

closed
10/11/49

Sett. II-27-69,004-17-11-48.

E & P.H. (1949) Department.

SERIES.

G.O. NO. Ms.No.3395 Education.

Dated 7th November 1949.

[Despatch Abstract.]

Schools - Installation of Gandhiji's portrait prepared by United Arts,- Mylapore -
Fapers - Recorded -

Back Papers.

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

Further Papers.

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

UNITED ARTS

2
 Luz Corner,
 Mylapore, M a d r a s,
 65, Kutchery Road,
 9th July 1949.

To
 Sri K. Madhava Menon,
 Minister for Law & Education,
 Govt. of Madras.

Dear Sir,

With reference to the installation of the portraits
 of Gandhiji in all the Courts and Schools of the Madras
 Govt. we beg to submit our copyright portrait of
 Gandhiji printed in photo off-sett (size 25" x 20"),
 for your kind consideration.

We take pleasure to inform you that a life-size oil
 painting of the same portrait was presented by us to
 the Premier, Pandit Nehru at the Hindu Office premises
 on the 26th of July 1949.

We solemnly affirm that the pose, light and shade,
 the composition of the portrait etc., belong to us
 exclusively.

It may not be out of place to mention that

the individuality of the portrait is, that it gives almost a full front view of the great man sitting like Buddah in an oriental style, with his inimitable winning smile on the face. As a whole the composition of the portrait is such that it will remain in one's memory for ever.

We have herewith submitted for your valuable consideration, two printed copies of the above portrait; one framed and the other unframed, priced at Rs.10/- and Rs.3/- each respectively.

Soliciting your patronage,

Yours faithfully,
For United Arts,

(Sd) K. Bashyam

Proprietor

P.S

Photo enlargement of the same portrait in bromide or sepia:

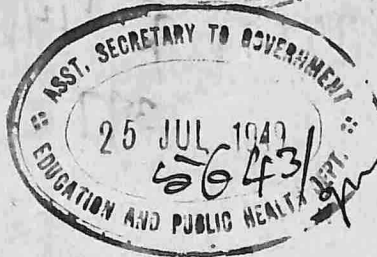
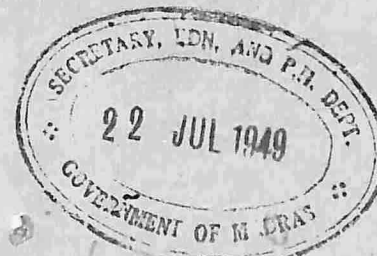
24" x 30" each Rs.85/- framed

30" x 40" size each Rs.150/- framed.

(True copy)

Secy., E. & P.H:

I have seen the portrait mentioned in this letter. It is an exceedingly very good likeness of Gandhiji. It is not a caricature of Gandhiji as most of the portraits are. I think we can safely recommend this portrait to all Schools and Colleges in case it is proposed to have Gandhiji's portrait in any of them. The price charged in the last para of this letter is very very cheap. Can we issue circular to all Headmasters of Schools and Principals of Colleges recommending this for purchase?



The D.P. may be consulted. The draft

Memo below is for approval. What are the latest rules regarding portraits in educational institutions?

25/7/49

25/7/49

Please see the query of the Assistant Secretary on page 1 ante. The latest orders on the subject are those in No. 1726 L.A. of 10.5.48. No further orders appear to have been issued subsequent to those. I think that there are subsequent orders. Public and L.A. may see.

29/7/49
11/8/49
29.7.49

30-7-49

Pub
L.A.

Pub (Misc.) Dept

G.O. 3221, Public (Elections) Dept., dated 22-12-48 which contains instructions regarding acceptance of Mahatma's portraits presented to public offices is put up at ①. G.O. 1912, Edu. of 3.8.48, of which a reference has been made at p. 16 of ①. may contain some more information. Home Dept. may also see the case. With these remarks the file may be returned passed on to L.A.
12/8/49
9/8/49
L.A.



3577
Exp 11/10/49
56431-131/49-1 Edu
mic. 30/7/49
1 AUG 1949
32420

Pub (Misc) No. 3242/49-1
10-8-49

(V)

L.A.D
C.

Please see the minutes of P.M. (Edm.) & the notes of E.O.D. and Pub (Misc.) from P.1 ante. Latest orders on the purchase or installation of the portraits, Apparatus, etc. of National Leaders are put up at ②. The portrait of Mahatma Gandhi printed in photo-off-sets available with the "United Arts" Mysore has already been recommended for purchase by local boards & met. Councils. in G.O. No. 1247.L.A. dated 4.8.49. With these remarks the file may be

†
9.0 1227 LA
4.8.49
9.0 1795 LA
21.10.49
p59
①/1

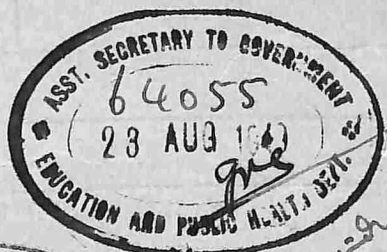
4
 returned to Esob. *By*
Asken
 17849
 19.8.49 *Exp H*

E + PH (BIS) Dept.

Please see the notes of Public
 and L.A. Dept. on pp 2-4 above. The file
 may now be sent to Home v.o. with ref.
 to the note of Public on p. 2 ante.

L.P. v.o. 35104. C.1

22/8/49



Home

Home Dept

Please see the copy of
 a letter from the United
 Arts in the C.f. and the
 notes above.



no. 35104-2
28/8/49
61267
26 sup

①/H 23-25 of
 G.O. 2163 Home Dept
 28.5.49.

Cp notes on
 pp 21-22 of
 of ① revised
 removed

①/H 27-28 of

ibid

ibid

The original of that letter was
 received in this dept and with
 refce to the minutes of H.M. (F + L) the
 question of issuing a circular to all
 St. Judges and D.H.s recommending
 the purchase of Gandhi's portrait
~~produced~~ ^{Printed} by the United Arts was
 examined. The proprietors of the
 United Arts was finally informed
 that the Govt were not supplying
 portraits of Mahatma Gandhi
 at their cost to courts and other
 institutions, that they would however
 like to specially
 commend the portrait for being
 displayed in public institutions and
 that the proprietors may approach

6

B1

all interested direct.

With these remarks the file may be returned to F.D.P.H.

81-8-49
81/8/49

81-9

Ed. Pub.

7d

Edn + PH (B1) Dept.

The file relates to the proposal to recommend the portraits of Gandhiji printed by the United Arts, Mysore, to all the schools and colleges in case it is proposed to have one in any of them. So far as the Government offices and ^{educational} institutions are concerned, the Government have already ordered that no expenditure need be incurred from public funds on the

P.T.O.

Notes above.

File 2

81267E

Home 0.000 81267E/49-1

3-9-49

67261

Vide minutes on file

17/79

Go. 3221 Pub (Edu)

22/12/48

A + G. No 1912 E. U
3-8-48 17

7

6

installation of portraits of Mahatma Gandhi and that it may, however, be accepted, is presented for installation. The Home Department have informed the Proprietor of the United Arts that the Govt are not supplying such portraits at their cost to Courts and other institutions; but they would like to specially commend it for being displayed in public institutions and that he may approach the authorities interested in the matter. The L.A. Department have also issued instructions already to the District Boards and Municipal Councils that they may purchase the portraits from the company without further sanction of any higher authority for installation in the offices ^{and institutions} under their control.

2. In the circumstances, no further action seems necessary in this file. The file

P.T.O.

Vide the note on page 5 ante

T

Go. 1287 L.A.

4/9/49

B

56431/181/49

May be circulated to HM (E+L) with reference to his minutes on page 1 ante.

319/49
182
3.9.49

7-9-49

AS II /

S

HM (E+L)

7/9/49

A + B on pages 6 + 7 appear to conflict with each other. If local administrations can spend public money, there is no apparent reason why govt institutions should not do so.

H. N (E+L)

8/9

The D.P. I may circularise to all schools commending this portrait of Gandhi ji & that



the expenditure up to Rs 10/- for the portrait may be admitted for purposes of grant. I suggested this portrait of this figure because it is not a caricature of Gandhi ji.

AM

ELG

E+PHCBV Dept.

The summarising note on pages 6-8 ante and the minutes of HM (E+L) on pp 8-9 above may be perused. The file may now be sent to Public and Finance V.O. for remarks on the proposal to ask the D.P. to circularise ^(the schools) Comm. mentioning the portrait of Gandhi ji printed by the United Arts and to admit the expenditure up to



10

10

upto Rs 107. on the purchase of the portraits for
purpose of grant-in-aid. The total extra cost to Govt. way
of grant may not exceed Rs 5000. (1000x5)

24/9/49
24.9.49

26-9-49

S 122 / Pub
29 / Fin

Pub (Miscellaneous) Deptt.

The proposal in the file is examined
in the notes of R. and P.H. Deptt on pp. 6-8 above.
Please see also the minutes of H.P. (R & L)
on pp 8-9 and the further notes of E and
P.H. on pp. 9-10 above. The proposal at S on
pp. 9-10 above may be agreed to in this Deptt.
Said PH will no doubt circulate the case to
H.P. and H.P. (Fin) also. With these remarks the
file may be passed on to Finance Deptt.

8.10.49

11/10/49

Finance

Exp. No. 4183
26/9/49

4183
28 SEP 1949
CHIEF SECRETARY

12 OCT 1949
676846
FINANCE DEPARTMENT

12.10.49

11

60

Fin. (Expre. A)

Please see the notes and orders in circulation on
pp. 6-10 above. E. & P.H. have stated that the total extra
cost to the Govt. on account of the grant of subsidy ^(initially a half grant) at
Rs. 5 per school would be Rs. 5,000/-. But it will be seen
from the statement on p. 15 c.f. of G.O. No. 1912 Edn. dated
3-8-1948 that there were about 29,634 Primary and other
schools ^{under St. Sch. and Private management} at
E. & P.H. perhaps consider that only 1000 schools
will now take advantage of the grant. It is not clear
whether the intention is that in order to become eligible
for the grant the portrait of Gandhiji should be purchased
only from Messrs. United Arts, Luz Corner, Madras. If so,
the intention will have to be made clear in the order to be
issued.

Exp. H. may make it
clear why they assume that
only 1000 schools will take
advantage of the proposed grant

23.10.49

2. Attention is however invited to the previous
orders on the subject in G.O. No. 1912 Edn. d. 3-8-1948 and
3221 Public (Elections) d. 22-12-1948. The policy of the
the Govt. in this matter is that the Govt. need not incur

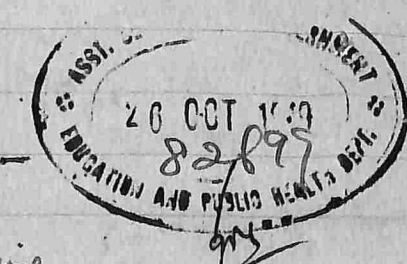
10/12/49

10/12/49

13

any expenditure on the installation of Gandhiji's portrait in public offices and educational institutions. - See the decision reached at the informal meetings of H.Ms. held on 18-6-1948 and the minutes of the former H.M.(Edn.) at pp. 5 and 6 ^{MF} of G.O.at(U); the note and orders in circulation on p.16 ^{MF} of G.O. at (D) and the Home Deptt.'s note on pp.4-5 above. Therefore, change of policy ^{is} involved in the present proposal ^{which requires order of the Cabinet}. In view of the present financial stringency which calls for an all round campaign of economy in expenditure, this Dept. may respectfully submit that the existing policy may be allowed to continue.

23 xup



E. & P.H. will no doubt circulate the case to H.Pr. and H.M.(Fin.) - c.f. note of Public on p.10 above - for order whether the present proposal should be accepted and referred to the Cabinet for decision after clarifying A on p.11 above.

23 xup 24.10.49 E.P.H.

24.10.49

5

Please see the notes of the Public and Finance Departments on pages 10-12 ante. With reference to A on page 11 ante, it is submitted that the estimate of expenditure suggested by this Dept. at page 10 ante is only in respect of the secondary schools. All the local bodies in this Province have already been informed that they may purchase the portrait of Gandhiji from Messrs. United Arts without further sanction of any higher authority for installation in offices and institutions under their control. Orders for the purchase of the portrait have to be issued only in the case of schools ^(+ colleges) under the Govt. Management and under private agencies. In respect of the former, the entire expenditure on the purchase of the portrait will have to be met from Provincial funds. The expenditure P.T.O.

Go No 7 LA (T) 4-8-49 Under the note at B on p.7 ante

Can be recognised for purposes of grant-in-aid in the case of Secondary & Training Schools under private management. But it is not clear whether the same could be done in the case of ^(private) primary schools also or whether the entire expenditure should be met by Govt. as in the case of the institutions under their control. The estimate at page 15 of Govt. 1912 Est. of 3.8.48 ^{now} cannot be considered as accurate, as many schools might have been opened during the current year. If the proposal is to be placed before the Cabinet, fresh estimate has to be called for from the D.P.D. This may be done, if it is decided in circulation that the matter should be placed before the Cabinet.

(U)

28/10/48

The point for decision now is whether in view

Pl. 174
3221 Pk
22/12/48

of the present financial stringency which calls for an allround campaign of economy in expenditure, the existing policy of Govt that no expenditure need be incurred by them on the installation of Gandhiji's portrait in public offices & educational institutions may be allowed to continue as suggested by the Finance Deptt or whether the policy should be changed and expenditure up to Rs 10 on the purchase of the portrait by non-Govt educational institutions should be admitted to aid - The expenditure on the purpose so far as Govt institutions are concerned will have to be met entirely by Govt. In the latter case, the proposal will have to be referred to the Cabinet after calling for an estimate of expenditure from the D.P.D.

The file may be circulated to HM (Em), HM (Fin) and to Mr for orders.

1282
27.10.48

28-10-48

AS II / 5

HMCEM

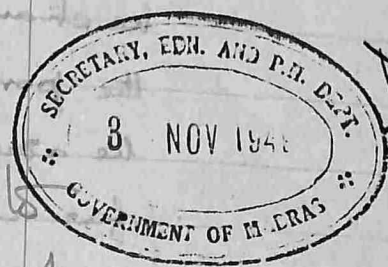
16

56431 P8114

Id. N may like this proposal to wait for better times, consistently with the general orders in respect of other government offices.

Id. N (EKL)

3/1



I agree. Let us clear up the private agencies to present a portrait.

KM

2/11

Please see the minutes of HM (E+L) above. No further action is called for.

P.T.O.

17

in the file. The papers may now be recorded.

Go. No. 3395 Edn. D. 7-11-1949.

2/11/49

3/11/49

4-11-49

As II

4/11/49

Abstract:-

Schools & Colleges -

Installation of Gandhi's portrait prepared by United Arts, Mysore.

Papers - Recorded.

Collyers - do.

P.T.O.