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Sec'tt. H-27—60,004—17-11-48

(T) E & P 14 (1949) Department.

MS SERIES.

~~G.O. No~~ Letter Ms. no.	3694 Edn
Dated,	1. 12. 1949.

(20)

O/M S

M 1-243 } Copy & A/M
M 18-1948 }

[Despatch Abstract.]

Visual and Adult Education —

Production of educational films — nomination of an official representative to the Advisory Council.

Back Papers.

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

Further Papers.

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

THE NATIONAL EDUCATION & INFORMATION FILMS LTD.

21 APR 1949
EDUCATION AND PUBLIC HEALTH DEPARTMENT

22 APR 1949
Secy., Ed. & P.H.

National House,
Apollo Bunder,
Bombay.

April 18, 1949.

Please examine and put up.
20/4
H.M. (Edn.)

Hon'ble Shri A.B.Shetty
Minister of Education,
Government of Madras,
MADRAS.

Dear Sir,

30665

We are pleased to introduce ourselves as the first organised commercial concern, in India, in the field of Educational Films. In support of our introduction we have to refer Shri V. Srinivasan Mallya, M.C.A who knows our institution well. Your predecessor Shri A. Chettiar liked our schemes immensely. Shri Mallya has now advised us to write this letter to you.

Pb7-12 m/ma

Enclosed herewith please find a plan of educational film service in this country which is going to be undertaken by us. The object of starting this concern is to build up a National Institute which will consciously plan the creation of educational films in this country and also arrange for the exhibition thereof.

The Company has been registered with an authorised capital of Rupees one crore out of which shares worth Rupees 25 lakhs are being issued at present. The planning and production will be conducted under the guidance of the Central Advisory Council which consists of some of the most eminent educationists of the country. The Ministry of Education Government of India have very kindly agreed to determine priority of subjects intended to be produced by the Company and to arrange for the scripts to be examined by an expert nominated by the Ministry. The Ministry will certify the scripts as approved before they are sent for production.

We give below the salient features of our various schemes and activities and hope that the same will interest you.

(i) We will dub suitable foreign films in Hindustani.

(ii) We are starting a big programme of production. The list of such titles is attached herewith.

(iii) We are in a position to supply all Educational films foreign or locally produced.

(iv) We will be shortly supplying projectors on hire purchase system to recognised educational institutions of your province.

(v) At a nominal fee of few annas per student we will be sending to the member-institutions one film per working day.

(vi) We will be arranging, free of cost, teacher-training-courses for handling equipment and the use of films and other audio-visual aids.

(vii) We will be establishing child theatres in various cities of India.

(viii) We are taking into hand productions of such films which the various provinces want specially for their use. If the subject can be used outside the province we will share the cost with the Provinces.

(ix) Our repair service will ensure
the projectors which will be so

(x) We are in a position to supply
the subject from all over the

The enclosed plan of Educational Fil
for the schools. But we are conscious of our duty
the village. In this connection we propose to have
film production programme for social education pr
Provincial Governments.

We know your keen interest in the Aud
Education and hence we request you to give us an o
you. Kindly let us know the steps your Government
this direction and any contribution you would like
in a position to work out for you any plans that y

In the meantime we have to request yo
secretary of your Department or any other nominee
on our Central Advisory Council. This will help
our plans with your Government's. The necessary
with the enclosures of this letter.

Awaiting for your commands, we remain

Faith
for N. E.
I.MS

Managingrec

Enc. 1. Plan for Educational Film Service in India.
2. List of Directors.
3. Central Advisory Council.
4. Form for Advisorship.
5. List of film titles proposed for Productio

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- 2 -

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with the enclosures of this letter.

Awaiting for your commands, we remain

Yours
for M. E.

Manager

Enc. 1. Plan for Educational Film Service in India.
2. List of Directors.
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5. List of film titles proposed for Production.

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THE NATIONAL EDUCATION &
INFORMATION FILMS LTD.

CENTRAL ADVISORY COUNCIL

T. JAIPRAKASH NARAYAN.

SRIMATI KAMLADEVI CHATTOPADHAYAYA

ETH GIND DAS — President: All-India Hindi Sahitya Samelan

t. B.SKESAVAN — Curator: Imperial Library, Calcutta & Secretary: Visual Education Board, Government of India.

DR. V.S. JHA — Secretary: Education Department, Government of C.P. & Berar. Member: Visual Education Board, Government of India.

R. S.S. MATHUR — Superintendent: Education Department Delhi - Ajmer - Marwara & Central India.

DR. D.N. SEN — Secretary: Education Department, Government of West Bengal. Member: Visual Education Board, Government of India.

DR. H.C. MUKHERJI — Vice President: Constituent Assembly.

RYA NARENDRA DEO — Vice Chancellor: Lucknow University.

List Of films for ...

	ur Government	2.	Citizenship
	Good Living	4.	Housing in the village
	Cooperative Movement	6.	Red Cross Society
	irit of Brotherhood	8.	Keeping the village clean.
	Villag Common	10.	Village Water Supply
	operative Banking	12.	Education
	ps Growing	14.	Growth of Indian City
	ing the Bank	16.	Principles of Cooking
	Principles of Baking	18.	Principles of Home-canning
	Metal Craft	20.	Wheat Growing
	Vegetable growing	22.	Rice Growing
	Use of Electricity	24.	Help the Govt. to help you
	Change your impliments	26.	New varieties of seeds
	Cottage Industries	28.	Care of your impliments
	Your claims on the Govt.	30.	A proud Citizen
	Village Panchayat	32.	Community life
	Take a Holiday	34.	Life is worth living
	Beautify your surroundings	36.	Postures and exercise
	Play games	38.	Going on a journey
	Save your money	40.	Better Milk
	New industries	42.	Things you ought to know
	Fuel and Heat	44.	Development of Communications
	Soils and Agriculture	46.	Milk Products
	Conservation of foods	48.	Distribution of foods
	Consumption of foods	50.	Foods and Neutrition
	Production of foods	52.	Eyes and their care
	Fundamentals of diet	54.	Water Power
	Teeth and their care	56.	Tuberculosis
	Defending city's health	58.	First Aid
	Pneumonia	60.	Safety at Home
	Home Nursing	62.	House-fly
	Mosquito	64.	Plant Growth
	Nature projects Animals	66.	Leaves
	Roots and plants	68.	Flowers at work
	Birds of Pey	70.	Fungus Plants
	Seed dispusal	72.	Sheep
	Gardening	74.	Horse
	Goat	76.	At the Zoo
	Cow	78.	Irrigation Farming
	Poultry on the Farm	80.	Development of Transportation
	Cattle	82.	Clothing
		84.	Public Opinion
	Modern Life	86.	Bread
		88.	Cotton
	ft	90.	Paper
		92.	Textiles
		94.	Coffee
		96.	Insurance
		98.	Plastics
		100.	Mining.

* * * * * * * * * * * * * * * * *

CONSENT OF ADVISERS TO ACT

We, the undersigned, hereby testify my/our consent to act as Adviser on the Central Advisery Council of The National Education & Information Films Ltd.

Signature	Address	Description

Dated

NATIONAL EDUCATION & INFORMATION FILMS LTD.

National House,
Tulloch Road,
Apollo Bunder,
Bombay.

A PLAN FOR EDUCATIONAL FILM SERVICE IN INDIA.

We submit in the following pages, a plan for introducing Visual Education and specially the use of Films in the Classroom, and also what the National Education & Information Films Ltd., and their schemes can offer to do in this field. The aim of this submission is to suggest its actual working, time and money factors and the part that private enterprise can play in this medium of education.

We quote below extracts from the Report of the Govt. of India Central Advisory Board of Education:

> "ONE OF THE MOST USEFUL VISUAL AIDS IS THE MOTION PICTURE FILM. It has been used with advantages as an educational aid in almost every enlightened country, including U.K., U.S.A., Sweden Denmark, France, Germany, Japan, U.S.S.R., and Italy..... The advantages of the Motion Picture Film as an Educational aid are (a) the interest with which it is seen by the student and the consequent interest in the subject it creates in them.....interest which does not subside when the picture fades from the screen but continues and develops into various forms of intellectual activities (b) economy in the time taken to get things properly understood and (c) efficiency in the communication of knowledge and ideas to the students; efficiency not equalled by any other teaching aid for many subjects."

The function of the Motion Picture Film in Education has been broadly defined as three fold:-

1. to show what something looks like.
2. to show how something works.
3. to show how something happens.

In performing these three functions the Motion Picture Film has a flexibility that is greater and more powerful than the vision of any one man. It has at its disposal the power of the telescope and the microscope; neither time nor space nor man's myopic vision are warriers that cannot be levelled by the camera. It brings into the classroom the world outside, the past and the future. It can show, for example the operation of the deisel engine, the heart and lungs, the plants in their orbits, molecules and disease germs, sound waves and telephones. This manipulation of time and distance is possible by various camera positions telescopic and microscopic photography, time lapse and slow motion photography, animation drawings and special effects and editing technique. IN RANGE AND FLEXIBILITY THEREFORE THE MOTION PICTURE FILM IS UNRIVALLED AS A TEACHING AID".

"Emphasis has been laid more on the duration of the course of education than on the standard of attainments to be aimed at. It may be safely claimed that if aids to education which Science has placed in the hands of man, are fully utilised the Progress of attainment of a child (or adult) can be hastened enormously..... IT MAY BE CLAIMED WITH FULL JUSTIFICATION THAT THE KNOWLEDGE WHICH IT WOULD TAKE A CHILD WEEKS TO ACQUIRE UNDER THE EXISTING METHOD HE COULD ACQUIRE WITH THE HELP OF A CINEMATOGRAPH IN MUCH SHORTER TIME AND WITH VERY MUCH LESS A STRAIN ON THE TEACHER..... It is suggested that IF SUCH AIDS TO EDUCATION ARE FULLY UTILISED THE TIME REQUIRED TO ACQUIRE THE AMOUNT OF KNOWLEDGE WHICH IT IS NECESSARY FOR A BOY TO POSSESS TO BE ABLE TO LOOK AFTER HIMSELF AND TO MAKE A USEFUL CITIZEN CAN BE GREATELY REDUCED.....
Moreover if aid of scientific implements is available, perhaps the DUR[illegible]

DURATION OF TEACHERS' TRAINING COURSE COULD BE REDUCED AND EFFICIENT TEACHERS COULD BE PRODUCED IN A MUCH SHORTER TIME THAN WE DO AT PRESENT.....",

These relevent quotations sum up to a great extent all what one has to say in the support of Educational Films. The proposals and suggestions in this respect have always been placed, till now, in cold storage. Firstly because the previous Government was not seriously concerned with the right type of education for India; and secondly the political situation was too fluid to plan anything of a long range nature.

Now with the advent of new era in our history, the Central and Provincial Governments, who are pledged to educate the masses as early as possible, have taken immediate steps in this direction inspite of their multifarious activities. A Central Board of Visual Education has been set up to help the Provincial Governments to plan and supervise their schemes for this particular medium of education. Almost each Provincial Government has purchased hundreds of projectors which will be made available to schools and village authorities. Apart from the above they have earmarked lakhs of rupees in their annual budgets for the same purpose. But all of them are faced with one great handicap i.e. non-availability of proper films for exhibiting on these projectors.

The Provincial Governments are not starting their own production units as it is the responsibility of private enterprise. Private enterprise has been inactive due to two main reasons: (a) suitable educational films do not exist and hence the schools may not be interested to purchase projectors immediately and (b) commercial producers are reluctant to embark upon this venture of producing educational films which the schools are not equipped to show. HENCE THE NEED OF AN ORGANIZATION WHICH WILL COMBINE BOTH THESE FUNCTIONS, National Education & Information Films Ltd., has been created precisely for filling this gap of becoming a National Institute for undertaking to launch the entire scheme of production, distribution and exhibition of Educational Films through their own organization on a nation wide scale aiming at reaching both the urban and the rural population of India.

OUR PLANS.

NATIONAL EDUCATION AND INFORMATION FILMS LIMITED has undertaken to launch the production, distribution and exhibition of Educational Films through their own organisation.

A Central Advisory Council constituted of the most eminent Educationists of the Country has been created. The function of this Council will be to study the country's educational needs and formulate the general policy of the company with regards to the subjects to be filmed and also advise on other important matters.

2. The Central Advisory Council will be helped by the Provincial Boards which will consist of representatives of Headmaster's Associations, Teacher's Associations and other local Educationists, competent to give advice on their local needs and requirements.

The Central and Provincial Governments will be requested to nominate their representatives on our Council and Boards, to harmonise the work with the plans of the various Governments.

3. There are to be four committees for planning and conducting the production and exhibition of these films:

(a) Educational Expert Committee - This committee is to approve the final scripts according to the needs of the Government and Educational Institutions.
(b) Script Department - This department will invite scripts and also get them prepared.

(c) Technical Department – Its function will be to produce the films.

(d) Organisation and Administration Department - This department is to organise the exhibition and Distribution of the films through its own organised centres in each province. Each province will have several sub offices (where there is sufficient number of member schools) which will be fully equipped with projectors, generators, mikes, gramaphones, slide lantern screens and films. These offices will arrange for the demonstration of the films, in the member schools and give on hire the films to such schools who may have their own projectors. The Institution will arrange to equip the willing schools with projectors on instalment basis to suit their funds. It may be added that such equipment will cost about Rs.5,000/-.

Necessary training will be given for the operation and care of the machines free of any charges. The teachers also will be given the required instructions for using the films in the class room. Booklets explaining the subject in the film will also be supplied.

Approximately one hundred pictures on different subjects will be presented every year. The execution of the work will be conducted by the best talent available. This institution will will be the first in India to produce educational films based on Indian Background, suitable to the local needs and requirements in Hindi and other provincial languages, and not only to show the films imported from other countries.

DETAILS OF WORKING IN THE CLASSROOM.

BEFORE THE FILM.

Each film will be preceded by a recorded disc of six minutes' duration in the same national or provincial language as the film. This disc will explain the details as precisely and accurately as only an expert teacher could. It will be a sort of introductory lecture.

On each film there will be a booklet, explaining the use of that particular film. These booklets will be kept in the School Library for ready reference of the teacher.

THE FILM. The film will portray what otherwise cannot be brought to the imagination of the students. To the progressive teacher of today the Cinema is essentially an animated blackboard which eliminates class-room obstacles to seeing and hearing the overcomes the limitations of distances and time.

Broadly speaking we can classify the Educational Films into two categories:-

(1) Direct teaching films, dealing with subjects included in the studies of the child.

(2) Background films dealing with subjects of great value to the general knowledge of the student. These biographical, informatory, entertaining, sporting and films of adventure, with their reality, can be of great assistance in bringing the school and the world closer and give the child an idea of the community in which he has to work and live. A look at the list of subjects of 1000 films at the end of this note will give an idea as to the subjects intended to be produced. They will be produced in collaboration with the wisest personalities in the field of education. They are to be authentic, authoritative, teacher-tested and factual. Each film, in fact, is to be a talkie the eye, not only lesson on a particular subject but creative of inspiration and new interest. They are to be as a matter of fact a dynamic tool of instruction.

contd.....

AFTER THE FILM: A series of slides will be shown to test the students grasp the subject and for quick revision.

Time Factor: Each film is to be of the duration of 10 minutes adding to it, 10 minutes for disc and threading, 10 minutes for slides and 15 minutes for the teachers' explanation; we will require a full period of 45 minutes. It has been estimated that after 3 showings the child will grasp the subject in its full details; each time the film need not take the same duration.

It will be necessary at a later stage to keep two period in each class for Visual Education, instructions and revision. This would be fitted in the curriculum and the daily time table. Similarly the duration of teachers training courses can be reduced considerably.

OPERATION OF THE SCHEME

There will be several methods by which the educational institutions can avail of the services of the scheme. The choice will depend on individual needs and conditions.

LIBRARIES & MOBILE UNITS

To start with, Film Libraries in different provinces will be established to help distributing the productions. Each library will begin functioning with about 200 subjects while the Central Library at Bombay will constantly add more new and rare subjects. These provincial libraries will cater to the immediate requirements of their province by arranging shows and hiring out films to projector owning schools or individuals, on very reasonable rates suitable to all. A comprehensive list of films from all over the world is under preparation from which the final selection will be made for the libraries.

Each school will receive a particular film on a particular day or week of the year and during that period the subject will be taught. Such an arrangement will have to be arrived at during the previous year. Thus it will be fitted in the curriculum and accordingly a certain school will be taking a lesson, for instance on Digestion, in November; while the other will have it in January. And such planning and programming will be done by a Divisional Office with the consultation of the member schools. They will get one film every working day for the high school, one film every alternate day for the middle schools and two films a week for the primary school. The school will have to arrange their own projectors. The whole equipment will cost about Rs.5,000/- including the generating set. Primary and middle schools only will be having silent projectors which will cost them about Rs.1,500/- without generating plant and obviously this will suit mainly to the schools in the cities.

The company will supply all the necessary equipment to the schools desirous of having the same.

Arrangements for equipping the schools on instalments basis on market price will also be available. One third of the total price is to be paid in advance and the rest in easy instalments with reasonable rate of interest.

The schools who may not like to purchase their own machinery can avail of the services of our mobile units. They will have to pay an initial entry fee of Rs.200/- and then a sum of annas -/6/-,-/4/- and -/2/- per head per month for High, Middle and Primary students respectively. The units will visit the member schools twice a week showing at least one film every time for each grade i.e. giving eight shows in a month for the above charges. The different educational authorities can authorise the schools to collect such a levy from students along with their fees.

The films that our units will show will be classroom films in the real sense of the word and most suitable to help in the study of subjects included in the curriculum. Both silent and sound films will be shown with slides ...

contd.....

slides and strips etc. for revision.

Our Provincial Offices will be prepared to take up van service for the rural areas for social education and mass propoganda purposes. The selection of films for these units will be made in close consultation with the authorities commissioning the units.

PRODUCTION DEPARTMENT

A studio incorporating the most modern and upto date methods of production will be maintained to ensure a high standard of production.

This institution will be the first in India to produce educational films based on Indian Background, suitable to the local needs and requirements in Hindustani and other provincial languages.

Approximately one hundred films on different subjects will be presented every year. The execution of the work will be conducted by the best talent available. Services of some of the best technicians in the field have already been secured.

The company apart from Producing Educational Films will also undertake the production of full length feature Information, Industrial business and Publicity films for which there is a great demand from various sources.

The company will not have to wait functioning till the elaborate plans for its own productions are ready, as arrangements have been made for procuring foreign productions suitable for Indian conditions and rendering them in Hindustani to start the work immediately.

The demand for film strips, charts, and other audiovisual education aids is enormous and the same will also be met.

Special entertainment films for children will also be available from our libraries on hire basis to the various projector owners.

Arrangements with some of the biggest producing concerns of the world have already been made for the supply of such films and equipment.

The Model Theatres set up at the Provincial Offices will serve manifold purpose i.e. (a) to serve as Training Centres for Teachers of the member schools if they choose to purchase its own Projector; (b) to give training to staff for mobile units; (c) to hold community shows for imparting latest knowledge for particular professions and industries such as medicine, health, science, agriculture, civic life, steel paper etc. etc.

C.m. 30665-B1/49.

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E+PH (B1) Dept.

11

Schools. Provision of visual education.
Offer of "The National Education and Information Films Limited".

From the Managing Director, The National Edn & Information Films Ltd, dated 18.4.1949.

Memo. no. 30665-B1/49-1 Edn dt 26/4/49.

The letter from the Managing Director, The National Education and Information Films Limited, Bombay, dt 18.4.1949 on the above subject is forwarded to the DPI and he is requested to offer his remarks in the matter at an early date.

Mp 26/4/49

The DPI (with pages 1-12 cy in ayl late read with reply).

27/4/49
Note
25-4-49

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EDUCATION AND PUBLIC HEALTH DEPARTMENT.

~~(BI)~~ 12

SCHOOLS - Provision of visual education - Offer of "The National Education and Information Films Limited".

From the Director of Public Instruction, ~~R.C.~~No.137-L4 of 1948 dated the 27th June 1949.

MEMO NO. 30665-B1/49-2 Edn dt 18/7/49

The Director of Public Instruction is informed that the scheme for the provision of visual education of the National Education and Information Films Limited does not appear to have been fully considered ~~precisely by him~~ (in the field of education). The use of films can play an important part, particularly, in the education of adults. The Director ~~of Public Instruction~~ is, therefore, requested to consider the scheme in consultation with the aided and other school authorities and to report to Government to what extent ~~the scheme~~

P.T.O.

-2-

can be taken advantage of ~~in this Province~~. this Govt may participate in it.

14/7/49

16-7-49

15.7.49

To

The D.P.I.

RC.No. 1[illegible] /49.

Office of the
Director of Public Instruction,
Madras-6, dated 9th November'49.

From

The Director of Public Instruction,
Madras.

To

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

Sir,

ASST. SECRETARY TO GOVERNMENT
11 NOV 1949
EDUCATION AND PUBLIC HEALTH DEPT.

Sub: Visual Education - Offer from the National Education & Information Films Ltd., Bombay - Remarks offered.

Ref: Govt. Memo. No. 30665-B1/49-2 Edn., dated 18/7/1949.

:oOo:

I have the honour to submit my remarks on the offer made to Government by the National Education and Information Films Ltd., of Bombay in their letter dated 18/4/49.

As regards the main offer which relates to production of educational films for purposes of social education scheme of the Government, apparently the Company desires to be commissioned to produce 16 mm. and 35 mm. pictures on social education. Obviously the production of pictures suitable for the purpose cannot be expected to be undertaken by film producers at their own risk. The selection of topics, the subject matter and the contents of each film will have to be decided by the Government with the help of a Board or other Agency which Government may appoint; and when this stage is completed a company like the National Education & Information Films Ltd., can undertake the actual technical production on terms to be agreed upon. The offer of the National Education & Information Films Ltd., may therefore be considered favourably, for with their resources in men and money they may be expected to do the task very well.

3 As regards the second offer made by the Company which relates to the supply of Visual Aids to the Schools and Colleges, a number of companies are already in the field and they are trying to introduce their equipment into the schools. But most schools are unable to incur the expenditure without Government aid. A proposal recommending half grant for purchase of projectors required for schools and colleges has already been made by me in RC. No. 33-P/49 dated 29/9/1949 and is awaiting sanction. When grant is available naturally many schools will want to buy projectors. It is however desirable to leave the schools free to make their own individual choice as regards necessary equipment etc. and to buy them from whom they like. The National Education & Information FilmsLtd., may be able to do much in this direction, but in this matter it will only be proper to leave the company to take rank with other competing companies.

...2

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As regards the third point on which the consideration of the Government is solicited is the nomination by the Government of an official representative on their advisory council. The request of the Company for an official representative is based on a desire to bring about co-ordination. But as the Company's offices are in Bombay the suggestion made seems to be hardly feasible.

Yours faithfully,

for Director of Public Instruction.

kn.9/11/-

EDN. AND PUBLIC HEALTH DEPARTMENT (BI)

LETTER ~~REF~~. NO. 3694 Edn; dated 1-12-1949.

To

The Managing Director,
The National Education & Information Films Ltd.,
National House, Apollo Bunder, Bombay.
(with encls)

Sir,

Sub: VISUAL (& ADULT) EDUCTION- Production of educational films - Nomination of an official representative to the Advisory Council.

Ref: Your letter dated the 18th April 1949.

With reference to your letter cited, I am directed ~~to inform you as follows:-~~ to say that according to the scheme now in force for the provision of visual education in the educational institutions in this Province, the schools and colleges are levying from the pupils a fee of Re1/- in Forms I to III, Rs.2/- in Forms IV to VI of secondary schools and Rs.3/- in colleges for providing visual instruc-tion to the students studying in them. The fee so collected is utilised for the purpose of visual education by making arrange-ments with the private firms or agencies recognised by the Director of Public Instruction, Madras. A copy of Go. No. 2036 Edn. dated 19.9.47 is enclosed for info. The National

P.T.O.

19/-/-

Education and Information Films Ltd. may also participate in this scheme by direct negotiation with the schools and colleges in this Province. In view of the present financial stringency, it is not possible for this Government to ~~take~~ undertake ~~any~~ responsibility for the production of films by the firm; but they are prepared to help it in the form of advice and suggestions, if necessary and they are also willing to consider the purchase of ~~the~~ suitable films produced by it for the Central Film Library organised in the Office of the Director of Public Instruction, Madras. I am ~~also~~ to add that it is considered inexpedient to nominate an official representative of this Government to the Central Advisory Council of the firm; but any specific information required will gladly be furnished.

Yours faithfully,

for Secretary to the Government

T.H.L.P.

Copy to the D.P.I. wrt his letter R.C.No. 101-P/49 dated the 9th November 1949.

4916-17g

THE NATIONAL EDUCATION & INFORMATION FILMS LTD.

ASST. SECRETARY TO GOVERNMENT
16 FEB 1950
EDUCATION AND PUBLIC HEALTH DEPT.
SECRETARIAT
16 FEB 1950
GOVERNMENT OF MADRAS

National House,
Apollo Bunder,
Bombay.

14th February, 1950.

Secretary to the Government of Madras,
Education and Public Health Department,
Fort St. George,
MADRAS

11965

Dear Sir,

We have to thank you for your letter No: Ms.3694.Edn dated 1st December 1949.

We are glad to receive the information so kindly sent by you and must congratulate you for the practical steps you have taken towards the promotion of Visual Education in your schools.

We are greatly interested in taking up work in Madras and, in order to explore the possibilities and take preliminary steps, our Representative will be calling on you some time in these days and we trust that you will be kind enough to afford him an opportunity to discuss things with you and other officials concerned.

It will not be out of place to add that our Organisation is not simply distributing foreign films but is also producing ambitious subjects for national as well as international market.

Thanking you once again,

Yours faithfully,
for N. E. & I. FILMS LTD.

Director.

vt

Secretary to the Government of Madras,
Education and Public Health Department,
Fort St. George,
MADRAS.

Dear Sir,

We have to thank you for your letter No: Ms.3604.Edn dated 1st December 1949.

We are glad to receive the information so kindly sent by you and must congratulate you for the practical steps you have taken towards the promotion of Visual Education in your schools.

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It will not be out of place to add that our Organisation is not simply distributing agency but is also producing educational subjects for national as well as international market.

Thanking you once again,

Yours faithfully,
for N. E. & I. FILMS LTD.

Director.

Two Drafts

D

EDUCATION AND PUBLIC HEALTH DEPARTMENT
(BI)

LETTER REF.NO. 11966-B1/50-1 Edn dt 20/2/50

To

The Managing Director,
The National Education & Information Films Ltd.,
National House, Apollo Bunder, Bombay.

Sir,

Sub: Visual and adult education - Exhibition of films in educational institutions.

Ref: Your letter dated the 14th February 1950.

With reference to your letter cited, I am directed to inform you that ~~the Director of Public Instruction~~ your representative may meet the Director of Public Instruction, Madras, ~~is being instructed to afford necessary~~ facilities for having a discussion on the participation of your firm in the scheme ~~for the~~ visual education in this ~~Province~~ State. ~~by your representative when he comes here. I~~ am, therefore, to request you to ~~ask your representative~~ to meet the Director during his visit to Madras.

Yours faithfully,

page 1cy

1/2-/50
20/2/50

write to Madras and he will afford

I am also willing to see him, if he considers it necessary after seeing the Director

17/2/50
17.2.50

17/2/50

-2-

Visual and adult education - Exhibition of films in educational institutions.

From the Director, The National Education & Information Films, Ltd., Bombay, dated 14--2--1950.

MEMO NO. 11966-B1/50-2 Edn dt 20/2/50.

A copy of the letter ~~cited~~ from the Director of the National Education & Information Films Ltd., Bombay, cited above, ~~and of~~ together with a copy of the Government's reply ~~to it~~, is communicated to the Director of Public Instruction for necessary action. The Director is requested to arrange for the discussion refeered to in that letter, when the representative of the firms visits Madras.

17-2-50

To

The DPI (with a copy of p.1 c.f. & of page 1 ante.)

[To be filed with G.O. 3674 Edn dt 1-12-49 after issue]

RC. 137-L4/48.

Office of the Director of Public Instruction, Madras, dated 27th June 1949.

From

The Director of Public Instruction, Madras.

To

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

ASST. SECRETARY TO GOVERNMENT EDUCATION AND PUBLIC HEALTH DEPTT. 4 JUL 1949

5037/49

Sub: Schools--Provision of Visual Education--"The National Education & Information Films Ltd"--Production of educational films--Remarks--Offering.

Ref: Govt. Memorandum No. 20665-B1/49-1 Edn. dated 26-4-1949.

***

The National Education and Information Films Ltd., Bombay is a private concern having production of Educational Films as one of its aims.

2. Films needed for classroom use should be of the pattern of Encyclopaedia Brittannica Series. They should have a very close bearing on the syllabus of studies followed in the High Schools of this Presidency, and should be made with care and foresight. The films may be "silent" ones, or if they are to be issued as talkies they should be made in the regional languages of the Province.

3. The company may make its own arrangements for the production of films and the Education Department may offer help in the form of advice and suggestions as and when they are needed, by way of indicating syllabuses, curricula, the rules and executive instructions.

4. It may not be possible for the Department to do anything more than this. The Production will have to be the sole responsibility of the concern, and the Department or the Government cannot in any sense interest itself in the production. The other aspects dealt with in the Prospectus such as the hiring of films, the selling of projectors etc., are purely business details and there is therefore no need for the Department to be interested in them.

5. The enclosures to the Government Memorandum referred to above are resubmitted herewith.

Yours faithfully,

for Director of Public Instruction.

kn.27/6/-

14 1 2 30665 BI/49

E & PH (BI) Department.

Please see the letter from the Managing Director, the National Education & Information Films Ltd, Bombay, on pages 1-12 ante. The remarks of the D.P.I. in the matter are on page (13) ante. The views of the Director herein may be concurred in and a copy of this letter may be communicated to the firm.

2. The file may be circulated to HM(E&L) with reference to the minutes on page 1 ante.

A 4/7/49

5-7-49

S

HM(E&L)

D.P.I does not appear to have precisely considered the operative scheme at page 10 of. Films can play an important part, particularly in the Education of Adults. We may make a further reference to D.P.I, to consider the scheme in connection with Aided and other school authorities, and to report to what extent we may participate in it

H. 7 (E&L)

I agree. This should be considered further

12

SECRETARY, EDN. AND P.H. DEPT. 8 JUL 1949 GOVERNMENT OF MADRAS

The draft memo below is for approval.

16-7-49

AS II 15/7/49

15.7.49

(Government Memo No.30665-BI/49-2 Edn. dated 18-7-1949)
From the Director of Public Instruction, R.C.No.101-P/49
dated the 9th November 1949.

Please see the letter from the D.P.I. on pages 16-17 c.f. in reply to the memo on pages 14-15 c.f. The ~~suggestions~~ offers made by the National Educational and Information Films, Ltd., Bombay, are as follows:-

(i) Production of educational films for use in the educational institutions and for adult education purposes.

(ii) Supply of visual aids to the educational institutions.

(iii) Nomination of an official representative of the Edn. Dept. in the Central Advisory Council of the Firm.

2. (i) above:- According to the scheme now in force, the schools and colleges are ~~now~~ levying (from the pupils) a fee of Re.1/- in Forms I to III, Rs.2/- in Forms IV to VI of secondary schools and Rs.3/- in colleges for providing visual instruction to the students sutudying in them. The fee so collected is utilised for the purpose by making arrangements with the private firms or agencies recognised by the D.P.I. The National Edn. and Infn. Films, Ltd., may also exhibit the films in its possession as other agencies do. In order to improve the facilities for the provision of visual education in schools and colleges, a Central Film Library has been organised in the office of the D.P.I. for stocking sound and silent films. A number of films have already been purchased and it is proposed to sanction the purchase of more films during the next year. Films will be issued to the institutions on payment of hire charges. As already pointed out by the Director, the Govt. cannot take ~~any~~ responsibility in the production of films by the firm; but they can at the most help it in the form of advice and suggestions. In the circumstances, no action is necessary so far as the visual edn. in schools and colleges are concerned.

16-11-49

P.T.O.

In regard to the offer of the firm for the production of films for adult education purposes, the Director reports that the selection of topics, the subject matter and the contents of each film will have to be settled by Government with the ~~help~~ help of a Board or other agency which they may appoint. When this is done, he suggests that the production of the films may be ~~ebtr~~ entrusted to the firms like National Edn. and Inf. Films Ltd, on terms to be agreed upon. It is submitted that the Central Film Libarary in the Director's office is stocking films intended for adult educaton purposes also and they are issued to private agencies interested in that line. Further, the firm has not yet formulated any scheme for the production of films for adult education and they only propose to formulate one. In the present financial stringency, it does not seem possible for the Govt. to produce films for adult edn. purposes with the help of the firms.

(ii) above: The remarks of the Director on this offer ~~is are on~~ are in para 3 on page 16 c.f. As pointed out therein, the question of recognising the expenditure incurred by managements of schools and colleges, on the purchase of projectors for purposes of grant-in-aid is under consideration separately. If that proposal is sanctioned, many schools will be able to purchase the aids. As pointed out by the Director it is better to leave the institutions ~~free~~ freedom to ~~che~~ have their own choice in the matter of purchase of projectors, etc. In the circumstances, no action is necessary on this point.

(iii) above:- The Director has reported that as the office of the firm is at Bombay, the suggestion to nominate an official representative ~~on~~ to the Advisory Council of the firm is hardly possible. The Director's view may be concurred in.

3. The file may be circulated to H.M.(E & L).

We may inform the National Education & Information Films Ltd., of our own scheme for Visual Education in which they may participate by direct negotiation with schools which have introduced Visual Education. We can add that we are willing to consider the purchase for our Film Library of such films as are suitable. We may say that we do not find it expedient to nominate official representative to their Advisory Council, but shall be glad to give any specific information required.

H.M.(E.& L.)

The draft letter below is for approval.

