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Edn (1949) Department.

Ms SERIES.

G.O. NO. 830

Dated 23.3.1949

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[Despatch Abstract.]

Visual Education - Films on Indian Subjects - 16 mm films -
Scheme for departmental production - Purchase of equipment -
Sanctioned.

Back Papers.

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

Further Papers.

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

R.C.No.436-B.1/49

Office of the
Director of Public Instruction,
Madras, Dated 15-3-1949.

From The Director of Public Instruction, Madras.
To The Secretary to Government,
Education and Public Health Department.

Sir,

Sub: Visual Education - Films on Indian Subjects - 16 m.m.
films - Scheme for Departmental Production.

18 MAR 1949

The scheme of Visual Education at present depends for its success on Teaching Films and General Educational Films produced in foreign lands like America and England. The production of 16 m.m. pictures of Indian interest has yet to be undertaken and it will have to be carried out under proper Supervision and guidance of the Department and the assistance of the teaching profession.

Private agencies in Madras are it is understood willing to undertake contracts for the production of 16 m.m. pictures. For the most part they take pictures of "News Reel Type" that is to say Film Record of functions and their charges are usually Rs.1/8 per foot of Silent Picture in "Black and white" and ⁶⁰twice that amount if the picture is in colour.

The above rates are for pictures of the "News Reel Type" where the Camaraman simply photographs the functions or the general activities as they happen. But for Educational purposes, pictures have to be not merely of the "News Reel Type" but they have to go deep into educational facts and illustrate them clearly and with correct emphasis. Such pictures will require more careful preparation.

Private enterprise accustomed to phenomenal profits in the field of 35 m.m. pictures produced for the Cinema Theatre, is not likely to be very enthusiastic about production of 16 m.m. Educational Pictures with only a very narrow margin of profits. Every endeavour has to be made to encourage production of Educational Pictures by private agencies and every facility will have to be provided by the Department to make the work easy for them. In the

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long run the bulk of pictures needed for Educational purposes will have to come from private producers. But in the beginning it will be necessary for the Department to take the necessary initiative by way of opening up the field and also by way of Supplementing (not supplanting) private enterprise.

If the Department can have the following articles at its disposal, not only could a good beginning be made but the possibilities of production of 16 m.m. Educational Pictures could be tangibly demonstrated to private producers.

The articles needed for the purpose are:

1. A 16 m.m. Cine Camera like the "Paillard Bolex" with three lenses ... Rs.2500/-
 2. Spot lights and other lights needed for indoor shooting of educational subjects ... Rs.2000/-
 3. A still camera of high quality taking 35 m.m. film for making film strips - A camera like the 'Leica' ... Rs.1500/-
 4. A wire Recorder - like the "Webster" for recording commentary in any Regional subject that may be desired ... Rs.1200/-
 5. Editing Room required like splicer, Rewinder and other ~~articles~~ articles ... Lump sum Rs.800/-
 6. Sundries - Wires - Switches and other articles .. Rs.500/-
- Total: Rs.8500/-

A number of important subjects like the school work relating to citizenship and Social Activities, and other different aspects or reorganisation as they are worked out in different schools, if made into 16 m.m pictures will help the schools, and the parents of pupils understand and appreciate the aim and outlook of present day education.

If the above equipment are made available the services of expert operating camaraman can be engaged on day basis and the work and picture making can be managed at rates far below those quoted by private agencies. No additional staff is needed and the staff now sanctioned for Film Library can be made use of ^{to} the extent needed. The cost of films and the remuneration payable to the cameraman and conveyance charges and other contingencies would be the only recurring charges. The suggestion that camera may be purchased and kept and used for purposes as pointed out is not

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inconsistent with the general principle that production of educational pictures should be left in the main to private enterprise. The equipment proposed to be purchased is in the nature of a 'pilot unit' to picturise short subjects at very short notice for which professional production might involve delays, disproportionate overhead charges and duplication of work in giving elaborate directions to professional producers and watching the observance of these directions by them.

In the circumstances stated above I request that the above proposal may be approved by Government and I may be permitted to purchase the equipment mentioned above out of the amount sanctioned in G.O. 463, (Edn.), dated 19-2-1947, 16-2-1949. (G)

Yours faithfully,

3. *Pantarrhinus*
16. 3. '09

for Director of Public Instruction.

RVR 16/3/-

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In accordance with the provisions of the Government of India, the following scheme is proposed for the production of 16 m.m. films on Indian subjects for use as aids to visual education, both for children and adults.

The Director of Public Instruction, Government of India, has approved the proposal for the production of 16 m.m. films on Indian subjects for use as aids to visual education, both for children and adults.

page 1 of 3
D.P.I. today
23/3/49
P.M.

page 3 of 3

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to D.P.I.
A.C. (Und. Fin.)
copy to the A.C. (direct)
(28.1.8)

Edw. H. H. D. (22)

Sale:- Visual Education - Films on Indian Subjects -
16 m.m. films - Scheme for departmental production - Purchase of equipment - Sanctioned.

From the D.P.I., Re. No. 436-B, 149, dated 15.3.1949.
Co. (MS) No. 830, Edu., dated 23.3.49.

The Govt. approve the proposals of the D.P.I., for in his letter cited above, for the production by the Education Department of 16 m.m. films on Indian subjects for use as aids to visual education, both for children and adults.

Sanction is accorded to the incurring by the Director of an expenditure of Rs. 8500/- (Rupees ^{eight} thousand and five hundred only) on the purchase of the following equipment:-

- (i) One 16 m.m. cine camera with three lenses } : Rs. 2,500/-
- (ii) Spot lights and other lights needed for indoor shooting } : Rs. 2,000/-
- (iii) A still camera of high quality taking 35 m.m. film for making film strips } : Rs. 1,500/-
- (iv) A wire recorder for recording commentaries in regional languages } : Rs. 1,200/-
- (v) Editing Room, Reminder and other articles } : Rs. 800/-
- (vi) Sundries - wires, switches, etc. : Rs. 500/-

Total : Rs. 8,500/-

The expenditure will be met from the amount of Rs. 44,000/- sanctioned in Co. No. 463, Edu., 17.2.1949.

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Note:-

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Note :- The D.P.I. has fully explained the proposals. they may be approved. Finance may see the draft overleaf before circulation.

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The draft order overleaf may be accepted.

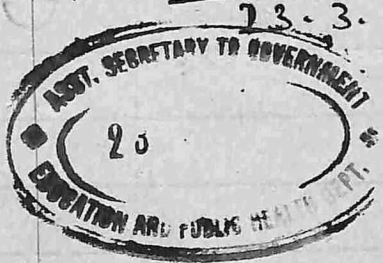
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