

houses. Multistoreyed flats would be constructed over an area of 10.25 acres. The Urban Estate will have 57 commercial Sites.

9.8.4 The target would be to achieve the goal of providing affordable shelter for all. An outlay of Rs.57.00 crore and Rs.0.01 crore is provided for 12th Five Year Plan and Annual Plan 2012-13 respectively.

9.9 INFORMATION AND PUBLICITY

Outlay - Rs. 14.16crore

9.9.1 The Information and Public Relations Department is entrusted with the task of disseminating information regarding policies and programmes of the state government through print and electronic media. It aims at strengthening the social fabric of society, promoting national unity and integrity, up-liftment of weaker sections and all-round development of the state. The department acts as a bridge between the government and the masses by providing feedback to the government. To make the best and optimum use of the mass media, it is proposed to undertake the following programmes/schemes:-

On Going Schemes

State Funded Schemes

IP 01/IP 1 & IP 2 Purchase / Production of Films and Display Advertisement

Outlay - Rs. 10.00 crore

9.9.2 The aim of the Public Relations Department is to introduce the policies and programmes of Govt. to the public. Films and TV are very effective media to publicize the policies, programmes and achievements of the government. It becomes necessary to procure modern equipment due to new technology. Films and TV media have a far reaching impact on the masses. The department is procuring 'News-reels' and documentaries. Services of private TV stringers approved by Doordarshan Kendra are also engaged at the approved rates. It is also proposed to purchase TV cameras complete with recorder, editing and allied electronic equipment. Apart from this, the Department of Information and Public Relations to give intensive publicity through the media on various developmental programmes and policies of the state government by issuing advertisements through various newspapers/periodicals and

journals etc. On all important occasions such as Republic Day, Independence Day and other commemorative days, advertisements are issued. Appeals by Governor and Chief Minister, Punjab on all important occasions are also published. TV documentaries/tele-films are also purchased from private producers.

IP 02/ IP 13 Grant in aid to Punjab State Media Society (PUNMEDIA)

Outlay - Rs. 2.00 crore

9.9.3 The aim and objective of the Society is to provide professional communication support to various developmental programmes, policies and initiatives and to co-ordinate the publicity, advertising and corporate communication requirements of various organizations of the state. The Society will develop in-house facilities for professional computer aided designing, copywriting, editing, graphic designing and other allied disciplines for the pre production of all literature. The Society will engage team of talented professionals for such assignments and will also outsource various activities to other agencies for printing related jobs. The Society will also take up publishing of magazines on behalf of various other departments, local bodies and other organizations whose work is entrusted to it. It may take up publication of magazines which would act as authentic source of information on social issues development programmes and policies, employment opportunities, educational opportunities, career guidance, etc. all over the state. It will also enroll number of direct subscribers including local bodies, Panchayati Raj Institutions and send the literature to various organizations, panchayats, educationists, opinion makers, officers and other eminent personalities through department's mailing list which can be updated from time to time. Production of publicity material including wall newspapers/magazines of the state government as well as it's institutions will be published professionally and in time. The Society will also produce and distribute the supplementary publications and other materials for the publicity of the welfare and development activities of Government departments, undertakings, boards, corporations, Panchayati Raj Institutions, cooperative societies, universities of the State and other autonomous bodies. The Society will take up turnkey communication solutions from conceptualization to final execution at field level..

**IP 03 / IP 3 & IP 10 Modernization of Information & Public Relations Department
including creation of News Web Portal.**

Outlay - Rs. 1.00 crore

9.9.4 The objectives of scheme are creation and up gradation of office infrastructure at both state headquarters and field offices, use of information technology, specialized technical ,

other equipment, engaging services of specialized staff on contract/job work basis for technical work and other related issues. Besides, it envisages to strengthen the relations between local and NRI audience by dissemination of relevant and timely information on policies and programmes of the Government and to provide a platform for the community interaction and upliftment by using internet. So, News Web Portal is being established and to update these system services of a web developer is being taken on payment basis which is to be continued.

IP 04/ IP 4 & IP 9 Song and Drama Services including light and sound programmes.

Outlay - Rs. 0.50 crore

9.9.5 Song and drama shows have a very effective impact on the general masses and specially the rural masses. Funds are provided to achieve the target of publicity through this media and to take the policies, programmes and achievements of the government to the people particularly belonging to the rural areas. For staging dramas, services of artists are engaged from the market. Artists are engaged on the programme basis temporarily and paid wages at the fixed rates. Light and sound dramas are conducted at various places on religious and other occasions. The department organizes such programmes on the occasion of Vaisakhi mella, Holla-Mohalla, Maghi festival, Muktsar, Martyrdom day of S.Bhagat Singh, Hussainiwal Baba Sekh Farid Mela, Faridkot, Jor Mela, Fatehgarh Sahib etc. every year. Furniture and other misc. article arranged on payment basis.

IP 05/IP 11 Setting up of Press Clubs, Press lounges and Media Center including centre for media excellence.

Outlay - Rs. 0.30 crore

9.9.6 The State Government has decided to set up of Press Clubs and Media lounges and Media Centers including centre for media excellence in each district. These press clubs will provide the common place for the media persons where they can assemble, debate and discuss the various issues. It will also serve as recreation and entertainment centre for them. There is a proposal to establish press clubs and to provide furniture, T.Vs, computers with internet etc free facilities for introducing new technologies education to the press persons

IP 06/ IP 6 & IP 7 Exhibition, Hoardings and Banners.

Outlay - Rs. 0.20 crore

9.9.7 The Exhibition wing endeavors to create a good impact on the public mind regarding the cultural heritage of Punjab and also about the achievements of the government in various fields. Publicity through exhibitions is also a very effective media. The departmental exhibitions are held at Maghi Mela, Holla Mohalla, Baisakhi Mela and Independence day etc.

9.9.8 Punjab Government has also constructed its own pavilion at New Delhi. To show the glimpses of the achievements of the government, it is necessary that exhibition boards/panels are added from time to time. The exhibition wing of the department puts up display boards/panels on important government buildings such as Secretariat, District offices, Punjab Bhawan etc.

IP 07/ IP 12 Media Welfare Fund

Outlay - Rs. 0.10 crore

9.9.9 The main objective of the scheme is to provide financial assistance to the journalists by establishing media welfare fund. It includes insurance, free bus pass and free medical facilities and economic help to accredited press person's.

IP 8/ IP 5 & IP 8 Purchase of books for library at H.Q.and Purchase /Production of literature.

Outlay - Rs. 0.06 crore

9.9.10 Printed literature has great importance in publicizing the policies/ achievements of the state government. Monthly journals namely (i) Jagriti (Punjabi), ii) Jagriti (Hindi) and (iii) Advance (English) are published regularly. Various other types of literature such as posters, folders, booklets etc. are brought out. Literature for free distribution is also purchased as per government rules. The department has set up a library at the headquarter for use of officers of the department while preparing press notes/articles and other material etc., which is required to be equipped with latest reference books.