

①
EDN(1950) DEPT

G.O. (M) 2150 Edn.

31.7.50.

9

4191-24

Com
1

Museum — Govt. Museum, Madras —
Publicity — Printing of posters — Request for
Sanction — Orders — passed.

From
Sri A. Aiyappan, M.A., Ph.D.,
Superintendent,
Government Museum, Madras-8.



To
The Secretary to Government,
Education Department,
Fort St. George, Madras-9.

No.E.219/50-4, dated 30-5-1950.

Sir,

Sub: Museum - Madras - Publicity for the Museum -
Printing of posters - sanction.

13656
Amp 37
7 (B)
I have the honour to state that Government in G.O. Ms. No. 2778, Education dated 5-9-1949, have asked me to consider how the Museum can be introduced to casual visitors of Madras by publicity done through posters. The best way of giving publicity to the Museum seems to be through wall posters hung up in all important Railway stations and other public places. When a commercial Artist, employed as Instructor in the School of Arts, Madras was consulted in the matter, he submitted an estimate of Rs.200/- for the preparation and supply of a poster between 4 to 5 colours suitable for photo litho transfer. The details of the poster are also given in the estimate, copy of which is enclosed. I, therefore, request Government to sanction a sum of (Rupees two hundred) for the preparation of the poster as per the above estimate.

After the poster is prepared, I will submit to Government, the estimate of expenditure for the printing of posters and exhibition and other incidental charges. The estimate for printing cannot be got before the poster is drawn.

Yours faithfully,

A. Aiyappan

Superintendent.

dv.

Encl. 1.

2

From
R. Krishna Rao, Artist,
37 Solaiappan St.
Tondiarpet, Madras 21.

3

To
The Superintendent,
Government Museum
Egmore.

22-5-1950

Sir,

Sub: Poster - Preparation of.
for Govt. Museum.

Ref: Your communication 14/5/50.

Further to the rough layouts shown to you
being the schemes for the above poster work, I have
pleasure to submit my estimate for the preparation
and supply one poster on the line of the rough sketch
approved by you, as hereunder:-

To prepare and supply one
poster between 4 and 5
colours suitable for
photo litho transfer Rs. 200/- each.
(Rupees two hundred only)

Details of work

The poster will measure 20" x 30"
suitable for publicity on all public
places and educational institutions.
The sides of the poster will have
various illustrations of prominent
interesting sections of the Museum
the centre of interest of the poster
being the picture of the Museum and
the eason in front. It

A week's time needed to finish and
supply the poster from the time of the
approval of this estimate.

Thanking you,

Yours faithfully,

R. Krishna Rao

- Copy -

174

25/11/50
02/10/50

3

10/11/50

P.L. 10/11/50

21/24/6

pp1-34 from the S. G. M. No. E. 219/50-4 dt. 30.5.50.

(4)

For E

Memo No. 13656 E/50-2 dt. 23.6.50.

Museum - Govt. Museum, Madras -
Publicity - Printing of Posters - Proposal.

A copy of the ~~last~~ cited
above together with its ~~enclosure~~ ^{enclosure} is forwarded
to the Superintendent, School of Arts, Madras.
He is requested to ~~report~~ ^{state} whether the
rate of Rs. 200/- ^{quoted} for the preparation and
supply of the poster, ~~quoted in the~~ is
reasonable.

To ~~the~~ ^{the} 26/6
The Supr. School of
Arts, Madras.
(with encl)
Copy of pp1-34

22650.

23650.

6
From

The Principal,
School of Arts & Crafts,
Madras.3.

To

The Secretary to Government,
Government of Madras,
Education Department,
Madras.

781
No. ~~750~~/50 dated the 28th June 1950.

Sir,

Sub: Museum - Government Museum, Madras - publicity
Printing of Posters - Postal.

Ref: Your Memo No. 13656.E/50.2 dated 23.6.50.

The charge of Rs. 200/- for a poster should be quite reasonable provided the picture comes up with the required standard of technical achievement. In the circumstances it is difficult to assess values without seeing the work which had to be decided by size, suitability of reproduction and its artistic merits.

B.28.6.

L. Chandra
Principal.

10/11/50

The Secretary to Government,
Government of Madras,
Education Department,
Madras.

No. 225/50 dated the 28th June 1950.

Sd/-, Madras - Govt. Museum, Madras - Publicity
Printing of Posters - Madras.

Ref: Your Memo No. 13554, Sd/- dated 25.6.50.

The object of the work - for a poster should be quite
research is involved the picture comes up with the required
standard of technical competence. In the circumstances
it is difficult to assess value without seeing the work
which has to be decided by the committee of experts
and the artistic merit.

Principal,

Sd/-

From

The Principal,
School of Arts & Crafts,
Madras.

To

49/21

From the S. G. M. No. E. 219/50.4 Jt
30.5.50.

The proposal of the
S. G. M. for the printing
of publicity posters for
the Govt. Museum
is approved
Subject to the
condition

⑥
Museum - Govt. Museum, Madras -
Publicity - Printing of Posters - Request
for sanction - Grids panel.

From the Principal, School of Arts and Crafts,
Madras, No. 781/50 Jt - 28.6.50.
S. G. M. 2150 Emd. 31/7/50.

The S. G. M. is informed

That the amount of remuneration to
be paid to the Artist for the
preparation and supply of a
publicity poster for the Govt. Museum,
Madras, should be fixed on the
recommendation of the Principal,
School of Arts and Crafts, Madras

It is further agreed that the complete work
shall be done after the work is done.

To
S. G. M. only
Copy to the Principal
School of Arts and Crafts,
Madras. 3.

20.7.50
24.7.50

Nile

⑦

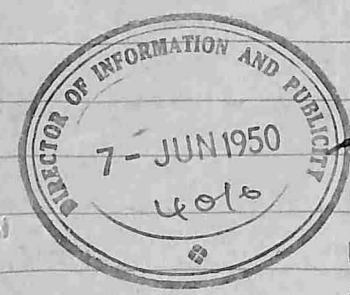
Eon. (E)

Museum - Govt. Museum, Madras -
Publicity - Printing of posters - Sanctioned.

From the S. G. M., No E. 219/50-4 dt. 30.5.1950.

G. O. (M)

Eon. Dr.



Sanction is accorded to the ~~amount of an expenditure of Rs. 200/-~~ ^{not exceeding} ~~Rs. 200/-~~ ^{Rs. 200/-} for the preparation and supply of a publicity poster for the Govt. Museum, Madras.

$\frac{2}{5.6.50}$

To

Secy. G. M.

" A. G. Info. Div.

$\frac{56}{57.50}$

Encl. -

13656 E/50-1
7.6.50.

$\frac{6}{5.6.50}$

Note: P. W. (I & P) and Finance Dept. may see. - PW (I & P) may kindly offer remarks on the estimate & suggestions if any.
6.6.50
PW (I & P)
fin.

3 2 P.W. of 20'

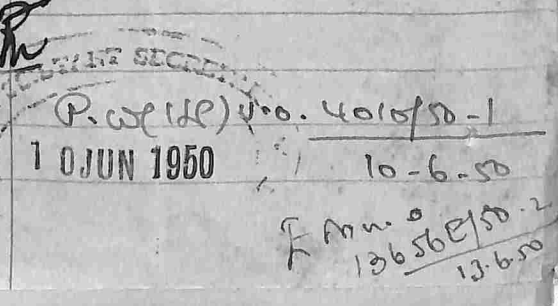
The letter on p 1-2 of the draft by G. 6 and the notes of E.P. 4 are leaf may be perused. The Case has been sent to this Dept for remarks on the suggestion of the Supdt, Govt Museum and the estimate submitted for the preparation of a design of the poster.

2. The charges claimed viz Rs 200/- for the preparation of a design of the poster in 4 to 5 Colours appear reasonable. The idea of the posters indicated at 'x' on p 3 of the draft also appears acceptable.

If with these remarks, the Case may be returned to E.P.H. Edn

Ken 8/6/50
 9.6
 10/6/50 I.P.

Please the undersg of the P.W. (I & P) Dept above. The file may be sent to E. P. W. (I & P) Dept. The case is already marked with a stamp. 10.6.50 12/6/50 13/6/50 7/10/50



3 The Supdt. of the School of Arts, Madras. The draft order on p 1 above may be accepted maybe asked to state whether the rate quoted is reasonable. 19/6/50



File No. 16330/50 with ref. to the suggestion of 20/6/50 re Finance Dept. above, a draft memo is to the Supdt., School of Arts is submitted for approval.

10/6/50 23/6/50
 [Issued as Memo. No. 13656 E/50-2 dt. 23.6.50]
 p 7 of [From the Principal, School of Arts, No. 781/50 dt. 22.6.50]

The Principal, School of Arts and Crafts reports that the charge of Rs. 200/- is reasonable, but that it is difficult.

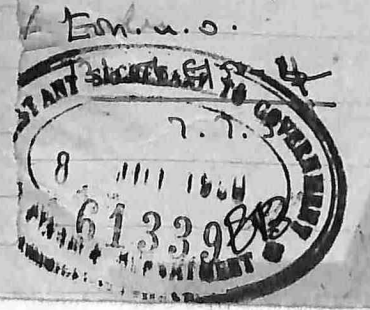
to assess the value of the work in this seeing
the work. In the circs. it is for consideration
whether the S.G.M. may be told that the
payment of charge for the post should be
made only on the production of a certificate
from the school of Arts & Crafts to the effect
that the charge is reasonable. Finance
may see of air.

7.7.50. *[Signature]*

Fin (Exp. B).

The amount of remuneration may
be fixed on the recommendation of the
Super., School of Arts & Crafts, after he
has

may be
approved
subject
to the
Condition
that the
proof of
the post is
approved
by the
Principal
7.7.50



^E
has seen the work. ⁹

^A
15/7/50

Fin 6.0.61339EB-1
18/7/50

Please see the
Finance Dept's note at
pp 4-5 ante. For order
at pp 4-5 above whether their view may be accepted
If no, the draft memo is submitted
for approval.

20.7.50.
[Signature]

A Condition as in the
fin. note above may be
imposed - the draft as above
is for appt.

24.7.50
[Signature]

