got ready for exhibition, for approval.

(2) That the films shown are of approved educational value.

(3) That the school or college authorities make their own arrangements in consultation with recognised film-producing concerns and draw up the year's programme.

(4) That the moneys collected in schools and colleges be utilised completely so that as many films as are possible are exhibited during the course of the school year.

(5) That regular accounts be maintained of the amounts collected and spent for the purpose, which should be subject to inspection and audit.

K.S. Viswanambal
3.7.47
for DIRECTOR OF PUBLIC INSTRUCTION.

KAN.3/7

A TENTATIVE SCHEME FOR CONSIDERATION OF GOVERNMENT.

(1) The choice of the subjects and proper themes and their treatment and correct gradation may be vested in a Board consisting of a few competent and eminent educationists assisted by one or two persons with technical knowledge of film production.

The proposed committee for the selection of subject-matter for text books might perhaps be entrusted with this work also, as that body will have the requisite knowledge for selecting the subjects suitable for the purpose and it will also be more economical.

(2) After choosing the subject and its treatment, the actual production of the picture may be entrusted to a ~~responsible~~ reputable firm or producers after calling for tenders. The copyright of all the pictures, their distribution and projection will rest with Government, the firm being only responsible for the actual production on the lines indicated by the above Selection Board.

After the pictures are produced and approved, the Producer should supply a dozen copies of each together with the original negative to the Educational Department. The Negatives will be stored safely and carefully in the Director of Public Instruction's Office.

The dozen copies will be distributed one to each centre (i.e. two districts may form one centre and one set of prints in common may be used for exhibition purposes).

(3) To avoid complications and extra cost in the matter of producing the same film with commentaries in the various regional languages, the films may be produced with commentaries in one common language preferably English (Colleges) and Hindustani (Schools) as Hindustani has been introduced in all schools - or to start with, silent films shot at sound speed will be best suited to satisfy the requirements of schools. At a latter stage in the development of Visual Education Scheme, sound films may be produced or the films originally taken in silent form may be ~~produx~~ dubbed with sound in the language of the region. This mode of production of silent films carries with it another advantage in that the running commentary can be prepared preferably by a trained teacher to suit the intelligence level of the audience to whom the picture is being exhibited. This will avoid taking over the heads of pupils or offering obvious things to the higher grades.

(4) If visual education is to be really effective, the area covered by one unit should not exceed 20 to 30 schools which is the same as one district.

Each district will have to be provided with one Projector with necessary accessories, a screen, one set of films (in the alternative 2 districts for one set of films) a generator to help the unit in non-electrified areas and a trained operator or an efficient projectionist.

Each operator may draw up the year's programme in consultation with the heads of institutions and the District Educational Officer or Inspectress or the Divisional Inspector.

(5) The Operators to be employed (one per district) by Government shall be under the control of one of the Deputy Directors in the Educational Department. The Deputy Director being provided with an extra clerk for the purpose. The 'Operators' selected should be given atleast 6 months' training and certificates issued by the Commissioner for Government Examinations.

(6) Each operator can easily arrange for 200 shows or more in about 20 or 30 centres. Each pupil must have at least one show per month to start with. The strength of each school (or schools in the vicinity) should be divided into batches of 200 to 300 pupils. The grouping being done according to intelligence levels. Most schools will have 2 groups and therefore atleast 2 shows for each school per month will be necessary. As the hours of exhibition are limited to the comparative dark hours of the evening the - number of shows possible in the course of a day is restricted to two. Of course, if there is provision for artificial darkening, shows can be arranged for, even during the brighter hours of the day and correspondingly a greater number of shows can be arranged for. In turn, darkening will involve extra cost and labour.

Therefore division of the Province into districts, for purposes of visual education, if the scheme is to be effective, is imperative.

(7) The local production of atleast 12 films in the first year, to start with, is necessary (Geographical, Scientific and craft), Health etc.)

Each reel of 16 mm. film of about 400 feet can run only from 14 to 15 minutes (Silent) and the total running time of the 12 pictures comes to about 3 hours. Thus they will provide material for 3 programmes.

Atleast 24 different films for each intelligence group are necessary so that in all approximately 200 films will have to be provided for. Since the initial investment for production is too heavy an expense to be undertaken by the Government at the outset, a fairly big sized library consisting of foreign made imported films on educational subjects may be organized. A library of about 200 films can be collected by importing foreign made educational films. To make the copies go round and serve all the different units, it may be necessary to acquire 3 or 4 copies of each film (i.e.) 600 to 800 prints on the whole. This will call for an initial investment of about Rs.80,000/-. By and By when the production rate of films locally goes up, it may not be necessary to replace these foreign made films, copies of which get damaged by fair wear and tear. Our own productions will effectively replace them.

(8) FINANCIAL IMPLICATIONS:

A. Expenditure side:

	Rs.	
Cost of 24 16 mm. Silent Projectors	24,000	Initial Outlay Rs.98,500/- i.e. roughly one lakh. This amount can easily be wiped off in 3 years in instalments from "Receipts under Visual Education"**
Accessories and spares for above at Rs.750/- per unit.	18,000	
Cost of 12 generators (for non-electrified areas).	18,000	
Cost of producing 12 films with 3 copies each	25,000	
Cost of 9 extra copies of each of the 12 films at Rs.125 per copy	13,500	
	98,500	

50 x 24
1200 x 12
14400

20

43956

		Rs.	
One additional clerk to help the Dy.Director of Public Instruction in the Director of Public Instruction's Office: Rs.45 x 12 = 540 + D.A.Rs.18 x 12 = 216		756	Annual recurring charges - Rs.43,956/- i.e. 1/2 lakh roughly - can be easily met from the receipts under Visual Educa-tion**
24 Operators (Rs.100/-)		28,800	
Travelling Allowance to the Operators. (Rs 50)		14,400	
		142456	

(NOTE:- To cover all the schools in each district, it may be necessary to move far away from railway and trunk roads served by public transport. A well equipped van unit will suit the purpose admirably and if each district is provided with a van, the coverage will be more thorough and service more efficient)

When possible 24 vans at Rs.10,000 each may be provided.	Rs.2,40,000
Installation of a library ...	Rs. 80,000

B. Receipt side **(Receipts under Visual Education):-

B

There are about 955 high and middle schools (Boys 655: Girls 300) in the Province. If certain special schools (Training etc.) also join 1000 schools can participate, and if each institution levies an annual small fee of 4 annas per pupil, on an average of Rs.100 per school will be realised. An annual income of Rs.1,00,000 is assured. The recurring -- charges of about half a lakh will be easily covered and the initial outlay of about one lakh of rupees paid by Government can be repaid to Government within 2 or 3 years. Of course the actual expenses for the first year will have to be financed by Government, repayable within 3 years.

R.S. Swarnambal
3.7.47.
for DIRECTOR OF PUBLIC INSTRUCTION.

KAN.3/7

3-7-47.

25

EDN.& P.H.DEPT.(B1).

C.No. 72280 B1/47.

pp 20-23

SCHOOLS AND COLLEGES - Provision of Visual Education by private firms - Levy of fees - Ordered.

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21

From Sri K. Venkataraman, The Educational Cinematographic
Institute, dated the 8th November 1946.
" the Director of Public Instruction, R.C.No. 7443-E2/46,
dated the 7th February 1947.
" " " "
dated the 2nd July, 1947.

--

ORDER MS. NO. 2036, EDN., DATED 19 -9-1947.

--

Ap in Section 19/9/47

The Govt. approve, subject to the following conditions, the proposals of the Director of Public Instruction for the provision of visual education in schools and colleges in ~~this~~ the Province as an interim arrangement till ~~Govt.~~ they are in a position to take up the production of educational films for visual instruction and arrange for their exhibition in schoo and colleges through their own agency:--

(1) that a fee of Re.1/- is levied and collected from students studying in Forms I to III, Rs. 2/- from students studying in Forms IV to VI and Rs. 3/- from those studying in colleges, for the purpose;

(2) that the films to be shown in the schools and colleges should be subject to recognition and approval by the Director of Public Instruction;

(3) that the fees collected for visual education should be kept separately by each school and should be utilised only for that purpose;

(4) that the money collected for the purpose in a year, should, as far as possible, be spent in that year;

(5) that accounts relating to the collection of fe and the expenditure therefrom should be audited and submit separately with the annual accounts; and

vide p 28 infra for amendment

(6) that the school or college authorities make the own arrangements with recognised film producing concerns f the exhibition of the films and draw up the year's program

firms or agencies recognised by DPI

2. The Director of Public Instruction is requested make ~~special~~ speedy arrangements for ~~causing~~ Censoring and approving these educational films. He is also requested to submit final proposals for the provision of visual education as a long range scheme on the lines of the tentative scheme submitt by him for consideration of Government in connection with

P.T.O. -2-

-2- ~~26~~

the Part II Schemes for 1948-49 if possible.

To

✓The D.P.I.

✓" D.I. & P.

✓ A.G. [illegible]
Exec. of the [illegible]

Two extra copies

11/9/47

11/9/47

27

D.O. Office of the Director of Public Instruction,
Cathedral P.O., Madras, 23rd September 1947.

SECRETARY, EDN. AND P.H. DEPT.
23 SEP 1947
GOVERNMENT OF MADRAS

22

My dear Subramanian,

SUB: Schools and Colleges - Provision of Visual Education by private firms - Levy of fees - Ordered.

(t)/25-6

Please see G.O.Mis.No.2036, Education, dated 19--9--47.

75676

(t)/25

Under condition (6) ~~xxxx~~ mentioned therein, it is stated that the school or college authorities should make their own arrangements with recognised film producing concerns for the exhibition of the films and draw up the year's programme. The words, "film producing concerns" may make it difficult for us at present to get sufficient educational films. The words "recognised film producing concerns" may be replaced by "firms or agencies recognised by the Director of PublicInstruction."

Yours sincerely,

gos
Register

To

M.V.Subramanian, Esq., I.C.S.,
Secretary to Government,
Education & P.H.Department,
Fort St.George, Madras.

Edn. & PH (B1) Dept.

28

C no. 75676 B1/47.

Schools and Colleges - Provision of visual Education - ~~Levy of fees~~.

(t)/25-26 p1cf

Read: Go MS. no. 2036 Edn. d. 19.9.47.
From the DPI, Do. dated 23rd. Sep. 1947.

Memo no. 75676 B1/47-1 Edn. d. 30/9/47.

(t) p 25.26 cf

In condition (6) ~~of the conditions mentioned~~ ~~under~~ in para 1 of the Go ~~referred to above~~ no 2036 Edn. d 19.9.47, for the words "recognised film producing concerns", the words "firms or agencies recognised by the DPI" will be substituted.

29.9.47

30/9/47

To
The DPI ✓
The AG thro' Fin. ✓
The Exr of L.F.A.
DI & P. ✓
One S.C.

24/9/47

24.9.47

30/9

Note: Please see the Do from the DPI on page 1cf. His suggestion may be accepted. It is presumed

P.T.O.

2 29

that it is not necessary to let Finance see as no financial question is involved or add'l. [illegible] amount.

For orders as to circulation.

What exactly are the difficulties contemplated by the Dir. P. I.?

24/9/47

26.9

24.9.47

The amendment proposed by the DPI will enable schools to arrange with firms exhibiting films instead of with producers only. It will also enable the DPI to select the concerns ~~from~~ which ~~should~~ exhibit the films.

~~A draft D.O. to the DPI is submitted below for approval~~. The correction was suggested originally by the D.P.I. and he wants to alter it now. Draft may be approved.

27/9/47

27.9.47

Correction (3) on p 21 C7

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30 Edn & PH (B1) Dept.

G. no. 84044 B1/47.

Schools and Colleges - Visual education. Introduction of - Amendment to Go. no. 2036 Edn dated 19.9.47.

From the Director of Public Instruction, ROC. no. 7443 E/46 d/ 15.10.1947.

Memo no. 84044-B1/47-4 Edn d/ 3/2/48.

The Director of Public Instruction is requested to forward a copy of his letter referred to above, as the original has been mislaid.

3/2/48

To
The DPI.

despd
3/2/48

2/2/48

2/2/48

note: The file on the above subject was sent

6

31

to Finance on 25.11.47 with this dept. U.O. no. 84044-B1/47-1 Edn dt 25.11.47. Fin were reminded to return the file twice - on 27.12.47 and 16.1.48. and it has not yet been received back. Presumably it has been lost or mislaid by them. A copy of the DPI's letter may therefore be called for. The draft memo on page 1 ante is for approval.

30/1/48

2/2/48

32

25

Educational Department.

R.C.No.137 L4/48. Office of the Director of Public Instruction,
Cathedral P.O., Madras, 10th February 1948.

ASST. SECRETARY TO GOVERNMENT
11 FEB 1948
EDUCATION AND PUBLIC HEALTH DEPT.

From

Sri D.S.Reddi, M.A.(Oxon).,
Director of Public Instruction, Madras.

To

The Secretary to Government,
Education & Public Health Department,
Fort St.George, Madras.

10095

(4) 25-2-48 plante

Sir,

Sub: Schools and Colleges - Visual Education - Introduction of - Amendment to G.O.No.2036, Edn., dated 19-9-47.

Ref: Govt. Memo.No.84044-B1/47-4, Edn., dated 3-2-48.

A copy of my letter R.C.No.7443 E/46 dated 15-10-47 is herewith enclosed.

R.S. [illegible]
10.2.48
for Director of Public Instruction.

PTO

33

--~~2~~-- 4

Copy of letter R.O.C.No.7443-E/46 dated 15-10-47 from the Director of Public Instruction, Madras to the Secretary to Government, Education & P.H.Department.

Sub: Visual Education in schools and colleges - Introduction of -

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Y|25-26 C

With reference to condition (1) to para 1 of G.O.No.2036, Edn., dated 19-9-47 regarding levy of fees in schools and colleges, I have the honour to suggest that the following may be added:

"In the case of institutions owning projectors fees at half the rates prescribed may be collected."

34

E & PH (B1) Dept.

Cm. 84044 B1/47.

Schools and Colleges. Provision of visual education - Levy of fees.

Read: G.O. No. 2036 Edn Dt 19.9.1947.
From the DPI., ROC. No. 7443 E/46 Dt 15-10-47.

Y|25-26 C

64 C

21/3

20/3

D 19/3

Y|25-26 C

Memo No. 84044-B1/47-7 Edn Dt 19/3/48.

The following sentence shall be added at the end of condition (1) in para 1 of G.O. No. 2036 Edn dated 19.9.47:-

" ~~and~~ In the case of institutions owning projectors fees at half the rates prescribed may be levied".

21.2.48

To
The DPI ✓
The AG thro' Fin. ✓
The Exr of LFA ✓

14/2/48

14/2/48

Note:- Please see the ~~Copy of the~~ letter from the DPI.

2

35

on page 4 cf. The draft memo on p. 1 ante follows the Dir's recommendation. The file maybe sent to Finance for acceptance before issue.

14/2/48

14.2.48

21.2.48 S

Why this change? What is the standpoint? Pl speak.

? [illegible]

As orally instructed, a draft memo is submitted below for approval.

16/2/48

B1

27

To the Secretary, E.&.P.H.

DEPUTY SECRETARY TO GOVT. EDN.
72280
25 NOV 1946
EDUCATION AND PUBLIC HEALTH DEPARTMENT

I am herewith sending a representation from Mr. K. Venkataraman of the Educational Cinematographic Institute. I think visual education has come to a stay in this country and must be utilized more and more as soon as possible. Especially in these days, when children rush to cinemas and spoil their minds, it is necessary that we should at least organise a system of cinema instruction in schools itself which will keep the children from the cinemas and will give them knowledge. The ideas of Mr. Venkataraman are worth considering. He refers, on p.2 of his memorandum, to a scheme which he has submitted to Government. That scheme may be examined and put up.

p.4 cf

I think we can levy a fee of one rupee per boy per year in the school to meet expenses and that will not be too much for the boys to pay either. This matter may be examined. The scheme may be put up so that I may go through it and see whether the scheme may be taken at once.

SECRETARY, EDN. AND P.H. DEPT.
23 NOV 1946
GOVERNMENT OF MADRAS

TSA
22.11.46
H.M.Edn.

Edn. & P.H. Department (B1).

Please see the minutes of H.M.(Education) above and the representation from Mr. K. Venkataraman of the Educational Cinematographic Institute, Madras, on pp 1-7 c.f.

2. In 1938, the Director of the Educational Cinematographic Institute, Madras, submitted a scheme on the question of utilising cinema films for the spread of education among the children and the masses, and the Director of Public Instruction recommended it. The Director was informed that the scheme did not commend itself to Government and that they were averse to allowing proprietory cinema concerns to acquire vested interests in the educational system; but would prefer departmental arrangements for the use of the cinema as an instrument of education. It was also decided that the scheme should

p.24 cf (J)

P.T.O.

that the education through motion pictures develops imagination, and originality and intensifies impressions and leads ultimately to greater creative activities among school children. He recommended that the following firms in the order indicated may be approved for carrying out the scheme of visual education :

pp 2 of (a)

(1) The Educational Cinemotographic Institute, Madras.

(2) Projection of India Pictures, Madras.

(3) Madras United Artists Corporation, Madras.

pp3-4 of (a)

He reported that if the scheme was approved ~~in~~ generally, details of the scheme would be worked out and submitted to Government. It was deferred for consideration along with schemes for Post-war Educational Development for the reasons mentioned at p1 and pp 3 & 7 of (a) i.e. to ~~[illegible]~~ keep trade out and to have the scheme worked out under Govt. control.

3. The details of the scheme proposed by Mr. Venkataraman of the Cinematographic Institute, Madras, are on pages 4-7 c.f. He proposes to adopt a Five year plan for the introduction of visual education through different stages and to establish a National Central Film Library and a Film Archieve to cater to the needs of the Province. This Library will be the property of a Society with an influential Board of distinguished educationists, public men in which representation will be given to Government, University, Corporation of Madras and the Teachers Guild. A journal on visual education is also proposed to be started.

p5-6 cf

p6 cf

4. The ~~finance~~ funds ~~that will be~~ required for the working of the scheme is proposed to be met from the revenue derived from the schools. It is reported that it ~~is~~ would be enough if the Government contribute a grant for developing the library. ~~Attention is also invited to the kinds of~~ The sort of assistance required from Government is specified on page 7 c.f. ~~It is been suggested~~ with reference to the suggestion that a fee of Re1/- per pupil may be levied. attention is solicited to ~~The levy of fees is not possible in the case of elementary schools and in respect of adult education. It will be possible to levy fees only in Secondary schools. - Vide~~ the Secretary's note on pages 2-3 ante.

p6 cf

p1 ante

The D.P.I. has not offered any remarks on the details of the present proposals or the cost involved

P.T.O.

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5. The policy hitherto of the Government was not to allow proprietory concerns to acquire vested interests in the educational system. They preferred departmental arrangements for the use of the cinema as an instrument of education. It is for consideration whether the scheme submitted by Dr. Dey in 1944 and accepted by the present Director may be approved, ~~and the~~ If so he may be asked to submit detailed proposals with a clear estimate of the cost involved in introducing the scheme. Being a new scheme of expenditure, it should ordinarily go forward as a Part II Scheme for 1948-9 after the details are worked out; but if a detailed scheme is drawn up and submitted to Government by 1st April, the question of treating it as a scheme for introduction in the course of 1947-8 may be considered.

6. Finance may see prior to circulation.

14-2-47

p1 of (J)

I consider that this policy should be adhered to.

As this is not in conformity with the policy referred to above, I consider that it should not be approved.

I suggest that he should be asked to prepare a scheme only in conformance with the policy that the trade should be kept out.

A

13/2/47

13/2/47

In asking the D.P.I. to work out a scheme it is necessary to give him a lead as to the initial stage of it.

B

Please see my note at pp ~~2-3 ante~~. I suggest that it may be worked out for rural elementary schools, with a link-up with Adult education, & on the footing that no fees will be charged.

17/2/47

Dir.

Edn. U.O. no. 72280-B1/46-3 Edn 17/2/47

ASST. SECRETARY TO GOVERNMENT FINANCE DEPARTMENT 18 FEB 1947 9218-A. Exp. A.

Dir (Exp A)

Please see the notes from p1 above. No remarks seems to be called for at this stage on the proposal of the Edn. H Dept. above. The proposal may be examined in detail

24/2/47

(B1)

on receipt of the scheme proposed to be called for from the D.P.I.

KS 20.2.47. [illegible] 20.2.47 G.i.S 20.2.47

A.S. E&PH

E & PH Secy's suggestions at A & B may be supported meanwhile, the question whether or not a fee should be charged may be left open for the present.

21/2

Fin. U.O. 9218A Exp. A-1 21/2.

E - PH.

ASSISTANT SECRETARY TO GOVERNMENT 14917 22 FEB 1947 EDUCATION AND PUBLIC HEALTH DEPARTMENT

E&PH (B1) Dept.

Notes on pp 3-6 above may be read. Finance department agree with the views of this department at 'A' and 'B' on p 5 ante except that the question of levy of fees should be left open for the present.

2. The file may be circulated to H.M. (Edn) for orders with reference to his minutes on page 1 ante.

22.2.47 S

27/2/47

22.2.47

H.M. (Edn) [illegible]

It is ~~dangerous to~~ not good to entrust this to the trade. ~~It is true.~~ We can evolve a scheme by which in the secondary schools and colleges, we must levy a fee of about a rupee and two rupees respectively per year and ask the managements to keep that amount separately for utilisation for visual instruction. The Director may be asked to work out a scheme. The Education Department may pass the education films which may be utilised in the schools & colleges. The films also may be classified according to the instruction that they may give to the various age-groups and approved accordingly. In the organisation of visual instruction in schools and colleges, we may allow the schools themselves to charge the fees and use them separately for visual instruction and the Government may guide them by whatever regulation that may be necessary. It is too early for us to take up the production of educational films and we must leave this to enlightened producers leaving it open to the Government to render whatever help that may be necessary in the production of ~~Government~~ these films. With these ideas, the D.P.I. may be asked to suggest a comprehensive plan for visual instruction.

Visual instruction will ~~really~~ be eminently useful for adult education. For this, the Government must entirely ~~put~~ foot the bill. While a scheme may be asked for in this direction also, it can be implemented as and when money becomes available.

|A

E&PA (B) 29

A

TSA 27.2.47

SECRETARY, EDN. AND P.H. DEPT. 27 FEB 1947 GOVERNMENT OF MADRAS

Edn & PH (B1) Dept.

Please see the minutes of HM (Edn) on pp 6-7 above. A draft memo to the DPI is submitted below for approval.

1.3.47 S

[illegible] may see before issue.

E&PH U.O. no. 72280-B1/47-5 Edn 1/3/47.

1/3/47

1/3/47

3/3/47

Fin (Exp A)

Please see previous Finance note on pp 5-6 above and the minutes of H.M. (Edn) on pp 6-7 above. The draft memo may be perused and the file returned to E&P.H.

KS 5.3.47 [illegible] 6.3.47 G.i.S 6.3.47

D.S. E&PH

7/3/47

E&PH

ASST. SECRETARY TO GOVERNMENT 4 - MAR 1947 13287 FINANCE DEPARTMENT

Fin. U.O. 9218A Exp. A-2. 6/3.

ASSISTANT SECRETARY TO GOVERNMENT 7 MAR 1947 18829 EDUCATION AND PUBLIC HEALTH DEPARTMENT

pp 11-12 of

Issue 7.3.47

[Memo no. 72280 B1/46-5 Edn dt 7/3/47]

From Educational Films Guild, Bombay, dated 18.3.47. pp13 cf A

From the Excel Trading Corporation, Dt 1.4.47. pp14-16 cf

Please ~~see~~ the letters ~~from~~ the Edl. Films Guild, Bombay and the Excel Corporation, Bombay on pp 13-16 cf + ~~They volunteer themselves to produce and supply films for visual education and to establish film libraries in Schools and Colleges~~ ~~and~~ the minutes of HM (Edn) at A on pp6-7 ante ~~It has since been decided that it is too early for the Government to take up the production of educational films for visual education in schools and Colleges~~.

Vide minutes of HM(E) on pp6-7 ante

The DPI has been asked to submit a comprehensive plan for the purpose. pp12 cf

Copies of the letters on pp 13-16 may be communicated ~~2. In the circumstance no action seems necessary on these references and the the reply from the Director may be awaited.~~ to the DPI ~~for information~~ in continuation of Memo 72280-B1/46-5 Edn dt 7-3.47 - Forwards.

YS 4 ~~H~~ 12 cf

16.4.47 S 17/4/47.

15/4/47

15/4/47

The draft endorsement on p.17 cf is for approval.

21.4.47

17/4/47.

17/4/47

[Endt. no. 72280-B1/46-6 Edn dated 21.4.47].

PTO.

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9 30

JOINT SECRETARY TO GOVERNMENT
12 MAY 1947
EDUCATION AND PUBLIC HEALTH DEPARTMENT

To the Secretary, E.& P.H.

VISUAL EDUCATION.

Visual Education has been taking a great place in the educational systems of the world in many modern countries. In fact, it has been widely used for adult education and to reinforce the knowledge which otherwise boys and girls are getting in our schools and colleges. I have had the advantage of a talk with Mr. B.G. Kher, Premier of Bombay who is also in charge of education. He is also of the opinion that visual education should be effectively introduced in our schools and colleges. I think it is time that we make a concerted plan in this direction.

40327

not recd. but see pp1-7 cf

2 Please see herewith two of the notes prepared by Mr. Krishnamurthi of the Projection of India Pictures at my instance. I understand that for an hour, it will require 4 films of a normal length of 400 feet. The usual films used for visual education are the 16 mm. films. If the films are silent, each takes 16 minutes and if they are with sound, I understand it takes 11 minutes. Each film normally costs Rs.3-4- that is, for the 4 films, it will cost Rs.13 for a day's hire, that is for one hour. This only means the hire for the films but if the hire is for the projection as well as conveyance etc., the hire for a show, I understand, will be about Rs.50/-. In the course of time, we must hope that each school must have its own projector so that they will not be put to the necessity of paying large sums as hire charges but pay only for the films.

3 Now I understand that visual education is being given in some of the High Schools in the Madras city like the Hindu High School, the P.S. High School, Sir M.Ct. Muthiah Chettiar High School and the Kellett High School. They are collecting visual education fees from the students. I suggest that a fee of one rupee per year may be collected from the first, second and third form of all the high schools and Rs.2 per year in Forms IV, V and VI. The managements may be instructed to keep this visual education fee separately and use it either for hiring films if they have projectors or for purchasing films or for making such arrangements in the building to enable these visual education pictures to be shown.

A fee of Rs.5 per year may be collected from the colleges

10

as in many cases, sound films will have to be shown to them and they cost much more. It is expected that these visual education films, while they will be useful in imparting knowledge to the boys and girls in our schools and colleges, they may also in a great measure, save them from the undesirable stuff they are seeing in our picture houses today. This may also be an additional recreation for which they will willingly pay. In course of time, it may be necessary for us to develop for ourselves a film library which may supply educational films to schools and colleges. That will be a long term plan.

4 The D.P.I. may be asked to go through this scheme for visual education and report. Such of those films that may be shown in the schools must be approved by the D.P.I. so that it may be a guarantee that only clean and educationally useful films will be shown in the schools. This should not be another outlet for the exhibition of some of the undesirable films whichm are found in the cinema markets normally.

5 I am told that for visual education to be effective and to save students from being harmed by bad shows, it is necessary that the equipment in the schools must be properly provided in this matter. For an assembly of 200 and above, the minimum lamp illumination of projection equipment must be 500 watts. Wherever possible, glass beaded or pearl beaded screens must be used. In case sound projectors are used, the speaker output must be over 8 watts. Care must be taken regarding the condition of films for exhibition, that is, they should be in a decent state of preservation. If they are not in such a state, the films should be banned as films in a bad state of preservation affect the eyes of students. Proper rules may be framed if necessary for issuing licences to individual film operators to be allowed to show their films in schools.

6 I am anxious that this scheme should come into effect soon. So the D.P.I. may be asked to send his opinions as soon as possible.

TSA
11.5.47.

H.M. Education.

E & PH (B1) Dept.

Please see the minutes of H.M. (Edn) on pp 9-10 above.

11

31

H above. He suggests that a fee of Re 1/- per ~~year~~ annum from I to III Form of High schools, Rs. 2/- from IV to VI Form and Rs 5/- in colleges may be levied and that the amount may be used for hiring films or for purchasing films or for making other arrangements. But the DPI has already been informed

B that the managements of schools may be allowed to levy a fee of Re 1/- in schools and Rs. 2/- in colleges for imparting visual education and he has been asked to suggest a comprehensive plan in the matter — vide the memo on pp 11-12 cf. HM. has also made certain other suggestions which may be taken into consideration in preparing the plan. He will no doubt determine the amount of fee to be levied for the purpose having regard to the expenditure involved. 2. ~~In the circumstances it is~~

7 for orders whether a copy of the minutes of HM (Edn) may be sent to the Director and he may be requested to take into account the suggestions of HM in preparing the plan.

14.5.47

The D.P.I. may also be informed that the present suggestion regarding the levy of fees A above is in modification of the previous suggestion contained in Govt. memo at page 11 cf - B above.

13/5/47

14.5.47

14.5.47

15/5/47

A draft memo to the DPI is subd. below for approval.

15-5-47

15/5/47

15/5/47

pp 18-19 cf

pp 20-24 cf

(Memo No.72280-B1/46-7 Education, dated 16--5--47)

From the Director of Public Instruction, R.C.No.7443-E/46
dated the 2nd July 1947.

The Director of Public Instruction has submitted

~~proposals~~ a tentative scheme for the introduction of Visual Education in schools and colleges for the consideration of Government and recommends that it may be considered as the ultimate long range policy to be introduced, if approved, as and when funds become available. As an interim arrangement, he recommends that the schools may be authorised to levy and collect a fee of not more than Re.1/- per year per student and colleges a fee of Rs.2/- per student for the provision of Visual Edn. subject to the five conditions mentioned on page 21 c.f. For orders whether this arrangement may be approved.

pp22-24 c.f

pp20-21 c.f

May be approved

K

2. The tentative scheme submitted by the Director is on pages 22-24 c.f. The financial implications of the proposal is as follows:

I am in general agreement with the lines on which the tentative scheme has been drawn up.

	Rs.		
1) Cost of Projectors, accessories, generators for non-electrified areas, production of films, etc.	98,500		(Non-recurring).
2) Employment of a clerk to assist the Dy. D.P.I.	756		
3) 24 operators on Rs.100/- p.m.	28,800	43,956	(Recurring)
4) [illegible] T.A. at Rs.50/- p.m.	14,400		
	1,42,456		
4) *24 Vans for transport at Rs.10,000 each.	2,40,000		(non-recurring)
5) Installation of a library.	80,000		Do.

* The Director considers that the vans are necessary to move far away from railway and trunk roads served by public transport and reports that these may be provided when possible. The ultimate recurring & non-recurring cost is Rs.5 lakh & 4.2 lakhs respectively

3. There are about 955 high and middle schools (boys and girls) at present in the province and if certain special schools such as training schools also join the scheme, the total number of schools that can participate will come to 1000. ~~The Director~~ It is assumed that all schools whether under the management of local bodies & private institutions will participate. The Director suggests that an annual fee of Rs.4/- may be levied so that an annual income of Rs.100/- per school may be realised. The total income will then be Rs.1,00,000 per annum. He reports that the recurring charges of half a lakh of rupees will be easily covered and that the initial outlay of Rs.1,00,000 (on the purchase of projectors accessories etc) paid by Government can be

To start with all schools are not likely to participate.

5.7.

p24 c.f

32

be repaid in two or three years. However, the actual running expenses for the first year will have to be ~~financed~~ met by Government. Being a new scheme of expenditure, the proposal should go forward as a Part II Scheme for 1948-49. For orders whether the ~~scheme~~ Director's proposal may be approved and considered as a Part II Scheme for 1948-49.

4. The remarks of LA Finance may be invited U.O. prior to circulation.

5.7.47

Apart from funds, we do not know whether the vehicles will be ready even for 48-49. The DPI has merely referred to this as a hope.

5/7/47.

KSK

Minister may kindly see. 5/7/47. We may signify general approval of the scheme & ask the DPI to send up proposals when, apart from provision of funds, the scheme will be otherwise ready.

7/7/47

LA

Fin:

7/7/47

L.A.Dept(C)

The file relates to the introduction of Visual education in all schools and colleges in the Presidency. The remarks of H.M(Edn) on pp.9-10 above and the remarks of L & P.H. on pp.11-13 may be perused. The expenditure is to be met partly by Govt and mainly by the levy of Special fees from the students vide 'K' on p.12 supra. The schools under the management of local bodies can also join the scheme. ~~With these remarks the file~~ The file may be perused & ~~may be~~ passed on to Finance Dept.

S.N.
14-7-47

SN

LOCAL ADMINISTRATION DEPT.
23671
8 JUL 1947
SECRETARIAT, MADRAS

15.7.47

16.7.47

16.7.47

Finance.

Dp 17/7

L.A.Dept 23671-K

17/7/47

43043 BN

17 JUL 1947

19

Finance (Exp. A).

[Previous Finance note on page 7 above.]

The file deals with proposals relating to the introduction of visual education in schools and Colleges in the Presidency.

2. The Director of Public Instruction has suggested a long range scheme and an interim arrangement – please see his report on pages 20-24 C.F.

3. Interim arrangement.

The D.P.I. recommends that the schools and Colleges may be authorised to levy and collect a fee of not more than Re 1 per year per student in the case of Schools and Rs 2 in the case of Colleges for the purpose of providing visual education therein subject to the conditions mentioned on page 21 C.F.

A op. 20 CF

E & P. H. propose to approve the D.P.I's suggestion. Submitted that Finance may agree.

A op. 12 above

(The proposal involves no extra cost to Govt.)

7.8.47

4. Long range Scheme.

The long range scheme for the introduction of visual education in Schools and Colleges submitted by the D.P.I. is on pp. 22-24 CF. It is only a tentative scheme submitted for the consideration of the Govt. The proposals involve a non-recurring expenditure of Rs 4.18.500 and a recurring expenditure of Rs 43.956 per annum as under:

Non-recurring.	Rs
Cost of projectors, Accessories, generators etc:	98.500.
24 vans for transport at Rs 10.000 each	2.40.000
Installation of a library.	80.000.
	4.18.500.

pp. 23-24 CF

Recurring.	
Employment of a clerk to assist the Dy. D.P.I.	756.
24 Operators ~~[illegible]~~.	28.800
T. A. to operators.	14.400
	43.956 per annum.

The receipt from the levy of fees is estimated at ~~[illegible]~~ Rs one lakh per annum.

B op. 24 CF

23

It is not known what variations, if any, will be necessary in the final scheme which is yet to be worked out by the D.P.I. and when the ~~file~~ final scheme will be ready. Finance may in the circumstances agree with E & P. H. Secy. that the D.P.I. may be asked to send up final proposals when they are ready. If the final proposals are received in time, it may be considered as a Part II Scheme for 1948-9.

7.8.47

No detailed remarks are called for in Finance on the long range scheme at this stage.

7.8.47.

7.8.47

8.8.47

D.S.

Thro' E. III.

7.8.47.

Fin. no. No. 43043 EA-I
8.8.47.

ASSISTANT SECRETARY TO GOVERNMENT
9 AUG 1947
64763

pp 22-24 C.F

E & P.H.(Edn)

The Fin Deptt's note from page 14 ante sets out the proposals for the provision of visual education in Secondary schools & colleges in this Province. They have agreed to the interim arrangement proposed by the DPI in para 2 of his letter on pp. 20-21. In regard to the longrange scheme, they agree that the DPI may be asked to submit final proposals on the lines of the tentative scheme and that it may be considered as a Part II scheme for 1948-9.

The file may be circulated to HM (Edn) for orders whether the interim arrangement may be approved & the DPI may be asked to send up detailed proposals for the long range scheme for consideration as a Part II scheme for 1948-9.

10/8/47

12/8

11.8.47

11/8/47

HM (Ser.)

HM (Edn.)

The suggestion of Finance that the interim arrangement may be approved that for the long range arrangement that we may ~~need~~ await the full proposals of the D.P.I. may be accepted. The fee that may be levied may be Rupee 1/- in the case of boys and girls

16

from I to III forms, Rs.2/- in the case of boys & girls from IV to VI Forms and Rs.3/- in the case of boys and girls in colleges. Unless we have some such fee, it will not be possible for the schools to arrange a requisite number of visual instruction shows.

8 - SEP 1947

The conditions referred to in 'A' ~~in~~ p.14 n.f. may be the following:--

(1) The films to be shown in the schools may be subject to recognition and approval of the D.P.I.

(2) The visual instruction fees may be kept separately by each school and must be utilized only for that purpose.

(3) That the money collected as visual instruction fee may, as far as possible, be spent in the year.

(4) Accounts of expenditure of amounts collected may be audited and submitted separately with their annual accounts.

The D.P.I. must straightway make arrangements for censoring and approving these educational films. A modest charge of Rs.5/- or whatever may be reasonable for a film may be levied on such of those people who would submit their films for approval. These collections may be accounted for separately by the D.P.I. and utilised in connection with the censoring ~~xx~~ or approval of these films.

A

TSA
27-8-47

H.M.(Fin)

For the present (A) above does not look necessary. We must encourage private people to take educational films. No need to charge anything on an industry which is in its infant stage.

M.G.A
30.8

8 - SEP 1947

72280 B1/47

B1 17

Edn & PH (B1) Dept.

The file may be recirculated to HM (Edn) with reference to the minutes of HM (Fin) on p 16 ante.

3-9-47

S 4/9/47

34

HM (Fin)

3/9/47

3/9/47

16 SEP 1947

For the present H.M. Finance's suggestion may be accepted. If the expenses of censoring these films comes to a considerable amount, this matter may be considered.

9 - SEP 1947

TSA
9-9-47

Please see the minutes of HM (Edn) above. ~~It is presumed that~~ No action need be taken for the present on 'A' on p 16 ante. HM (Edn) has not incorporated condition (3) suggested by DPI on p 21 cf. It ~~is~~ seems necessary to incorporate it ~~presumed that it should be one of the conditions~~. A draft order is submitted below for approval. Fin may see before circulation to HM (Edn).

11-9-47

S 14/9/47

Fin (Exp. A)

9/9/47

9.9.47

E & PH Fin. no. 72280 B1/46-1 Edn
11/9/47

54532 EA

12 SEP 1947

Previous Finance note on pp. 14-15 above.

The orders in circulation on pp. 15-16 and 17 above and the draft order may be perused and the case returned to E & P.H.

13.9.47

15.9.47

Fin Secy H.

Thro Accts ?
15/9/47

Sen

Fin UO 54532 EA-1
15.9.47

18/9/47

C.No. 72280 B1/47

[illegible] as P.H. Dept.

The case may be circulated to H.M.(Edu) for approval of the draft order with special reference to condition 6 in para 1 of the draft which is an addition over and above that contained in this minute on page 16 ante.

16-9-47

16/9

H.S. (Am)

~~C.O.~~ 17/9

TSA
19-9-47

SECRETARY, EDN. AND P.H. DEPT.
19 SEP 1947
GOVERNMENT OF MADRAS

pp 25-26 cf

[Issued as G.O. no. 2036 Edn dt 19/9/47] 73790

Special.

E & P.H (B1)
Levy of fees

C.No. 84044 B1/47.
25/11/47.
Thrice reminded

Schools and Colleges – Visual education – Introduction of – Amendment to G.O. 2036 Edn dated 19.9.47.

37

From the D.P.I., Rc. no. 7443 E/46 dt 15.10.1947.

(G.O. 2036 Edn d 19.9.47)

The G.O. cited above was put up in the file (C.no. 77771/47) relating to the provision of visual education in schools and colleges which was considered as a Part-II scheme for 1948-49 and it was in Finance at the time when the letter ref(d) to above was received. The letter was sent to Finance U.O. with the request to put up that G.O. in the file. Finance were reminded twice – in U.O. no. 84044 B1/47-2 Edn dated 22/12/47 and in U.O. no. 84044 B1/47-3 Edn dated 16/1/48. The file has not so far been

Since become a G.O.
Edn – Proposal
6/11/47 deferred

75001
12/12/47.

'A'

Verified from
Personal register

7/6 B1 BE3 AA

received from Finance. That department may therefore be requested to return the file immediately.

16.2.48 Fin

16/2/48

Finance (E III)

The letter referred to E&P.H at A on p1 above does not seem to have been received in this section. E&P.H deptt may be informed accordingly.

18.2.48

E&P.H.
B1.

17/2/48 17.2.48

Please see the note of Fin above. The matter need not perhaps be pursued further. The draft memo below may be approved.

21.2.48 S
Fin 23/2/48

17/2/48

17/2/48

E&P.H U.O. no. 84044 B1/47-5 Edn
16/2/48.
received from personal registry

Fin
9627 E III
18/2/48

E&P.H

E&P.H U.O. no 84044 B1(4)-6 Edn
25/2/48

ASST. SECRETARY TO GOVERNMENT
12292
25 FEB 1948
FINANCE DEPARTMENT

ASST. SECRETARY TO GOVERNMENT
9627
16 FEB 1948
FINANCE DEPARTMENT

ASST. SECRETARY TO GOVERNMENT
12377
19 FEB 1948
EDUCATION AND PUBLIC HEALTH DEPT.

84044 B1/48

Finance (AA) Depts.

The draft memo. below may be perused & the case returned to E&P.H.

1.3.48
13/2/48

1/3/48 E&P.H

Issue E&P.H

Fin no 12292 B1
1/3/48

The draft may issue.

2.3.48 S

19.3.48

ASST. SECRETARY TO GOVERNMENT
MAR 1948
EDUCATION AND PUBLIC HEALTH DEPT.

SECRETARY, EDN, AND P. H. DEPT.
19 MAR 1948
GOVERNMENT OF MADRAS

8/3

15484