

**Suo-Motu Disclosure**

**Under Section 4 (RTI) Section 4(1)(b)**

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**DIRECTORATE OF FIELD PUBLICITY**

**TAMILNADU REGION**

**CHENNAI**

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**First Floor Block VIII  
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26, Haddows Road,  
Chennai 600 006.  
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## **Information under Section 4 of RTI Act pertaining to Regional Office, DFP, Chennai**

### **1. Particulars of organization, functions and duties :-**

The Directorate of Field Publicity is one of the Media Units of the Ministry of Information and Broadcasting. It is engaged in the task of publicising programmes and policies of the Government through interpersonal communication.

DFP envisages informing government's plans, schemes, policies thereby empowering the people with awareness on Central programmes through interpersonal communication. Bring about attitudinal changes in the minds of the people. Mobilise public opinion in favour of implementation of welfare and developmental programmes. Get measureable and analyzable feedback for the Union Government for course correction.

For this purpose, DFP, at present, has a network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices.

The Directorate of Field Publicity, Tamil Nadu region covers the States of Tamil Nadu and Puducherry UT). The Regional Office is located in Chennai and its 10 Field Units located in Vellore, Dharmapuri, Salem, Ramanathapuram, Tiruchirapalli, Thanjavur, Madurai, Tirunelveli, Coimbatore and Puducherry.

### **2. Powers and duties of its officers and employees :-**

The Director is the controlling Officer of the Field Publicity Units of the Region. He exercises administrative and financial control over all the units under him. Field Publicity Unit is headed by Field Publicity Officer/Field Publicity Assistant. As leader of FPOs/FPAs, the Director guides them. He also undertakes tours every month and visits all units under his jurisdiction on a rotation basis. Director is assisted by Accountant (1), Field Publicity Assistant (1), Stenographer (1), UDC (1), LDCs (2), Driver (1) and MTS (3) in the Regional Office. Director also acts as Drawing & Disbursing Officer. Administrative and Accounts matters of the Region are handled with the help of the above staff members of Regional Office and it is their duty to ensure that the payment of Salaries, TA claims, etc. are made to the staff of the region in time. The UDC and LDCs assist in maintaining the office records and scrutinizing cases pertaining to units.

At unit level Field Publicity Officer/ Field Publicity Assistant plans and holds publicity programmes according to directives from the Directorate/Regional Office in coordination with local official and non official agencies. The unit head is assisted by

LDC, Driver, Peon and Chowkidar and FPO/FPA exercises administrative control over staff in his unit as the representative of Directorate and Regional Office.

### **3. Procedure followed in the decision making process, including channels of supervision and accountability :-**

Field units organize filmshows, oral communication programmes, photo exhibitions, Song and Drama Programmes, Special Interactive Programmes like Seminars/Symposia, Expert Lectures, Essay – Drawing & other Competitions, Rallies, Group Discussions, Healthy Baby Shows etc. and distribute publicity material. The major regular themes on which units concentrate are National Integration and Communal Harmony, Health and Family Welfare, Removal of Social Evils, Rural Development, Water Conservation, AIDS, New Economic Policies, Revamped Public Distribution System etc.

While chalking out their programmes, units not only keep in mind the prescribed norms for each activity but also ensure a balanced coverage of the areas within their jurisdiction. They also determine the theme and thrust areas for a particular period of their coverage while ensuring at the same time that, with the multiplicity of themes, there is no diffusion of important basic themes of programmes. While the norms of activities of the units are revised from time to time keeping in view the requirements of various areas and handicaps, the unit are required to be on tour for 12 days in a month with six night halts, ensuring coverage of 80 % rural, backward and semi urban areas. Tours are carried out normally in two spells.

Units are equipped with audio-visual equipment i.e. portable video projector, generator and adequate number of films. Print material provided by DAVP and other Govt. agencies is widely distributed. Song and Drama programmes are organized by units with the help of Song and Drama Division. Field programmes are organized in coordination with local official and non official agencies. In this process, units also gather public reactions, success stories, situation reports and feed back are sent to Government and thus act as an effective two way communication channel between people and the Government.

Regional Offices are provided budget by Headquarters/Ministry under Non Plan and Plan. The Regional Office controls the budget of Field Units under its jurisdiction.

The Regional Office properly reconciles its accounts with PAO, MIB, Chennai. The audit of accounts is done by audit parties from Internal Audit of Ministry of I & B and Accountant General.

#### 4. Norms set by it for the discharge of its functions : -

##### A. Norms for Programme Activities:-

The norms for organization of field programmes for Field units and RO are set by DFP, Headquarters. The norms of Field Publicity activities to be organized by Field Publicity Units and ROs **every month in 2014-15** are as under :-

Tour Day	Films Shows	Oral Comm.	Phot Exh.	Feed Back	Sp Progr.	No. of village to be covered	Audience
6 Tour Days (with Night Halt) & 6 tour days (without Night Halt)	12	20	12	5	2	12	5600

**B. Norms for Administrative & Accounts matters are as per CCA and GFR financial rules.**

#### 5. Rules, regulations, instructions, manuals and records, held by it or under its control or used by its employees for discharging its functions.

<b>I (a)</b>	Name of Document	Handbook of Directorate of Field Publicity
<b>I (b)</b>	Type of Document	Guide Book
<b>I (c)</b>	Brief write-up of document	Hand book deals with the organizational set-up, duties and responsibilities of the officials of the Department.
<b>I (d)</b>	From where one can get a cop of rules, regulations, instructions, manual and records	Website : <a href="http://www.dfp.nic.in">www.dfp.nic.in</a>
<b>I (e)</b>	Fee charged by the Department for a copy of rules, regulations, instructions, manual and records	NA
<b>II (a)</b>	Name of Document	FR & SR
<b>II (b)</b>	Type of Document	Rules
<b>II (c)</b>	Brief write-up of document	Govt. of Indi's Instructions from time to time
<b>II (d)</b>	From where one can get a cop of rules, regulations, instructions, manual and records	Open Market
<b>II (e)</b>	Fee charged by the Department for a copy of rules, regulations, instructions, manual and records	NA

<b>III (a)</b>	Name of Document	CCS(CCA) Rules
<b>III(b)</b>	Type of Document	Rules
<b>III (c)</b>	Brief write-up of document	Govt. of Indi's Instructions from time to time
<b>III (d)</b>	From where one can get a cop of rules, regulations, instructions, manual and records	Open Market
<b>III (e)</b>	Fee charged by the Department for a copy of rules, regulations, instructions, manual and records	NA
<b>IV (a)</b>	Name of Document	Establishment and Administration
<b>IV (b)</b>	Type of Document	Rules
<b>IV (c)</b>	Brief write-up of document	Govt. of Indi's Instructions from time to time
<b>IV (d)</b>	From where one can get a cop of rules, regulations, instructions, manual and records	Open Market
<b>IV (e)</b>	Fee charged by the Department for a copy of rules, regulations, instructions, manual and records	NA
<b>V (a)</b>	Name of Document	CCS (Conduct) Rules
<b>V (b)</b>	Type of Document	Rules
<b>V (c)</b>	Brief write-up of document	Govt. of Indi's Instructions from time to time
<b>V (d)</b>	From where one can get a cop of rules, regulations, instructions, manual and records	Open Market
<b>V (e)</b>	Fee charged by the Department for a copy of rules, regulations, instructions, manual and records	NA
<b>VI (a)</b>	Name of Document	CCS (Pension) Rules
<b>VI (b)</b>	Type of Document	Rules
<b>VI (c)</b>	Brief write-up of document	Govt. of Indi's Instructions from time to time
<b>VI (d)</b>	From where one can get a cop of rules, regulations, instructions, manual and records	Open Market
<b>VI (e)</b>	Fee charged by the Department for a copy of rules, regulations, instructions, manual and records	NA

**6. Statement of the categories of documents that are held by it or under its control :-**

Regional Office is maintaining files under various sections/heads. Besides this, Service Books of both Regional Office Staff and Field Units Staff are maintained and updated periodically.

**7. Particulars of any arrangement that exists for consultation with, or representation by, the members of the public in relation to the formulation of its policy or implementation thereof :-**

NIL

**8. Statement of the boards, councils, committees and other bodies consisting of two or more persons constituted as its part or for the purpose of its advice, and as to whether meetings of those boards, councils, committees and other bodies are open to the public, or the minutes of such meetings are accessible for public :-**

N.A.

**9. Directory of its officers and employees :-**

STATEMENT SHOWING THE NAME, DESIGNATION AND PLACE OF POSTING IN RESPECT OF OFFICIALS OF DFP., TAMILNADU REGION		
SL.NO	NAME & DESIGNATION	PLACE OF POSTING
	<b>DIRECTOR</b>	
1.	Shri.N.V.Nagarajan	Regional Office Chennai
	<b>FIELD PUBLICITY OFFICERS</b>	
	S/SHRI/SMT	
1	T.Sivakumar	Puducherry
2	A.Chandra Mohan	Madurai

3	Kareena B.Thengamam	Tiruchirappalli
<b>FIELD PUBLICITY ASSISTANTS</b>		
1	S.R.Chandrasekaran	Coimbatore
2	P.Velmurugan	Thanjavur
3	K.Ravindran	Salem
4	P.T.Palaniappan	Madurai
5	M.Thiyagarajan	Puducherry
6	M.Jayaganesh	Vellore
7	J.Bosewell Asir	Tirunelveli
8	S.Veeramani	Dharmapuri
<b>LOWER DIVISION CLERK</b>		
1	M.S.Meera	Tiruchirappalli
<b>DRIVERS</b>		
1	K.Karvannan	Vellore
2	M.P.Kanagarathnam	Tiruchirappalli
3	S.Dhamodharan	Dharmapuri
4	V.Jagathesan	Ramanathapuram
5	V.Thangapandiyan	Tirunelveli
6	V.Ganesan	Coimbatore
7	P.Ganesan	Salem
<b>PEON/CHOWKIDARS/MTS</b>		
1	K.Poosundari	Vellore

2	S.Paulraj	Madurai
3	M.Murugan	Thanjavur
4	V.Raju,	Salem
5	C.Ganesan	Tirunelveli
6	S.Thangadurai	Tiruchirappalli
7	S.Kalanchiam	Ramanathapuram
8	A.Sitrambalam	Dharmapuri
	<b>REGIONAL OFFICE, CHENNAI</b>	
1	M.Murali,FPA	Chennai
2	R.Nandabalan,Acctt	Chennai
3	Radha Sethuraman,Steno	Chennai
4	C.Meyyappan,UDC	Chennai
5	S.Chandra,LDC	Chennai
6	S.Srinivasamoorthy,LDC	Chennai
7	R.Ravi,Driver	Chennai
8	S.Gowri Bai, Peon	Chennai
9	V.Rajan, Peon	Chennai
10	Adarsh Kumar, MTS	Chennai

**10. The monthly remuneration received by each of its officers and employees, including the system of compensation as provided in its regulations :-**

<b>SL.NO</b>	<b>NAME &amp; DESIGNATION</b>	<b>PAY</b>	<b>GRADE PAY</b>	<b>TOTAL EMOLUMENTS</b>
	<b>DIRECTOR</b>			
	Shri.N.V.Nagarajan	38790	8700	116377
	<b>FIELD PUBLICITY OFFICERS</b>			
	S/SHRI/SMT			
1	T.Sivakumar	21620	4800	59724
2	A.Chandra Mohan	17310	4600	50202
3	Kareena B.Thengamam	19900	4600	53900
	<b>FIELD PUBLICITY ASSISTANTS</b>			
1	S.R.Chandrasekaran	13810	4200	41622
2	P.Velmurugan	9470	2800	27367
3	K.Ravindran	10560	2800	30992
4	P.T.Palaniappan	12250	2800	34710
5	M.Thiyagarajan	8900	2800	27340
6	M.Jayaganesh	8900	2800	26170
7	J.Bosewell Asir	8560	2800	24320
8	S.Veeramani	8350	2800	25225
	<b>LOWER DIVISION CLERK</b>			
1	M.S.Meera	11990	2800	34288

	<b>DRIVERS</b>			
1	K.Karvannan	12270	2800	33322
2	M.P.Kanagarathnam	11050	2400	31265
3	S.Dhamodharan	9330	2400	26518
4	V.Jagadeesan	13360	4200	38761
5	V.Thangapandiyan	8220	1900	22125
6	V.Ganesan	7620	1900	22829
7	P.Ganesan	8270	1900	24259
	<b>PEON/CHOWKIDARS/MTS</b>			
1	K.Poosundari	8960	2000	24901
2	S.Paulraj	9130	2000	26371
3	M.Murugan	8790	1900	24124
4	V.Raju	10360	2400	29747
5	C.Ganesan	10990	2400	30004
6	S.Thangadurai	9110	1900	25897
7	S.Kalanchiam	9280	2000	25363
8	A.Sitrambalam	8270	1900	23032
	<b>Regional Office, Chennai</b>			
1	M.Murali,FPA	12940	4200	42872
2	R.Nandabalan,Acctt	14470	4200	40540
3	Radha Sethuraman,Steno	13290	4200	43427

4	C.Meyyappan,UDC	13430	4200	43749
5	S.Chandra,LDC	11990	2800	32780
6	S.Srinivasamoorthy,LDC	12480	2800	38854
7	R.Ravi,Driver	10750	2800	30585
8	S.Gowri Bai, Peon	8050	1900	23235
9	V.Rajan, Peon	8050	1900	26370
10	Adarsh Kumar, MTS	5630	1800	18364

**11. The budget allocated to each of its agency, indicating the particulars of all plans, proposed expenditures and reports on disbursements made :-**

The Revised Budget (Non-Plan) for the financial year 2014-15 for this Region is given below : (Rs in Thousands)

Head	Salary	OTA	DTE	OE	Medical Expenses	Rent
Amount	16230	12	1156	900	100	618

MW	POL	OC	Wages	PP&SS	Publications	Advertising &Publicity	Total
25	643	334	0	5	20	40	20083

**12. Manner of execution of subsidy programmes, including the amounts allocated and the details of beneficiaries of such programmes :-**

Nil

**13. Particulars of recipients of concessions, permits or authorizations granted by it. :-**

Not Applicable

**14. Details in respect of the information, available to or held by it, reduced in an electronic form. :-**

Administrative Reports, CMPR, Tour programmes of Field units.

**15. The particulars of facilities available to citizens for obtaining information, including the working hours of a library or reading room, if maintained for public use :-**

- a. Public can access the website [www.dfp.nic.in/chennai](http://www.dfp.nic.in/chennai) for information about the Public Authority ( Tamilnadu and Puducherry Region)
- b. At Field Unit level, public can visit the office and get information on developmental themes. They can also collect available handbills/booklets on various welfare measures at free of cost.
- c. Public can also use the Reading Table facility available at Field Unit Level. The newspapers, magazines like Yojana(Tamil) and other booklets are available at the table for instant browsing.

**16. The names, designations and other particulars of the public information officers :-**

1. **Public Information Officer** under RTI Act 2005 is  
Dr.T. Sivakumar  
Field Publicity Officer  
50, 14<sup>th</sup> Street (Church Main Street)  
Krishna Nagar, Lawspet  
Puducherry-605 008.
2. **Appellate Authority** is  
Shri.N.V. Nagarajan  
Director  
Directorate of Field Publicity  
First Floor Block VIII  
Shastri Bhavan  
26, Haddows Road,  
Chennai 600 006.  
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