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## ABSTRACT

Environment - Tamil Nadu Innovation Initiatives (TANII) - State Innovation Fund for the year 2018-2019 - Environmental Awards for Best Ad-films on Environmental Protection, fit for telecasting in the Public Media at a total cost of Rs.50 lakh under the State Innovation Fund for the year 2018-19 and 2019-2020 - Sanction - Orders - Issued.

### Environment and Forests(EC.1)Department

G.O. (P) No.199

Dated: 19.07.2018

திருவள்ளூர் ஆண்டு-2049

விளம்பி, ஆடி - 3

Read:

From the Director of Environment,  
R.C.No.2632/P2/2017, dated 27.11.2017.

From the Member Secretary, State Planning Commission  
letter No.4000/State Planning Commission (PC)/2017,  
dated 12.02.2018.

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### ORDER :

The Department of Environment in its proposal has informed that Environmental Protection is a practice of protecting the natural environment on individual, organizational or Governmental levels, for the benefit of human beings. Several initiatives have been taken by the Government for pollution abatement besides promoting environmental consciousness among the school children and the public at large.

2. In this connection, the Director of Environment has pointed out that more time is being consumed for the production and finalization of one ad-film by the Department itself besides expensive, lack of motivation and non-capitalization of the skill of the current generation.

3. Hence, the Director of Environment has suggested that Environmental Awards for Best Ad-films on Environmental Protection, on any topic/theme on land, air, water, forest, industrial activities, flora, fauna etc., and fit for telecasting in the public media, may be advertised in appropriate forum and invited. Besides, the best Films be awarded cash prize as follows:-

- The Best first three ad-films will be selected and will be given a Cash prize of Rs.7.00 lakhs, Rs.6.00 lakhs & Rs.5.00 lakhs respectively besides certificates.
- A sum of Rs.2.00 lakhs may be allocated for publicity, evaluation and award distribution function etc., and as such the total project cost for the distribution of awards for the best AD-film is Rs.30.00 lakhs.
- At a cost of Rs.20 lakhs, it is estimated that several ad-films will be derived from the field of film, students and other related industry, on different themes / topics with novel ideas, which may be used for the dissemination of environmental amelioration related issues to the public at large. As the prize money is high, it is expected that the ad-films are in good quality with attractive theme and personalities.

4. The following are the some of the important points with reference to the above proposal.

- i. The ad-film should be produced in the State focusing the environmental protection related issues of the State.
- ii. The Director of Environment will have the legitimate ownership of the ad-films received for awards.
- iii. The selected and un-selected ad-films for the awards will not be returned to the producers and no royalty will be given.
- iv. The Department of Environment will have the right to make any change/modification / alteration in the ad-films, as deemed fit and necessary, without the consent of the producer.
- v. The producer should edit / modify the film, as requested by the Department of Environment, if necessary, if the said film is considered for telecasting.
- vi. The name of the producer will be indicated while telecasting the ad-film in the public media.
- vii. The theme /idea /topic of the ad-film should be of the producer and should not be copied or remake of the others. If any objection or complaint is received, in this regard, it is the liability of the producer to prove the truth that the ad-film is of his own product.
- viii. One can produce and submit any number of ad-films within the time-limit.
- ix. The Personalities, if any, in the ad-film should not be controversial persons from Tamil Nadu.
- x. The ad-films should be produced in the Tamil language only.
- xi. The theme/topic/ idea of the ad-film should not be contrary or criticize the Government Programmes / polices.
- xii. A Juries of selection will be formed and the Members of the Juries will select the awardees. The verdict of the Members of the Juries is final and any request for reconsideration is not allowed.
- xiii. Copies of the ad-films will be hosted in the official websites of Department of Environment and others and also be sent to NGC & Eco-club schools for telecasting in the school functions, prayer meetings, etc.,

5. Further, the ad-films selected will be telecasted in public / Mass media through the agencies identified by the Information and Public Relation Department of Government of Tamil Nadu from the year 2019-2020.

6. In this connection, the Director of Environment has requested to sanction a sum of Rs.50 lakhs for the Environmental Awards for Best Ad-films on Environmental Protection and fit for telecasting in the Public Media under the TANII, containing two components viz., distribution of Environmental Awards for Best Ad-films at a cost of Rs.20 lakhs during the year 2018-2019 and telecasting the selected Ad-films through Mass Media at a cost of Rs.30 lakhs during the year 2019-2020.

7. The State Planning Commission has recommended this proposal in the letter second read above.

8. In the mean time, The Hon'ble Minister for Environment has made the following Announcement on the floor of the Assembly on 28.06.2018:-

சற்றுச்சூழல் பாதுகாப்பு குறித்த சிறந்த விளம்பரத்திற்கான குறும்படங்களுக்கு விருதுகள் வழங்குதல்

சற்றுச்சூழல் பாதுகாப்பு குறித்து நிலம், காற்று, நீர், வனம், தொழிற்சாலை நடவடிக்கைகள், தாவரங்கள், விலங்குகள் உள்ளிட்ட ஏதாவது ஒரு தலைப்பில் பொது மன சுகங்களில்

மூன்று படங்கள் தேர்வு செய்யப்பட்டு, பரிசுத் தொகையாக முறையே ரூ.7.00 இலட்சம், ரூ.6.00 இலட்சம், மற்றும் ரூ.5.00 இலட்சம் வழங்கப்படும். மேலும் இப்போட்டி தொடர்பான விளம்பரம், மதிப்பீடு செய்தல் மற்றும் பரிசு வழங்கும் விழாவிற்கு ரூ 2.00 இலட்சம் ஒதுக்கீடு செய்யப்படுவதால் பரிசளிப்பதற்காக மொத்தம் ரூ 20.00 இலட்சம் செலவிடப்படும். விளம்பரப்படத்தின் நகல்கள் சுற்றுச்சூழல் துறையின் வலைதளத்தில் வெளியிடப்படுவதோடு, தேசிய பசுமைப் படை மற்றும் சூழல் மன்றங்களின் விழாக்கள், பள்ளிகளின் பிரார்த்தனை வேளைகளிலும் ஒளிபரப்பப்படுவதோடு, தேர்வு செய்யப்பட்ட விளம்பரப்படங்கள் 2019-2020 ஆம் ஆண்டில், செய்தி மற்றும் மக்கள் தொடர்புத் துறையால் பரிந்துரை செய்யப்பட்ட நிறுவனங்கள் மூலம் ரூ. 30 இலட்சம் செலவில் பொது / வெகுஜன ஊடகங்களில் ஒளிபரப்பப்படும்.

9. The Government after careful consideration, accept the proposal of the Director of Environment and accord Administrative sanction for a sum of Rs.50.00 lakh (Rupees fifty lakh only) for the period of two years from 2018-2019 to 2019-2020 and sanction a sum of Rs.20.00 lakh (Rupees twenty lakh only) towards Environmental awards for Best Ad-films on Environmental protection, fit for telecasting in the Public media during the year 2018-2019 under State Innovation Fund as detailed below:-

Name of the Scheme	Cost of the project		
	1st year (2018-2019)	2nd year (2019-2020)	Total
Environmental Awards for Best Ad-films on Environmental Protection, fit for telecasting in the Public Media.	20.00 lakh	30.00 lakh	<b>50.00 lakh</b>

10. (i). The expenditure sanctioned in para 9 above shall be debited to the following head of account:-

“3435 ECOLOGY AND ENVIRONMENT - 03 Environmental Research and Ecological Regeneration - 001 Direction and Administration, State's Expenditure JC Award for best Ad-film on Environmental protection under State Innovation Fund - 09 Grants-in-Aid - 03 Grants for Specific Schemes (DPC - 3435 03 001 JC 0930)”

(ii) the expenditure shall be met from the State Innovation Fund by deducting under the following head of account:-

“3435 ECOLOGY AND ENVIRONMENT - 03 Environmental Research and Ecological Regeneration - 902 Deduct - Amount met from State Innovation Fund. State's Expenditure - JA - Deduct - Amount met from State Innovation Fund. 30 Inter - Account transfers (DPC - 3435 03 902 JA 3002)”

And Contra - debiting the following fund account:-

“ J- Reserve Fund - (b) Reserve funds not bearing interest - 8229 - 00 - Development Welfare Funds - 200. Other Development and Welfare Funds - BE State Innovation Fund (DPC - 8229 00 200 BE 0006) (Outgo)

11. Necessary funds are provided in the Budget Estimates 2018-2019.

12. The Director of Environment is authorized to draw and disburse the amount sanctioned in para 9 above. He is also requested to ensure that

the amount sanctioned therein should be utilized in full and to send the utilization certificate as soon as the work is completed.

13. This order issues with the concurrence of the Finance Department vide U.O.No.36257/AHD&F/2018, dated:17.07.2018.

(BY ORDER OF THE GOVERNOR)

Md. NASIMUDDIN  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The Director of Environment,  
Chennai-15.  
The Pay and Accounts Officer(South)  
Chennai-35.  
The Principal Accountant General,Chennai-18.  
The Accountant General I / II,  
Chennai -18.  
The Resident Audit, Chennai-9  
Copy to:-  
The Finance (AHD&F/BGII) Department,  
Chennai -9.  
The Member Secretary,  
State Planning Commission, Chennai-5  
The PS to Principal Secretary to Government,  
Environment and Forests Department, Chennai-9.  
SF/SC

/FORWARDED BY ORDER/

*K. Aravind*  
20/7/18  
Section Officer.