

*closed
work*

Sectt. II-27-58,001-27-10-47.

(1) (16)
E.P.H. (1948) Department.

Ms SERIES.

G.O. NO. 2596 Edm

Dated 18 — 10 — 48

*0 for 25
p11 of 25*

[Despatch Abstract.]

Grant — Prohibition — Publicity — Growth policies —
Enactment of dramas by Secondary School Children
Expenditure to be taken into grant — orders issued

Back Papers.

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

Further Papers.

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

GOVERNMENT OF MADRAS
PUBLIC (INFORMATION AND PUBLICITY) DEPARTMENT

SUMMARY OF THE PROCEEDINGS OF THE MEETING OF THE
PUBLICITY ADVISORY COMMITTEE, HELD ON 25-11-1947.

A meeting of the Publicity Advisory Committee was held on 25th November 1947, at 4 p.m. in the Committee Room in the Secretariat, with the Hon'ble Minister for Public Works and Information in the Chair. The following members were present:-

1. Sri. C.V.Hanumantha Rao, Director of Information and Publicity. (Secretary)
2. Begum Sultan Mir Amiruddin, M.L.A.,
3. Sri. K. Subramanyam, B.A.,B.L.,
4. Srimathi Savitri Rajan.
5. Sri. K. Subramanyam, (Coimbatore) M.L.A.,
6. Sri. M. Satyanarayana.
7. Sri. Kallur Subba Rao, M.L.A.,
8. Sri. G.T. Sastri, Station Director, A.I.R.,
9. Sri. A.N. Sivaraman, Editor, 'Dinamani'.

After the opening address of the Chairman, (copy placed below) a general discussion took place on item 2 of the agenda, viz., Language used in A.I.R. broadcasts. Station Director, A.I.R. raised the point that local dialectical variations should be given a place in the broadcast talks in the Rural programmes. The language used in one area differed from place to place in the same area, the Tamil used in Coimbatore differing from the Tamil used in Tinnevely, for example. Similarly in respect of Telugu and Malayalam also.

The question whether an Advisory Council was required to advise A.I.R. with regard to the use of a particular variety of language in rural broadcasts was also raised by him. It was agreed that the language used by the newspapers may be taken as more or less the standard one for the purpose of A.I.R. broadcasts also.

The Director of Information and Publicity pointed out that so far as the Government were concerned, they came into contact with A.I.R. at two points. One is the general publicity talks arranged for by the Department and the second is the rural programmes. At the moment nothing is being done about rural programmes

by the Government, except to this extent that the talks in which the various departments of the Government are interested in are being co-ordinated and the list sent to the A.I.R. A scheme is now under consideration to take over the rural programmes under the Information and Publicity Department. When A.I.R. authorities raised the point about the constitution of an advisory Board 3 or 4 months back to advise them about the language used in the rural talks, they were informed that it was not necessary, since we already have a Committee known as the Conference of the Heads of Nation Building Departments.

The Hon'ble Minister observed at this stage that an Advisory Committee to advise on general matters may be set up. Mr. Satyanarayana stressed the need for such a Committee. He said that difficulty arose not only in the matter of words and vocabulary but also in regard to the selection of persons for the talks. He seemed to hear always the same type of accent while listening to the rural talks. The moment he turned, he said, he could hear somebody speaking with a Godavari accent and very rarely anyone talking with a Kurnool or Giddapah accent. It was quite likely that people were selected from various districts, but the impression he formed was as above. He added that he had been working for standardisation of the languages and he felt that there was a good deal of repetitions of the same ideas. He wanted that speakers should be selected keeping in view the need to provide for variations in dialects, as that it would prove a relief to the listeners. In the rural programmes, he said, he heard departmental talks. But very little time was devoted to subjects connected with education and other matters bearing on social and public life. It is only when such programmes were introduced that the people would realise their responsibility to the Government. An Advisory Committee will be quite useful in this respect.

Item No. 3:- Need for Publicity for anti-corruption measures through A.I.R. broadcasts was generally accepted. Views were expressed that greater publicity could be given through the radio for action taken by the Government in corruption cases like black-marketing etc.,

It was also thought desirable that the names of those Government servants found guilty of corruption and dismissed from service as apart from those who were awarded some other punishment, should be publicised to provide a deterrent to others. The Hon'ble Minister said that the suggestion should be examined by the Department.

Item No. 4:- Information Films. In view of the revival of the Information Films and Indian News Parade, it was pointed out by Mr. Subramanyam that the Government could arrange with the Government of India for the purchase and distribution of the above films. Films on about 200 subjects were available at present of which 40 per cent were on South Indian subjects. Propaganda and publicity work could be done more effectively through the films. Government should make the exhibition of information and educative films compulsory in all the theatres in the Presidency. This Government could also co-operate with the Government of India in the matter of production of such films, and give them the necessary materials and assistance in the matter of production of information films of interest to this Government and to this Province.

The Director of Information stated that so far as educational films were concerned, the Education Department was doing something in that direction already. They have secured a number of film shorts produced by the United States and British Information Services and had circularised / distributed school-managements in the Province, which have got the necessary equipment, to screen such films for the benefit of the boys by charging certain fees for it. He also explained the steps that have been taken so far by the Information Department about film publicity and referred to the appointment of a Sub-Committee of the Conference of Heads of Nation Building Departments, which is now a body co-ordinating departmental publicity, to formulate a scheme for publicity through motion pictures. It was decided that Mr. Subramanyam of the S.I. Film Chambers, who is also a member of the Committee, may send his suggestions to the Director for incorporation in the draft scheme prepared by the Sub-Committee. The Director of Information pointed out that the question of compelling cinemas to exhibit educational or information shorts up to a prescribed length was under consideration by the Government in the Home Department.

Item 6:- About the indirect method of propaganda about Government's policies and achievements through the radio dramas and programmes, it was suggested that dramas could be arranged through the radio and other means in regard to certain policies of the Government such as Prohibition, Anti-corruption etc., It was also suggested that school children and other youngsters in the villages might be induced to enact such dramas for the benefit of the public and that prizes might be given for the best performance. It was agreed that this would create great enthusiasm among the public-

Item 7:- Centralisation of all Government publicity through the Government's publicity Department and the method of achieving it was discussed. It was suggested that a scheme should be put up. The Director of Information gave the Committee an idea of the technical staff employed in the Department and their functions.

In this connection it was pointed out by the Director of Information and Publicity, that already all the press notes, press communiques, press releases and unofficial notes of all the departments were released through the Information and Publicity Department. In some cases the department prepared the press notes etc., and issued them after circulation to the concerned Secretaries and Ministers. The Director also informed the Committee that arrangements have been made to have the press notes and communiques issued in the regional languages for the benefit of the regional language newspapers.

There was unanimous approval of the suggestion made by Mr. Sathyanarayana and Mr. Sivaraman, that wide publicity should be given to the working of the Governmental Machinery and that as a first step the Madras Administration Report published every year in English should be published in Telugu and Tamil also with the addition of necessary illustrations and charts. Hon'ble Minister stated that as work increased in the Department necessary staff will be provided.

Lastly, it was decided that another meeting of the Committee may be arranged for in the second or the third week of December, 1947 (on or about the 15th December 1947). With this the meeting terminated.

C.V. Hanumantha Rao,
Director of Information & Publicity.

GOVERNMENT OF MADRAS
Public (Information and Publicity) Department

The summary of the proceedings of the inaugural meeting of the Publicity Advisory Committee constituted by the Government in G.O. No. Ms. 3231, dated 31st October 1947, may be perused. The file may be circulated to H.M. (P.W) for perusal of the summary, before circulation to the concerned departments for action with regard to matters referred to at A, B and C on pp. 3 and 4 thereof.

C.V.H.
27-11-47.

K.R.M.
28-11-47.

H.M. (P.W)

M.B.
28-11-47.

C.V.H.
29-11-47.

A copy of H.M.'s inaugural speech may be sent to all members of the committee for information. A copy of the summary of the proceedings may be sent to the departments concerned for further action. They may be requested to communicate to this department the final orders passed on the recommendations of the committee with which they are concerned.

C.V.H.
3-12-47.

Forwarded/By Order

To Public (General B).
To Public (Service B).
To Revenue Department.

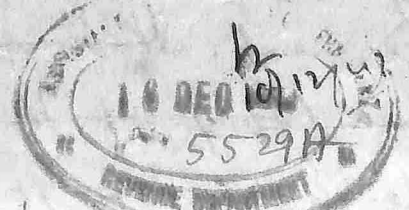
SUPERINTENDENT.

327/47-6
8.12.47

A copy of the summary of the proceedings referred to at A above has not been received. But (G & P) may be requested to put up a copy.

Plan see
meeting is
being held
in the
main hall
on 10/12/47

Rev. no. 5373A/47
10.12.47.



P.T.O.

Pub (I & P) Dept.

A copy of the Summary of the Proceedings of the meeting of the Publicity Advisory Committee held on 25/11/47 may be sent to the Revenue Dept. with reference to that Dept's note overleaf.

BS
13/1/48
15/1/48

15-12-47

Rev.

1308/47-4

18/1/48

To AS II:-

Rev Dept

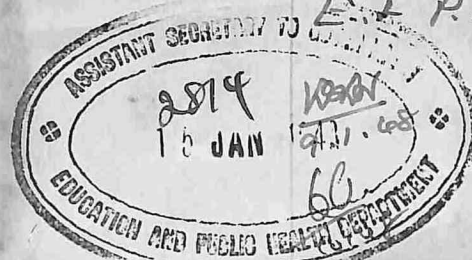
9261

D3
6/1/48

The file is sent to this Dept. with reference to B on p. 4 ante.

2. Entertainments of various kinds have been organised by the Govt. in the Prohibition Dts. to divert the minds of ex-addicts. Govt. have sanctioned subsidies to deserving dramatic troupes in the Prohibition Dts. to provide entertainments to the people. Each prohibition Dt. has also been provided with a propaganda van equipped with a cinema outfit and public address system. These vans are provided with gramophone records and films and they are made use of for propaganda and also for providing effective counter attractions to drink.

3. As regards the enactment of dramas by school children etc., E. & P.H. is concerned. It is seen from p. 5 ante that a copy of the proceedings on pp 1-4 ante has not gone to that Dept.



Rev. no. 926 D/48-1
12-1-48

DK

With the above remarks, the file may be returned to Pub (I & P) Dept. through E. & P.H. may therefore see before circulation.

h
12-1-48

Erst H

E & P.H. Dept.

The file has been sent to this Dept. for remarks on the suggestion at B on p. 4 ante. Rev may be requested to consult the D. P. I on the suggestion, in the first instance and then send the file to this Dept. for remarks.

E & P.H. no. 2914 B/48-1
dated 2.2.48

29.1.48
AS II
2/2/48
Rev

To AS

Rev. Dept.

Please see E. & P.H. no. above.

2. As suggested by that Dept., a draft memo to the Director of Public Instruction is submitted below for approval. The Board of Revenue may be requested to offer its remarks on B on p. 4 ante in consultation with the D.P.I. A draft memo is subd.

6/2/48
rev

h
6/2/48



Rev. Dept.

39/512

Memo No. 926 D/48-2 dated 9-2-1948.

Prohibition - Publicity Advisory Committee - Certain suggestions regarding Govt's policies - Remarks - Called for.

Pl. issue to return
Rabul
9.2.48

At the meeting of the Publicity Advisory Committee held on 25-11-1947, it was suggested in regard to the indirect methods of propaganda ^{about Govt's policies and achievements} that dramas could be arranged through the radio and other means in regard to certain policies of the Govt. such as Prohibition, Anti-Corruption etc. It was also suggested that school children and other youngsters in the villages might be induced to enact such dramas for the benefit of the public and that prizes might be given for the best performance. The ^{Board of Public Instruction} is requested to offer ~~its~~ remarks on the suggestion.

Copy to the Director of Public Instruction, Madras.

6.2.48
Consultation with the ~~Director~~ Director of Public Instruction.
W. V. S.

SIR,

I am directed to forward the enclosed Proceedings of the Madras Government,

No.

, dated the

192

I have the honour to be,

Sir,

Your most obedient servant,

Secretary.

BOARD OF REVENUE (EXCISE) DEPARTMENT

23653

1 MAY 1948

Sub: PROHIBITION - publicity Advisory Committee certain suggestions regarding Government's policies

Read: Government Memorandum No. 926 D/48-2 dated 9-2-48.

Dis. 1358/48

Dated 12-5-48

Station - Triplicane, Madras, 5.

From

Md. Munzoor Husain Khan Sahib Bahadur, B.A. (Hons).

Assistant Secretary, Board of Revenue (Excise).

V.N. Kudva Esq., C.I.E., I.C.S.,
Member, Board of Revenue & Commissioner of Land Revenue,
Excise & Prohibition.

REFERENCE:

In their memorandum cited, Government have called for the remarks of the Board on the following two suggestions in consultation with the Director of Public Instruction in order to give publicity to the Government's policies and achievements such as Prohibition, anti-corruption etc. (i) that dramas could be arranged through the Radios and other means, and (ii) that school children and youngsters in the villages might be induced to enact such dramas for the benefit of the public and that prizes might be given for the best performance. The Director of Public Instruction who was consulted in the matter is in agreement with the above Government suggestions regarding propaganda. The Board also agrees with the suggestion of Government, as through dramas, effective propaganda can be carried on in favour of Prohibition. In this connection the Board also desires to make the following further remarks:-

(i) Government may arrange with the Broadcasting authorities for short stories and dramas to be broadcast through the radio. Small social plays are now being broadcast which last for about 15 minutes. The Board considers that similar dramas can be broadcast containing some stories which will serve as a propaganda in favour of Prohibition.

(ii) As regards dramas through other means, village troupes

P.T.O.

troupes are now being encouraged to put up dramas which serve as a sort of counter-attraction and subsidies to the extent of Rs.250/- are being sanctioned by Government for enacting 10 dramas in villages. If these village troupes can also enact dramas which will carry home to the people the policies of Government and also serve as a propaganda in favour of Prohibition, then they will be effective. It is however doubtful whether the local dramatic troupes will come forward to enact the plays free of cost and whether the villagers themselves will be able to bear the cost. The Board is of opinion that Government subsidy for these dramatic troupes is essential, if Government desire any systematic propaganda to be carried on in the villages through the medium of dramatic troupes.

(iii) As regards dramas by school children and other youngsters, if the school authorities can arrange for such dramas, it will be quite effective. Teachers may also be encouraged to write up small stories or plays on Government's policies and achievements and also organise these dramas in the schools. The Education department may encourage these activities and the cost of organising and running these dramas may be borne by the Educational institutions and Government may give prizes to the best performances in each district. The Board suggests that the Director of Public Instruction may be asked to issue necessary instructions to the Educational officers in this respect.

Munroo Hussain
13548

ASSISTANT SECRETARY

K.R. 13-5.
To

The Secretary to Government, Revenue Department, Fort St. George, Madras.

Grant - Prohibition - Publicity - Govt's policies. Enactment of dramas by school children. Expenditure to be taken into account for grant.

44
18/10
H 9-104

From the Board of Revenue (Exercise) L Di-1358
d 12-5-1948

Order n 2596. E. Ch. 18.8.48
HIS

2/10/48
Comp. 12/10/48

It has been suggested that in order to give publicity to the Govt's policies and achievements such as prohibition, anti-corruption etc, school children and youngsters in the villages might be induced to enact dramas for the benefit of the public and that prizes might be given for the best performance. The Govt accept the suggestion. The ~~secondary schools~~ ^{secondary schools} may incur expenditure in connection with the organisation of dramas upto a maximum of Rs 25/- per drama, the number of such dramas that may be enacted in a village being restricted to one in a year. The D.P. is requested to issue the necessary instructions to the authorities of the educational institutions in the Province. ~~The expenditure involved in the organisation of these dramas will be treated as an approved item of expenditure for purposes of teaching grant.~~

H 648

H 3252

To The D.P.
" Board of Revenue (Exercise)
" Rev. Reg.
" P.W. (S.P.)
" Ag. (Through)

17/10/48
20/11/48

C.F. 32 (a).

Department
From (Name)
Designation The Director of Public Instruction
Station M A D R A S.

Received
To
The Secretary to Government Education & Public Health Department.
M A D R A S.

Registered

Enclosures:

No. Rc. 1076 D1/48 dated 27--4--1949.

Sir,

Sub :- Grant--Prohibition--Publicity--Government's policies--Enactment of dramas by Secondary school children--Expenditure incurring of.

Ref :- G.O. Ms. No.2596 Education dated 18--10--48

In para 1 of their order quoted above Government have stated that Secondary Schools may incur expenditure in connection with the organisation of dramas up-to maximum of Rs.25/- per drama. In para 2 of the same order it is stated that the expenditure so incurred should be treated as an approved item of expenditure for purposes of assessment of teaching grant.

2. I presume that in respect of Government Secondary schools such expenditure may be incurred from the contingent allotment of the school concerned. Kindly confirm whether my presumption is correct.

Yours faithfully

Thiruvananthapuram

for DIRECTOR OF PUBLIC INSTRUCTION

19

C. no. 33232 B1/49

Schols. Government - Secondary. Publicity
for the policies of Government - Enactment of
dramas by children. Expenditure. ^{to be met from} ~~Expenditure~~
the allotment for contingencies

W/A 11/11/49
8/5/49
17/5/49

Read: G.O. no. 2596 G.O. dated 18.10.48
from the D.P.O., R.C. no. 1076-D1/48 dt 27.4.1948.

Memo no. 33232-B1/49-2 G.O. dt 16/5/49

2/14/5/49

The D.P.O. is informed that this presumption
that the expense upto a maximum of Rs 25/- per
drama in connection with the organisation of drama
by children in the Govt. Secy. Schools, ^{for giving public} ~~for giving public~~
to meet policies and achievements,
~~mentioned in the G.O. cited~~ may be met from the
Contingent allotment of the school concerned, is correct.

the D.P.O.
the A.G. (with a copy
of p. 149.)

14/5/49
13/5/49

11/5/49

16/5

CNO. 926
D
1948

pp 9-10 of
B' at p 6 of

p 6 of

12/10/48

Para (i) on p 11 of

A

Para (ii) on
pp 11-12 of

B

Para (iii) on p 12 of

C

(=)

Res. Dept.

Prohibition - Public Advisory Committee Suggestions Regarding Govt Policies

TOAS

On the recommendation of the Public Advisory Committee, remarks of the Board of Res in consultation with D.P.I. were called for on the two suggestions ^{to give publicity to Govt policies and achievements such as Prohibition} (i) that dramas should be arranged through the Radios and other means; and (ii) that school children and youngsters in the villages might be induced to enact such dramas for the benefit of the public and that prizes might be given for the best performance.

2. While agreeing with the above suggestions (in ^{consultation} ~~consequence~~ with the D.P.I.) the Bd has recommended observed

(i) Govt. may arrange with the Broadcasting authorities for small dramas ~~similar to those social drama plays~~ in favour of Prohibition to be broadcast ~~through the A.I.R.~~ ^{through the A.I.R.}

(ii) Subsidies ^{may} ~~to be~~ granted to village dramatic troupes to encourage enactment of plays which will carry home the policies of the Govt and ~~to~~ also serve as a propaganda in favour of prohibition, and

(iii) Educational authorities ^{may} ~~to~~ arrange dramas by school children and other youngsters through the school ~~and~~ ^{by the Govt} prizes may be awarded ~~for the~~ best performer in each district; but the cost of organisation and running these dramas may be

(P.T.O.)

boone keep the educational institutions.
 and P.H. may be requested to issue necessary
 instructions in this respect.

As regards the Board's suggestion at
 B on p. 1 ante, the question of ^{allowing} granting
 a lumpsum grant at Rs. 1000/- for
 each dt is already under the considera-
 tion of the Govt. No action is called for.

P.W (I+P) and E+P.H. may see
 for remarks on the Board's ^{recommendation} ~~recommendation~~
 at 'A' and 'C' on p. 1 ante

19/5/48
 215/48
 255/48
 Pw (I+P)
 E+P.H.
 Recd. No. 926-D/48-2
 25.5.48
 14/8/48
 265/48

P.W (I+P) Dept

Please see the note of Rev. on
 pp. 1-2 above. This Dept. is concerned
 with the suggestion at 'A' on p. 1 ante.
 The suggestion seems to be worthwhile
 and this may perhaps be placed
 included in the agenda for the
 next meeting of the Publicity ^{Advisory} ~~Advisory~~ Committee.
 If A is approved, necessary extracts will
 be taken for further action. This file
 may be passed on to E+P.H.

265/48
 27/5/48
 E.P.H.
 39913
 Pw (I+P) LK

This Dept. is concerned with point (c) in the Rev. Dept's
 note. This Dept. may agree to instructions being issued
 to the D.P.D. as proposed. The file may be returned to Rev. No.

The finances of educational institutions will

3
 (2)
 B1
 Asst. Secretary to Government
 20 JUN 1948
 EDUCATION AND PUBLIC HEALTH DEPT.
 Edu. PH. No. 39913 B/48-1 Edu.
 14/6/48
 12.6.48
 216/48
 226 E+P.H.
 E.P.H. Dept.
 To Asst. Action has now to be taken in this
 file only on C on pp. 1-2 ante. The
 file may therefore be finally
 transferred to E+P.H.
 Rev. No. 926D/48-4
 22.6.48
 46009
 Please see the suggestion of
 P.T.O.

9

SLA

the Board of Revenue (Excise) in para 3 of li
letter on pp 9-10 cf, the note of Rev on pp 1-2 ante
& the Dept's note on pp 2-3 ante.

The file may be sent
to Finance for remarks.

25/6/48
16/7/48
29-6-48
Finance
30-6-48

Finance (Expt)

Please see the note of Revenue
on pp 1-2 above, particularly c on
p 1 above and the notes of EDPH
from the foot of p 2 above.

In view of the Prohibition
policy of the Govt., the proposal of
~~in the note on p 3 above may be~~
~~agreed to summarise it is not possible~~
~~to discuss it with not be possible~~



2-117
E & P H U S N
46009 B, (as-1026)
2-7-48

Fin. U.O. 48174 E.A-1
12-7-48



51841
SU



to ask the DPI to instruct educational
institutions to arrange for dramas
may be accepted. He may, in the
first instance be asked to issue
instructions to the effect that the
institutions themselves should
arrange to bear the cost by the
collection of small subscriptions
from the pupils concerned without
committing the Govt. to any extra
expenditure. If, in ^{actual working} ~~future~~, it
is found that this is unworkable,
he may be asked to submit definite
proposals for the grant of financial
assistance by the Govt. with
details as to the cost involved.

HA
10748
10-7-48

10-7-48
14/7/48
S.P.H.

A draft Memo to the DPI is
submitted for approval. It would seem however
to be unjustifiable to ask the pupils to meet the cost
of organizing the dramas ~~being~~ intended
to give publicity to Govt's policies & achievements
20-7-48 H.M. (Son) may see before come

21-7-48
A-5224/48
S

by p. 3 etc.

~~The Govt. has not the capacity~~

24/7/48 H.M. (Son)

2-8-48

D.T.

Please see the orders in circulation on p 5 ante. A draft ^{order} ~~letter~~ to the ~~DP~~ is submitted for approval. Finance may see before issue.

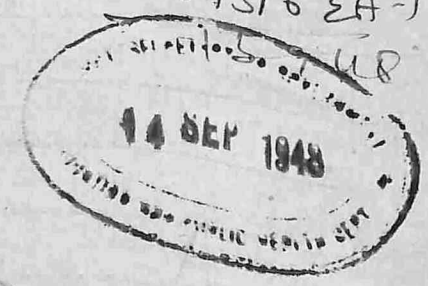
by 16/9/48
AST / S /
20/9/48
20/9/48
20/9/48



(Persons Finance notes app. 4-5 above) Please see the orders in circulation on page 5 above and the draft order below. The order does not specify any monetary limit up to expenditure may be incurred in connection with each drama. A maximum limit of R. 25 per drama may be fixed on the basis of 12 on page 10 C.F. S.P.H. may be requested to amplify the draft order incorporating this point and also the number of dramas that may be enacted in a village in each year. Orders may be different for each village.

A revised draft order on the lines indicated above by Finance is submitted for approval.

by 17/9/48
AST / S /
20/9/48
20/9/48
20/9/48



C. no. 33232 B1/49.

Schools. Government - Secondary. Publicity for the policies of Government - Enactments of dramas by children - Expenditure.

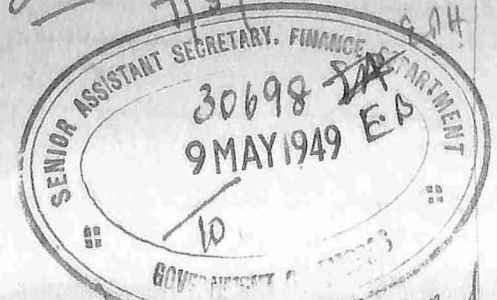
From the DPJ., RC. no. 1076-D1/48 dated 27.4.1948

In no. 2596 Edn. dated 18.10.48, the Govt. accepted the suggestion that in order to give publicity to their policies and achievements such as prohibition, anti-corruption, etc., school children and youngsters in the villages might be induced to enact dramas for the benefit of the public and prizes might be given for the best performance. They also ordered that up to a maximum of Rs 25/- per drama, (the number of dramas in a village being restricted to one in a year) and that the expenditure involved in the organisation of the drama would be treated as an approved item of expenditure for purposes of grant-in-aid for the schools under local bodies and private management.

2. No orders have so far been issued as to how the ^{incurred} expenditure on the purpose by the Govt. Serv. Schools should be met and the DPJ now enquires whether it may be met from the Contingent allotment of the school concerned. There is no objection to meet the expenditure from the allotment for contingencies and the Dir may be informed accordingly. Before the reply is sent to the Dir, Finance may see for remarks, if any.



Exp. no. 33232 B1/49-1 Edn. 7/5/49



The proposal at 'A' above may be agreed to in Finance

11.5.49.

Please see the note of Finance above

The draft memo below is for approval. After issue,
the papers may be filed with Co. no. 2596 Ebn.
dated 18.10.1948.

$\frac{m}{14/5/48}$

S / $\frac{16}{3}$

(A) 11/10/48

(11)

11/10/48

11/10/48