

Education and Public Health

(194 9) Department.

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Ms. SERIES.

G.O. NO.

3453 Edn.,

Put away

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Dated

10-11-1949.

1. P.S.

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(8)

[Despatch Abstract.]

Adult Education-Purchase of Documentary films-Approved.

Back Papers.

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

Further Papers.

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

Telegram: "Shortfilms"
Telephone: 84360.

No. 50/49.

From

The Branch Manager (Distribution),
Films Division, Ministry of Information
& Broadcasting, Government of India,
48, Mount Road, Cathedral P.O.,
Madras-6.

To

The Hon'ble Minister for Education,
Government of Madras,
Fort St. George,
Madras.

Dated, Madras-6, the 11th March, 1949.

Sir,

I have the honour to state that during
a recent conversation I had with Mr. K. Subramaniam,
President, South Indian Film Chamber of Commerce, it
was mentioned by him that the Madras Government
contemplated having a Film Library for their Education
Department shortly.

I am sure you must have been acquainted with
the fact that the Ministry of Information & Broadcasting,
Government of India have revived the set up of their
Films Division which was previously known as The Information
Films of India.

Under this new Department we have also a scheme
to prepare a few selected Educational Subjects on 16 m.m.
for the purpose of visual education to students of colleges,
Schools and other allied institutions.

I have great pleasure in enclosing herewith a
list covering a few such subjects ready for immediate use
with the hope that you will be able to utilise these films
for the Film Library that is going to be started by the
Madras Government very soon.

On hearing from you I shall furnish you terms
relating to their supply.

Thanking you,

Yours faithfully,

P. U. K. Menon
(P. U. K. Menon)
Branch Manager (Distribution)

Encl:-1.

FILMS DIVISION, GOVERNMENT OF INDIA, MINISTRY OF
INFORMATION & BROADCASTING .

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List of 16 m.m. Educational Short Films

1. Need of the Moment - This film shows how the productivity of land can be increased by the widespread use of manure. Strikingly illustrated with graphic charts and diagrams, this film presents an important agricultural problem lucidly and vividly.
2. Tube Wells - This short film shows how tube-wells are dug and constructed and the ingenious way in which they make water available for agricultural purposes, thereby freeing the Indian peasant from the vagaries of the monsoon.
3. School for farmers - This short film deals with the new and useful type of education that is being imparted to children of farmers at the Agricultural Bias School, Wadgaon, where both the theory and practice of farming are taught.
4. Winged menace - A constant menace to India's crops, locusts have presented a difficult problem to the Indian farmer from times immemorial. This short film portrays some of the most effective means by which these pests can be eliminated.
5. Land of five rivers - This documentary film depicts the irrigation system of the Punjab and shows how the arid wastes of that Province have been transformed into fertile plains bearing rich crops. It is a tribute to the great engineering feat that made this change possible.
6. Egging them on - This short film on poultry farming shows how by the application of modern scientific methods healthy chickens can be bred and bigger and better eggs produced.
7. From silkworm to parachutes - This short but comprehensive film on the silk industry in Kashmir tells everything about the making of silk from the time the worm leaves its cocoon to the time its gossamer product is ready to be put to a number of uses.
8. Handicrafts of India (Series I & II) - Two reels - In these two short films the Indian craftsman is shown at work at his hereditary trade whether it be weaving of shawls, rugs or carpets, carving in wood, ivory, marble or metal, making articles of papier mache, clay or cane. These films portray all that goes in the making of the framed handicrafts of India and the necessity of looking after the interests of the Indian craftsmen.
9. Handicrafts of Travancore - Leaves of a tree, horns of a buffalo and the multicoloured shells from the beach are some of the materials from which the gifted craftsmen of Travancore deftly mould beautiful and fascinating articles.
10. Tree of wealth - Absorbingly beautiful and photographed against idyllic background of Travancore's palmfringed waterways, this shows the numerous uses to which the coconut is put. Not a bit of its tree, leaf or fruit is wasted. Every part of it is a source of wealth to the inhabitants of South India.
11. Invisible power - This is a short film on the development of Hydro-Electricity in the Punjab. It shows how rivers running down the snowy slopes of the Himalayas have been harnessed to produce power for mills, factories, homes and transport purposes.
12. Suds - This short film is on soap manufacture, one of India's little known but important industries. The various mysterious

(P. T. O)

mysterious processes in its manufacture from the extraction of vegetable oils which form one of its basic ingredients to its final cutting and packing are vividly shown on the screen.

13. A match for you - India's match factories not only cater to the entire requirements of the country but produce large quantities for export. This film gives a detailed and graphic account of match manufacture while a lucid commentary explains every process.

14. Dances of India- Bharat Natyam - This is one of the short films on the Dances of India. It explains the rhythm, movement and the significance of "Mudras" (hand gestures) of the well known South Indian Dance, Bharat Natyam.

15. Kathak dance - This short film describes the fascinating technique of North India's favourite classical dance. Highly lyrical in appeal Kathak contains an exquisite demonstration of the virile Tandav style of dancing. Competent artists also give delightful expositions of other styles.

16. Melody of Hindustan - This exquisite documentary features four popular musical instruments - the flute, the Mridhanga, the Sarangi and the Jal-Tarang.

17. Our heritage (Series I & II) - four reels - These two films show the ancient architectural monuments of India - the frescoes of Ajanta, the temples of Ellora, Tanjore, Madura, Bihar and Orissa, the Dilwara Temple at Abu, Jaipur's Hawa Mahal, Gwalior Fort, Taj Mahal, Kutb Minar Fort at Delhi, Fatehpur Sikri, Jehangir's Mausoleum at Lahore and the Golden Temple at Amritsar.

18. Malaria - This interesting film shows the most effective means of dealing with the mosquito menace which is at its height during the monsoon.

19. Community Health - This is a film on general Community Health.

20. Community manners - This is a film on the cultivation of civic sense. It records an astonishing number of outrages most of us unthinkingly practise and few in the auditorium will help squirming when their little sins of omission and commission are flashed on the screen. A brilliant commentary full of wit and satire makes this picture entertaining as well as extremely instructive.

21. Women of India - This film shows some of the activities of the Indian woman in this modern world. It shows women in shops, and office in profession and in the entertainment world. We then see women organising a session of the All India Women's Conference and the important social work done by them amongst the poor.

22. Angels of mercy - This film shows the training of a nurse and the great part she plays in the world today. With her nobility, unselfishness and her devotion to duty, she is certainly an angel of mercy.

23. Page by page - This film deals with the paper industry - its earliest times to the modern paper mills and better paper day by day.

24. At your service - This is a film on postal service. It traces the journey of letters under once through the post office. This film is a more effective way of showing the importance of postal services to enable



4 - APR 1949
26069

RS
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1st April 1949.

My dear Menon,

I am glad to receive your letter of the 11th March, giving a list of 16 m.m. films that you have for the use of schools. The Government of Madras are organising a Film Library for the purpose of distributing films for schools. About Rs.50,000/- have been sanctioned for the purchase of films and we are also coming to an agreement with the local ^{producers} ~~purchasers~~ of 16 m.m. educational films so that they will entrust their distribution to us on a royalty basis. I think it will help if you also will entrust your distribution of your 16 .m.m. films to schools to ~~use~~ the film library.

I understand you are charging Re.1/- per reel per show. In view of the fact that you are dealing with Government and it will be on a wholesale scale, I shall be glad if you can fix as low a rate as possible. You may put up the matter before higher

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authorities and let me have your decision as soon as possible.

I shall be glad if you can put it to the Government of India that all documentary films produced in 35 m.m. may also be reduced in 16 for the use of schools and supplied to us.

Thanking you,

Yours sincerely,

Sd. T.S.A.

Sri P.U.K. Menon,
Branch Manager (Distribution),
Films Division, Ministry of Information &
Broadcasting,
Government of India, 48, Mount Road,
Cathedral P.O., Madras-6.

Copy to Secretary. E.P.H.

To be filed.

P.K.
P.K. Menon
1.24.49.

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Rao
S. V. V.
S. V. V.

Filed

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C. P. K.

grams: "Shortfilms"
phone: 84360.

14 APR 1949

Secy. (2 & P.H.)

12/4/49

No. 32/49.

18 APR 1949

From

The Branch Manager (Distribution),
Films Division, Ministry of Information
and Broadcasting, Government of India,
48, Mount Road, Cathedral P.O.,
Madras-6.

To
The Hon'ble Minister for Education,
Government of Madras, Fort St. George,
Madras.

29408

Madras, dated the 11th April, 1949.

Subject:- Documentary Films.

Sir,

I have the honour to refer you to my letter No. 50/49, dated the 11th March, 1949 and the reply dated the 1st April from the then Hon'ble Minister, Mr. T.S. Avanasalingam Chettiar, on the above subject.

As desired by the Hon'ble Minister I had taken the matter of supply of educational films to the proposed Film Library of the Government of Madras on the lines suggested by him, with my principals in Bombay.

The Ministry is prepared to hand over to the Education Department of the Madras Government a copy of each of all the 16 m.m. Documentary Films already completed and those that are under preparation, and accept the cost on payment of same in different instalments, which will lessen the burden of incurring a heavy budget at a time.

They are prepared to agree on a flat rental of Rs. 65/- per reel, and in view of the suggestion as referred to above you will appreciate it will be worthwhile buying these 16 m.m. Documentaries outright for your Film Library that is going to be opened shortly.

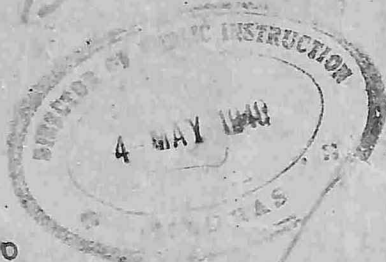
In case the above proposition does not find favour with you, and if you insist on supply being made on a royalty basis the Ministry would like to have an assurance from you as to the maximum number of shows which you will be in a position to give them on these subjects. I shall, therefore, be grateful if you will please let me know the number of shows you will hope to have approximately within a period of six months so that I may put it over to my principals in Bombay for their consideration.

Yours faithfully,

P. U. K. Menon

(P. U. K. Menon)
Branch Manager (Distribution).

RS
T. S. A.?



66977
2 - SEP 1949

Edn. 4P4 (B2) Dm

Endrow 29408B2/49-Edn., dated 25-49

Referred to the Director of
Public Instruction for remarks

J. S. Alkhat
Assistant Secretary to Govt.

436/B1/49.
Dt. 9.5.49.

The Director of Public Instruction,
Madras

Re. 1581-B1/49.

Office of the Director of
Public Instruction, Madras.
Dated 28th August 1949.

Sub: Documentary Films of Government of India--Purchase
of films.
Ref: Govt. Endt. 29408-B2/49-1 Edn. dated 2/5/1949.

Resubmitted.

2. The films can be purchased outright at the rate
of Rs. 65/- per reel as quoted by the Branch Manager rather than
guarantee a certain number of shows and stipulate for royalty.
The amount needed would be Rs. 1560/- (24 x 65) for all the
24 films.

J. S. Alkhat
for Director of Public Instruction.

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

kn. 31/8/-

E & P H

Memo: 29408 B2/49-2 Edn. dated 26/9/49

Sub: Documentary Films - Purchase of

Ref: D.P.I. Re No. 1581-B1/49 dt. 28.8.49

The D. P. I. is requested to report
whether it is really necessary to purchase the 24
films, as they all have only Hindustani
Commentaries and as such may not be quite
useful now for schools.

25/9/49

24/9/49

24/9

Office of the
Director of Public Instruction,
Madras-6, dated 26th October '49.

The Director of Public Instruction,
Madras.

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

Sub: Documentary Films - Purchase of.
Ref: Govt. Memo. 29408-B2/49-2 Edn. dated
26/9/1949.

With reference to the Government Memo. cited, I have the honour to state that the films are quite useful for Adult Education and Mass Education, even though they have Hindustani commentary and they can be quite profitably used by cutting off the Hindustani commentary in the same way as silent films for their Visual value. Further the price of each film is much below the average price of a silent film and therefore the films may be purchased for the Central Film Library.

J. P. Pautenabie
27. 10. 19

kn.26/10/-

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Adult Edu. - Purchase of Documentary
Films. - approved: ^{1581 Rs. / up of 228. up of 8}
letter from S.D. & R.C. (No 8-P/49 dated 26/10/49.

Order 3453 adu, dated 10. 11. 49
M-5

The Govt approve the proposal of the D.P.S. that 24 documentary films of the Govt of India or a cost ^{not exceeding} Rs 1500 may be purchased ~~but not~~ at Rs 65/- per reel. for the central film library in his office.

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9/1/29

Library in his office

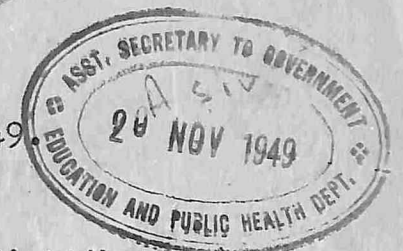
72 ~~Depd~~ ~~12:11~~
~~26~~ A. S. (11th Fm)
~~(J.C.)~~ D. P. I.

4. ✓ Branch Manager
(Distribution)
Films Division, Ministry of
Information
4 Broad Caskie, Apt 1
48. Mt. Rd. Madison 6.

BH 9/11/16

Telegrams: FILMDIST.
Telephone: 45221.

No. Dist./6A/49.



From

The Assistant Controller (Distribution),
Films Division, Ministry of Information
& Broadcasting, Government of India,
20, Haines Road, Mahalekmi, Bombay 11.

To

The Secretary to the Government of Madras,
Education & Public Health Department,
Madras.

Bombay, dated the 19th November 1949.

Subject: Supply of twentyfour (24) Documentary Films
of ours for inclusion in Central Library
maintained in your office.

Sir,

Our Branch Manager, Madras, has forwarded here
an extract from your letter No.G.O.Ms.No.3453 Education
dated 10th November 1949, on the above subject.

Please let me have the following particulars,
enabling us to proceed in the matter:

- Name of the Documentary and/or Indian News Review.
- Version, namely English, or any one of the four Indian Languages i.e. Tamil, Telugu, Bengali, Hindustani.
- Size, i.e. whether 35 MM or 16 MM.
- Number of copies of each subject.

In view of the films being required for maintenance
and circulation through your Library for non-commercial
purposes, copies would be made available at cost of
approximately Rs.65/- for 400 ft. of film in 16 MM
and Rs.100/- per print in 35 MM. Correspondence on
the above may please be addressed direct to this office
for ~~future~~ disposal.

quicker

Yours faithfully,

H.A. Kolhatkar
(H.A. KOLHATKAR),
Assistant Controller (Dist.)

HAK/SGK.

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The Director of Public Instruction.

Encl. 90909 B2/49-1 edu 27 29/11

Communicated to the Director of Public Instruction.

29/11
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29/11

Ant Controller (Distribution)
Films Division, Ministry of
Information & Broadcasting
G.O. S. 20 Haines Rd, Mahalekmi
13/11/49



Reference: No. 1111
Telephone: 12321

The Assistant Controller (Instructional)
Film Division, Ministry of Education
& Broadcasting, Government of India
20, Hornby Road, Bombay 11.

The Secretary to the Government of India
Ministry of Education & Public Health
Lahore.

Bombay, dated the 12th November 1949.
Subject: Supply of twenty-four (24) documentary films
of one for inclusion in central library
maintained in your office.

Our Branch Manager, Lahore, has forwarded
an extract from your letter No. 1111 dated
10th November 1949, on the above subject.

Please let me have the following particulars
enabling us to proceed in the matter:

- Name of the documentary and/or Indian News
review.
- Version, namely English or any one of the
four Indian languages i.e. Hindi, Urdu,
Bengali, Marathi.
- Size, i.e. whether 35 mm or 16 mm.
- Number of copies of each subject.

In view of the time being required for material
and circulation through your library for non-commercial
purposes, copies would be made available at cost of
approximately Rs. 50/- for 400 ft. of film in 16 mm
and Rs. 100/- for 35 mm. For correspondence on
the above may please be directed direct to this office
for dispatch.

Yours faithfully,
A. S. No. 1111 H
(Assistant Controller)



PID CF

B2 E.B

E. & P. H. Dept. (B2)

From the Branch Manager, Films Division, Govt. of
India, dated 11-4-1949.

Documentary films - Purchase of

The Govt. of India have addressed this Govt.
on the question of purchase of certain films or
on the supply ~~supply~~ of the films on a royalty basis.
The D.P.I. who was consulted in the matter suggests
that the films (24 in number) may be purchased
outright at the rate of Rs. 65/- per reel. He does
not favour the supply of films on a royalty basis.
The cost of the films is estimated at Rs. 1,560/-
For orders, whether the D.P.I. may be authorised
to purchase the films from the Govt. of India.

Finance may see for remarks before circulation.

S.S.
14-9-49.

15/9/49 S / 16 / 9 / Fin

S.P.H. No. No. 29408B2/49-1
16-9-49.

Fin (EB)



In no 61283 AM

21 SEP 1949
72916

E.P.H. may call for
a report on the point

16/9/49 E.P.H.

The proposal ^{at A above} of the D.P.I. ~~on~~ ^{for} ~~the~~ ^{the} ~~proposed~~ ^{proposed}
may be accepted.

These films are intended to be used
in connection with the visual education
programme of the Education Dept. The expense
will be met from the allotment sanctioned
already for the purchase of films to in
the Education Dept (Film Library).

All the 24 films detailed on pp 3 & 5 C 7
have now only Hindustani Commentaries
and as such may not be quite useful
immediately for all schools. E.P.H. may
consider this point and decide whether it is
necessary to purchase all the 24 films now.
H.H. Finance may see.

16-9-49

EB ✓ B2 Exp. B (B2)

A draft memo is submitted for approval.

RK

MM 24/9/49 3/24/9

The Director has explained the need for the purchase of the documentary films. The file may be sent to Finance again before circulation.



RK 29.11.

29/10

MM 31/10/49 8

31/10/49 Fin

Exp. B - No. 1 NOV 1949 29408 B2/49-3

31-X-49

Fin (Exp. B).

Please see this dept.'s note on p. 1 above and the D.P.I.'s letter on p. 13 c.f. In the circumstances stated by the D.P.I., this dept. may agree to the purchase of the 24 films detailed on pp. 3 & 5 c.f. at an estimated cost of Rs. 1,560.

4.11.49

4/11/49.

4.11.49

Exp. B

Fin U.O. No. 73408 Exp. B/49

4-11-49.

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A draft order is ~~sent~~ ^{submitted} for approval.

RK 8/11/49 8/11/49

MM 9/11/49