

Chapter – 12

Salient features of the use of Official Language Hindi in the advertisements of the Central Government Offices

12.1 Advertisement is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action.

12.2 Broadly it can be bifurcated into two categories Commercial and Non-Commercial. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences.

12.3 Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Different types of media can be used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, Banner and Hoardings, etc; or new media such as websites and text messages.

12.4 As stated on the onset that advertising is a form of communication, its effectiveness and reach, to a large extent depends upon the language used. Further, being such a powerful medium it in turn helps in propagating the language itself. Due to such importance of the issue and considering the fact that nearly all Ministries/Departments/PSUs/Banks etc advertise for one purpose or other, the Committee discussed the matter in its 8th part of the report submitted to the Hon'ble President. The Committee submitted its recommendations and orders of the Hon'ble President were issued thereupon.

12.5 The issue is revisited with context to the current situation. The data relating to advertisements issued by the Ministries/Departments/PSUs accumulated by the Committee during the period with effect from 01.04.2005 to 30.09.2010 is elaborated upon in the following tables:-

Expenditure incurred on advertisement through Newspapers/Magazines, Pamphlets etc. (Print Media) – Min./Deptt.						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	Ministry of Home Affairs	560160	584289	773247	1917696	29.21%
2	Deptt. Of Chemicals & Petrochemicals	5550000	6450000	2840000	14840000	37.40%
3	Ministry of Defence	178914	178915	0	357829	50.00%
4	Ministry of Shipping	29600	29600	29600	88800	33.33%
5	External Affairs Ministry	255782	254470	58813	569065	44.95%
6	Deptt. Of Atomic Energy	0	0	0	0	N.A.
7	Ministry of Culture	1274759	2244956	932528	4452243	28.63%
8	Ministry of Corporate Affairs	8613031	9963277	8161715	26738023	32.21%
9	Ministry of youth Affairs and Sports	97222	545501	188611	831334	11.69%
10	Ministry of Minority Affairs	8807361	13315981	60304751	82428093	10.68%

11	Ministry of HRD	22377107	35567033	21152430	79096570	28.29%
12	Department of Post	10186000	8334000	0	18520000	55.00%
13	Ministry of Water Resources	1032107	1642376	1765001	4439484	23.25%
14	Department of Telcom	222065	586499	5104	813668	27.29%
15	Ministry of Railways	4249000	3477000	0	7726000	55.00%
16	D/o Agriculture & Coop.	23495681	5092462	19384479	47972622	48.98%
17	D/o ICAR, M/o Agriculture	291426	1445626	0	1737052	16.78%
18	M/o Consumer Affairs, Food & Public Distribution	716636	203853	0	920489	77.85%
19	M/o Information & Broadcasting	115348859	57729365	90152496	263230720	43.82%
20	Ministry of UD	6505292	6352272	8903365	21760929	29.89%
21	Ministry of Environment & Forest	2755000	5795837	1900000	10450837	26.36%
22	Department of Commerce	167357	587705	0	755062	22.16%
23	Ministry of Health and Family Welfare	50000000	35000000	25000000	110000000	45.45%
24	Ministry of Stats & Programm Implementation	819939	1280846	740301	2841086	28.86%
25	MSME	9266000	8570000	5943000	23779000	38.97%
26	Ministry of Labour and Employment	286275	238199	92351	616825	46.41%
27	Ministry of Finance (Dept. of Revenue)	122319	24697	1831909	1978925	6.18%

Expenditure on advertisement through Electronic Media (TV/Films etc.) – Min./Deptt.

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	Ministry of Home Affairs	0	0	0	0	N.A.
2	Deptt. Of Chemicals & Petrochemicals	0	0	0	0	N.A.
3	Ministry of Defence	0	0	0	0	N.A.
4	Ministry of Shipping	0	0	0	0	N.A.
5	External Affairs Ministry	0	0	0	0	N.A.
6	Deptt. Of Atomic Energy	0	0	0	0	N.A.
7	Ministry of Culture	0	0	0	0	N.A.
8	Ministry of Corporate Affairs	0	0	0	0	N.A.
9	Ministry of youth Affairs and Sports	0	0	0	0	N.A.
10	Ministry of Minority Affairs	20620528	0	11503690	32124218	64.19%
11	Ministry of HRD	50960131	0	21257099	72217230	70.57%
12	Department of Post	0	0	0	0	N.A.
13	Ministry of Water Resources	28652336	9451269	31914456	70018061	40.92%
14	Department of Telcom	0	0	0	0	N.A.
15	Ministry of Railways	8548000	0	0	8548000	100.00%
16	D/o Agriculture & Coop.	0	0	0	0	N.A.
17	D/o ICAR, M/o Agriculture	0	0	0	0	N.A.
18	M/o Consumer Affairs, Food & Public Distribution	0	0	0	0	N.A.
19	M/o Information & Broadcasting	0	0	0	0	N.A.
20	Ministry of UD	0	0	0	0	N.A.
21	Ministry of Environment & Forest	6453945	4680282	0	11134227	57.96%
22	Department of Commerce	0	0	0	0	N.A.
23	Ministry of Health and Family Welfare	110000000	120000000	110000000	340000000	32.35%
24	Ministry of Stats & Programm Implementation	0	0	0	0	N.A.

25	MSME	0	0	0	0	N.A.
26	Ministry of Labour and Employment	0	0	0	0	N.A.
27	Ministry of Finance (Dept. of Revenue)	0	0	0	0	N.A.

Expenditure incurred by way of Exhibitions (Banner, Hoardings etc.) – Min./Deptt.						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	Ministry of Home Affairs	0	0	0	0	N.A.
2	Deptt. Of Chemicals & Petrochemicals	1500	0	0	1500	100.00%
3	Ministry of Defence	3111	0	2363	5474	56.83%
4	Ministry of Shipping	0	0	0	0	N.A.
5	External Affairs Ministry	14705	325	0	15030	97.84%
6	Deptt. Of Atomic Energy	66000	120000	0	186000	35.48%
7	Ministry of Culture	0	0	0	0	N.A.
8	Ministry of Corporate Affairs	5500	2448	0	7948	69.20%
9	Ministry of youth Affairs and Sports	2600	1300	3900	7800	33.33%
10	Ministry of Minority Affairs	0	0	0	0	N.A.
11	Ministry of HRD	0	0	0	0	N.A.
12	Department of Post	0	0	0	0	N.A.
13	Ministry of Water Resources	0	0	0	0	N.A.
14	Department of Telcom	0	0	0	0	N.A.
15	Ministry of Railways	0	0	0	0	N.A.
16	D/o Agriculture & Coop.	0	0	0	0	N.A.
17	D/o ICAR, M/o Agriculture	19507	19507	0	39014	50.00%
18	M/o Consumer Affairs, Food & Public Distribution	38837	38837	0	77674	50.00%
19	M/o Information & Broadcasting	38701000	668234	30930766	70300000	55.05%
20	Ministry of UD	0	0	0	0	N.A.
21	Ministry of Environment & Forest	421000	200000	400000	1021000	41.23%
22	Department of Commerce	0	0	0	0	N.A.
23	Ministry of Health and Family Welfare	25000000	17500000	15000000	57500000	43.48%
24	Ministry of Stats & Programm Implementation	24000	24000	0	48000	50.00%
25	MSME	0	0	300000	300000	0.00%
26	Ministry of Labour and Employment	0	0	9400	9400	0.00%
27	Ministry of Finance (Dept. of Revenue)	0	0	0	0	N.A.

Expenditure incurred on advertisement through Newspapers/Magazines, Pamphlets etc. (Print Media) - Banks						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	Bank of Maharashtra	18235000	21415000	11550000	51200000	35.62%
2	Bank of Baroda	41000000	38000000	21500000	100500000	40.80%
3	Central Bank of India	12052837	26094281	3603296	41750414	28.87%
4	IDBI	17297595	54162630	16981411	88441636	19.56%
5	Syndicate Bank	77800000	58100000	15400000	151300000	51.42%
6	State Bank of Mysore	870000	3860000	4670294	9400294	9.26%
7	Canara Bank	19007000	13681000	19006000	51694000	36.77%
8	PNB	15897000	24094000	10033000	50024000	31.78%

9	Allahabad Bank	20100000	16400000	4300000	40800000	49.26%
10	State Bank of Patiala	4525000	2878000	319000	7722000	58.60%
11	State Bank of India	355800000	438800000	250500000	1045100000	34.04%

Expenditure on advertisement through Electronic Media (TV/Films etc.) - Banks

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	Bank of Maharashtra	26120000	4270000	4310000	34700000	75.27%
2	Bank of Baroda	43500000	18000000	9000000	70500000	61.70%
3	Central Bank of India	561800	581800	44450	1188050	47.29%
4	IDBI	13701388	0	538336	14239724	96.22%
5	Syndicate Bank	4500000	3400000	900000	8800000	51.14%
6	State Bank of Mysore	0	0	518906	518906	0.00%
7	Canara Bank	1252000	240000	2225000	3717000	33.68%
8	PNB	2224000	1812000	2123000	6159000	36.11%
9	Allahabad Bank	25800000	17100000	4000000	46900000	55.01%
10	State Bank of Patiala	1223000	0	232000	1455000	84.05%
11	State Bank of India	196000000	5000000	40200000	241200000	81.26%

Expenditure on Banners and Hoardings - Banks

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	Bank of Maharashtra	11177000	17581000	23492000	52250000	21.39%
2	Bank of Baroda	79000000	24000000	40500000	143500000	55.05%
3	Central Bank of India	5067700	8598205	368137	14034042	36.11%
4	IDBI	1156724	34632052	0	35788776	3.23%
5	Syndicate Bank	7700000	6100000	1200000	15000000	51.33%
6	State Bank of Mysore	660000	1915000	3095329	5670329	11.64%
7	Canara Bank	33084000	42145000	53212000	128441000	25.76%
8	PNB	1185205	2418000	924000	4527205	26.18%
9	Allahabad Bank	26800000	19700000	1900000	48400000	55.37%
10	State Bank of Patiala	10405000	3525000	4355000	18285000	56.90%
11	State Bank of India	280500000	263900000	261600000	806000000	34.80%

Expenditure incurred on advertisement through Newspapers/Magazines, Pamphlets etc. (Print Media) - PSU

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	National Fertilizer Limited	4171674	3445811	8227140	15844625	26.33%
2	HPCL	16639047	108587309	81215442	206441798	8.06%
3	Indian Oil Corporation	161538000	203858000	122449000	487845000	33.11%
4	BEML	568000	3999000	0	4567000	12.44%
5	Nuclear Power Corporation of India	8223831	17874887	1522363	27621081	29.77%
6	The Fertilizers and Chemicals Travancore Limited	248000	800500	1777000	2825500	8.78%
7	Bharat Petroleum Corporation Limited	37000000	77600000	18600000	133200000	27.78%
8	EIL	1809659	0	0	1809659	100.00%
9	TCIL	471645	503239	0	974884	48.38%
10	Power Grid Corp. of India Ltd.	19370212	36216139	3918711	59505062	32.55%

11	ITDC	4318000	13337000	171000	17826000	24.22%
12	FCI	1239483	1191050	4618796	7049329	17.58%
13	THDC India Ltd.	3033579	1574256	0	4607835	65.84%
14	Central Warehousing Corp.	462250	506500	0	968750	47.72%
15	NHPC	2271200	1554735	0	3825935	59.36%
16	IRCTC	14300000	12478000	9818060	36596060	39.08%
17	NTPC	14286177	11240148	1938558	27464883	52.02%
18	The Oriental Insurance Co. Ltd.	15992897	21200335	2409822	39603054	40.38%
19	Hindustan Copper Limited	1581488	10150856	244571	11976915	13.20%
20	National Aluminum Company Ltd.	550600	814400	880000	2245000	24.53%
21	Housing and Urban Development Corporation Ltd.(HUDCO)	678182	558061	3494677	4730920	14.34%
22	National Building Construction Corporation Limited (NBCC)	2547552	3299900	0	5847452	43.57%
23	Coal India Limited	3340000	39941000	0	43281000	7.72%
24	United India Insurance Company Limited	36600000	6500000	10000000	53100000	68.93%
25	Life Insurance Corporation of India	195590000	286178000	141565000	623333000	31.38%
26	Steel Authority of India	60188034	65730684	9421601	135340319	44.47%
27	National Insurance Company	30236680	38691141	11885024	80812845	37.42%

Expenditure on advertisement through Electronic Media (TV/Films etc.) - PSU						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	National Fertilizer Limited	0	0	0	0	N.A.
2	HPCL	110561309	72000000	52099010	234660319	47.12%
3	Indian Oil Corporation	210270000	90834000	105907000	407011000	51.66%
4	BEML	0	0	0	0	N.A.
5	Nuclear Power Corporation of India	55000	527000	0	582000	9.45%
6	The Fertilizers and Chemicals Travancore Limited	0	0	0	0	N.A.
7	Bharat Petroleum Corporation Limited	108900000	52600000	7000000	168500000	64.63%
8	EIL	0	0	0	0	N.A.
9	TCIL	0	0	0	0	N.A.
10	Power Grid Corp. of India Ltd.	0	0	0	0	N.A.
11	ITDC, New Delhi	0	0	0	0	N.A.
12	FCI	0	0	0	0	N.A.
13	THDC India Ltd.	250000	0	0	250000	100.00%
14	Central Warehousing Corp.	0	0	0	0	N.A.
15	NHPC	351602	0	0	351602	100.00%
16	IRCTC	0	0	0	0	N.A.
17	NTPC	937485	500000	300000	1737485	53.96%
18	The Oriental Insurance Co. Ltd.	0	0	0	0	N.A.
19	Hindustan Copper Limited	0	0	0	0	N.A.
20	National Aluminum Company Ltd.	300600	469000	780400	1550000	19.39%
21	Housing and Urban Development Corporation Ltd.(HUDCO)	0	0	0	0	N.A.

22	National Building Construction Corporation Limited (NBCC)	0	0	0	0	N.A.
23	Coal India Limited	0	0	0	0	N.A.
24	United India Insurance Company Limited	4695000	1500000	2500000	8695000	54.00%
25	Life Insurance Corporation of India	453557000	134125000	869190000	1456872000	31.13%
26	Steel Authority of India	2353400	4600000	0	6953400	33.85%
27	National Insurance Company	40570792	26387672	28537187	95495651	42.48%

Expenditure incurred by way of Exhibitions (Banner, Hoardings etc.) - PSU

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	National Fertilizer Limited	0	0	0	0	N.A.
2	HPCL	8601627	9621350	2701381	20924358	41.11%
3	Indian Oil Corporation	61546700	74175000	86067000	221788700	27.75%
4	BEML	56000	61000	0	117000	47.86%
5	Nuclear Power Corporation of India	15000	30000	5000	50000	30.00%
6	The Fertilizers and Chemicals Travancore Limited	195000	115000	95500	405500	48.09%
7	Bharat Petroleum Corporation Limited	18200000	14900000	1500000	34600000	52.60%
8	EIL	0	0	0	0	N.A.
9	TCIL	0	0	0	0	N.A.
10	Power Grid Corp. of India Ltd.	5921380	6071380	0	11992760	49.37%
11	ITDC, New Delhi	0	0	0	0	N.A.
12	FCI	0	0	0	0	N.A.
13	THDC India Ltd.	48864	10896	0	59760	81.77%
14	Central Warehousing Coop.	590000	596230	10000	1196230	49.32%
15	NHPC	1585120	770450	82725	2438295	65.01%
16	IRCTC	0	0	0	0	N.A.
17	NTPC	1327386	1018842	82500	2428728	54.65%
18	The Oriental Insurance Co. Ltd.	53289070	46672577	24186151	124147798	42.92%
19	Hindustan Copper Limited	0	0	0	0	N.A.
20	National Aluminium Company Ltd.	1077700	951125	848500	2877325	37.45%
21	Housing and Urban Development Corporation Ltd.(HUDCO)	0	0	0	0	N.A.
22	National Building Construction Corporation Limited (NBCC)	0	0	0	0	N.A.
23	Coal India Limited	0	0	0	0	N.A.
24	United India Insurance Company Limited	27400000	2900000	9200000	39500000	69.37%
25	Life Insurance Corporation of India	226638000	214572000	143695000	584905000	38.75%
26	Steel Authority of India	87025972	96886576	24012780	207925328	41.85%
27	National Insurance Company	4471587	2058259	8700000	15229846	29.36%

Expenditure incurred on advertisement through Newspapers/Magazines, Pamphlets etc. (Print Media) – Service Providers

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	MTNL	24892552	137787108	31720141	194399801	12.80%
2	BSNL	45000000	87000000	400000	132400000	33.99%
3	Director General Doordarshan	2511480	1535074	554546	4601100	54.58%

Expenditure on advertisement through Electronic Media (TV/Films etc.) – Service Providers						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	% age of Hindi
1	MTNL	34172258	0	0	34172258	100.00%
2	BSNL	511300000	44200000	138400000	693900000	73.68%
3	Director General Doordarshan	0	0	0	0	N.A.

Expenditure incurred by way of Exhibitions (Banner, Hoardings etc.) – Service Providers						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	% age of Hindi
1	MTNL	37276458	5571641	0	42848099	87.00%
2	BSNL	0	0	0	0	N.A.
3	Director General Doordarshan	418826	0	40614	459440	91.16%

Expenditure incurred on advertisement through Newspapers/Magazines, Pamphlets etc. (Print Media) – Central Revenue Organisation						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	% age of Hindi
1	CBDT	73874636	64951840	63118890	201945366	36.58%

Expenditure on advertisement through Electronic Media (TV/Films etc.) - Central Revenue Organisation						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	% age of Hindi
1	CBDT	41090277	11891786	25537325	78519388	52.33%

Expenditure incurred by way of Exhibitions (Banner, Hoardings etc.) - Central Revenue Organisation						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	% age of Hindi
1	CBDT	0	0	0	0	N.A.

Expenditure incurred on advertisement through Newspapers/Magazines, Pamphlets etc. (Print Media) – Misc.						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	% age of Hindi
1	DG CRPF	390203	236151	267757	894111	43.64%
2	National Gallery of Modern Art	22504	22504	0	45008	50.00%
3	Oil Industry Development Board	767144	675344	352318	1794806	42.74%
4	CEO, Delhi Cantonment Board	0	0	709645	709645	0.00%
5	Air HQ	0	0	23500000	23500000	0.00%
6	Integrated HQ Navy	18533535	36773960	20451822	75759317	24.46%
7	Cochin Port Trust	5000	14016	10000	29016	17.23%
8	ASI	384936	384936	0	769872	50.00%
9	Sports Authority of India	240000	351000	22000	613000	39.15%
10	Nehru Yuva Kendra	721497	743285	0	1464782	49.26%
11	RGI	2036000	10000	2275000	4321000	47.12%
12	University Grant Commission	2751191	4887580	0	7638771	36.02%
13	Institute of Genomics & Integrative Biology	100963	292122	0	393085	25.68%
14	ICAR	351721	525328	0	877049	40.10%
15	National Institute of Oceanography	243950	263774	0	507724	48.05%
16	Director General of Meteorology	70230	151294	0	221524	31.70%
17	Directorate of Plant Protection, Quarantine and Storage	991694	335746	643351	1970791	50.32%
18	Directorate of Marketing and Inspection	1621873	858370	1271872	3752115	43.23%

19	CSIR	641654	2733758	35693	3411105	18.81%
20	Office of the Chief Labour Commissioner (Central) New Delhi	241540	357028	99752	698320	34.59%
21	Botanical Survey of India	14653	38941	131073	184667	7.93%
22	Forest Survey of India	26040	9600	0	35640	73.06%
23	DGFT	0	0	0	0	N.A.
24	AYUSH	17081069	19471654	800000	37352723	45.73%
25	Central Council for Research in Ayurveda and Siddha	1648200	1642700	847000	4137900	39.83%
26	Khadi & Village Industries Commission	1195000	581000	0	1776000	67.29%
27	Coir Board	39600	5981823	478775	6500198	0.61%
28	ESIC	65525811	58329248	2076240	125931299	52.03%
29	Development Commissioner (Handicraft)	13000000	19800000	19500000	52300000	24.86%
30	Geological Survey of India	955000	986000	0	1941000	49.20%
31	National Sample Survey Office	630787	837442	509109	1977338	31.90%
32	Central Silk Board	543563	1580795	2051106	4175464	13.02%

Expenditure on advertisement through Electronic Media (TV/Films etc.) – Misc.

Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	DG CRPF	0	0	0	0	N.A.
2	National Gallery of Modern Art	0	0	0	0	N.A.
3	Oil Industry Development Board	0	0	0	0	N.A.
4	CEO, Delhi Cantonment Board	0	0	0	0	N.A.
5	Air HQ	0	0	4000000	4000000	0.00%
6	Integrated HQ Navy	8332644	12498967	0	20831611	40.00%
7	Cochin Port Trust	0	0	0	0	N.A.
8	ASI	0	0	0	0	N.A.
9	Sports Authority of India	0	0	0	0	N.A.
10	Nehru Yuva Kendra	0	0	0	0	N.A.
11	RGI	37621000	0	41067000	78688000	47.81%
12	University Grant Commission	0	0	0	0	N.A.
13	Institute of Genomics & Integrative Biology	0	0	0	0	N.A.
14	ICAR	0	0	0	0	N.A.
15	National Institute of Oceanography	0	0	0	0	N.A.
16	Director General of Meteorology	0	0	0	0	N.A.
17	Directorate of Plant Protection, Quarantine and Storage	0	0	0	0	N.A.
18	Directorate of Marketing and Inspection	0	0	0	0	N.A.
19	CSIR	2664728	3971314	0	6636042	40.16%
20	Office of the Chief Labour Commissioner (Central) New Delhi	0	0	0	0	N.A.
21	Botanical Survey of India	0	0	0	0	N.A.
22	Forest Survey of India	0	0	0	0	N.A.
23	DGFT	0	0	0	0	N.A.
24	AYUSH	68908229	65408229	26940930	161257388	42.73%
25	Central Council for Research in Ayurveda and Siddha	141000	303000	42000	486000	29.01%
26	Khadi & Village Industries Commission	0	0	0	0	N.A.

27	Coir Board	243820	3273270	0	3517090	6.93%
28	ESIC	50778234	0	0	50778234	100.00%
29	Development Commissioner (Handicraft)	395000	700000	0	1095000	36.07%
30	Geological Survey of India	0	0	0	0	N.A.
31	National Sample Survey Office	2072757	482060	4143919	6698736	30.94%
32	Central Silk Board	0	0	0	0	N.A.

Expenditure incurred by way of Exhibitions (Banner, Hoardings etc.) – Misc.						
Sr. No.	Name of Organisation	Hindi (in rupees)	English (in rupees)	Others (in rupees)	Total (in rupees)	%age of Hindi
1	DG CRPF	0	0	0	0	N.A.
2	National Gallery of Modern Art	231100	0	0	231100	100.00%
3	Oil Industry Development Board	0	0	0	0	N.A.
4	CEO, Delhi Cantonment Board	0	0	0	0	N.A.
5	Air HQ	0	0	0	0	N.A.
6	Integrated HQ Navy	3959084	5938627	0	9897711	40.00%
7	Cochin Port Trust	0	0	0	0	N.A.
8	ASI	0	14434	0	14434	0.00%
9	Sports Authority of India	3000	3000	0	6000	50.00%
10	Nehru Yuva Kendra	0	0	0	0	N.A.
11	RGI	4087000	0	7410000	11497000	35.55%
12	University Grant Commission	0	0	0	0	N.A.
13	Institute of Genomics & Integrative Biology	0	0	0	0	N.A.
14	ICAR	60000	60000	0	120000	50.00%
15	National Institute of Oceanography	0	0	0	0	N.A.
16	Director General of Meteorology	0	0	0	0	N.A.
17	Directorate of Plant Protection, Quarantine and Storage	0	0	0	0	N.A.
18	Directorate of Marketing and Inspection	0	0	0	0	N.A.
19	CSIR	0	0	0	0	N.A.
20	Office of the Chief Labour Commissioner (Central) New Delhi	0	0	0	0	N.A.
21	Botanical Survey of India	14564	121520	0	136084	10.70%
22	Forest Survey of India	1200	0	0	1200	100.00%
23	DGFT	4800	2400	0	7200	N.A.
24	AYUSH	21836494	21836494	21533169	65206157	33.49%
25	Central Council for Research in Ayurveda and Siddha	0	0	0	0	N.A.
26	Khadi & Village Industries Commission	0	0	0	0	N.A.
27	Coir Board	0	22684104	27000	22711104	0.00%
28	ESIC	9923763	9391811	0	19315574	51.38%
29	Development Commissioner (Handicraft)	0	0	0	0	N.A.
30	Geological Survey of India	658000	653000	0	1311000	50.19%
31	National Sample Survey Office	3500	0	0	3500	100.00%
32	Central Silk Board	9911	16360	10000	36271	27.32%

12.6 On perusing the above data, it may be seen that, with few exceptions, most of the Ministries/Departments/PSUs are spending about 50% of their advertising budget on Hindi on advertisements issued through Electronic Medium and Banners & Hoardings, which is in tandem with the recommendations of the Committee in this regard. However, there is a deviation in the trend, when we consider the advertisement issued through Print media i.e. through

Newspapers/Magazines, Pamphlets etc. Ministries/Departments/PSUs are spending more on advertisements issued in English when compared to Hindi and other regional languages. The latest circulation figures issued by the Audit Bureau of Circulation (ABC) are as under:-

Language	Total Daily Circulation		
	January-June 2010	July-December 2009	January-June 2009
Regional Language	25399029	23531326	22165484
Hind	14828908	13427458	12923725
English	11042293	10955805	9002718

Top circulated dailies					
Rank	Publication	Language	January-June 2010	July-December 2009	January-June 2009
1	The Times of India	English	3545594	3325983	2928805
2	Dainik Bhaskar	Hindi	2816017	2633037	2577311
3	Dainik Jagran	Hindi	2505881	2383582	2541326
4	Malayala Manorama	Malayalam	1802375	1758982	1703159
5	Lokmat	Marathi	1587559	1285412	1132099
6	Eenadu	Telugu	1491194	1273593	1315552
7	Hindustan	Hindi	1416028	1299153	1054508
8	Sakshi	Telugu	1413728	1217534	1255940
9	The Hindu	English	1395216	1465183	1359541
10	Deccan Chronicle	English	1386022	1378730	1349569
11	Rajasthan Patrika	Hindi	1352459	1330834	729939
12	Dinakaran	Tamil	1328437	1234756	1134115
13	Amar Ujala	Hindi	1276140	937235	1231295
14	Daily Thanthi	Tamil	1218864	1170523	1113385

12.7 It may be seen that in terms of total daily circulation Regional Language Dailies combined have the largest circulation followed by Hindi and English being at the last place. Also if we look at the list of top circulated dailies, besides the 'The Times of India' an English daily, there are only two other English newspapers in the list of top fourteen. If we further analyse the figures, we can see that in the above list the combined circulation figures are as under:-

Sl. No.	Language	Total Circulation	Percentage Circulation
1	Hindi	9366525	38.18%
2	Regional Languages	8842157	36.04%
3	English	6326832	25.79%

12.8 The above findings are not surprising; these are well in lines with the established fact that Hindi language has the maximum penetration in India. However, the surprising part is the Ministries/Departments/PUSs still spending more on advertisements issued in English language. In the opinion of the Committee, the strong reasons to give advertisement in Hindi Newspapers are as follows:-

- (i) English Newspapers have the least circulation and thus automatically the least reach (Readers)
- (ii) Advertisements in English Newspapers cost more when compared to that in Hindi and Regional language Newspapers.
- (iii) Advertising in English Newspapers is not only against the policy of the Govt. (to promote usage of Official Language Hindi and Regional Languages) but also against the basic principles of advertising elaborated in the starting paragraphs of this chapter.

- (iv) According to the census of year 2001 less than 6% of the total population understands English.
- (v) Barring few people employed in the Embassies and Multinational companies, it may be impossible to find a person in India who understands English only. He may know English alongwith Hindi or one of the Regional languages, but not English alone.
- (vi) Under Article 351 of the Constitution of India it is the duty of the Central Government to promote the spread of Hindi Language and to develop it so that it may serve as medium of expression for all the elements of the composite culture of India. The vehicle for development of any language is none other than its literature. In the present day of electronic, films, etc. the one committed medium for any literature is the newspaper. The money the Government spends by giving advertisements in Hindi newspapers will work to encourage the spread of use of the language as also to develop it. Promoting Hindi Advertisements i.e. supporting Hindi Newspapers can be one such initiative.

12.9 The committee deliberated upon the issue and discussed it the Head of the units it inspected and with the higher officers from the Ministries/Headquarters present at the meetings. The points put forth by them are as under:-

- (i) It is mandatory to issue certain documents (hence certain advertisements) bilingually in compliance of Rule 3(3) of the Official Language Act.
- (ii) Advertising in English Newspapers costs more when compared to that in Hindi and Regional Language Newspapers.
- (iii) Apart from PSUs all other Ministries/Departments issue their advertisements through Directorate of Audio and Visual Publications (DAVP). It is for the DAVP to decide in which newspapers the advertisements are finally published.

12.10 Prior to pondering further on the issue, it would not be out of context to consider the recommendations of the Committee in the 8th part of its report submitted to the Hon'ble President. The Committee recommended that out of the total expenditure incurred on any form of advertisement 50% should be made on Hindi and remaining 50% on regional languages and English combined. Prior to the Hon'ble President passing orders on the recommendations of the Committee, views of all Ministries in favour or otherwise of the Committee's recommendations were invited. Barring the following five Ministries/Departments all other including the DAVP were in favour of the Committee's recommendations:-

- (1) Ministry of Food Processing & Industries
- (2) Ministry of Defence
- (3) Ministry of Agriculture
- (4) Ministry of Labour & Employment
- (5) Department of Chemicals (Ministry of Chemicals & Fertilizers)

12.11 Here it may also be stated that the Hon'ble President partially accepted the Committee's recommendation of 50% expenditure on Hindi advertisements. In the Hon'ble President's orders the Ministries/Departments were asked to formulate their own policy in this regard.

12.12 To address the problem, the Committee convened an Oral Evidence of the Ministry of Information & Broadcasting on 07.09.2010 where Director General, DAVP was also invited alongwith others. In the meeting the issue was discussed the DAVP was asked to explain the deviation. In their explanation the DAVP submitted that since 2007 they have formulated a policy to spend 35% on Hindi, 35% on English and remaining 30% on regional Languages.

12.13 The advertisement policy of Ministry of Information and Broadcasting which is followed by DAVP is self contradictory due to the following reasons:-

- (i) When the Committee invited their view on its recommendations the DAVP endorsed the view of the Committee to spend 50% on Hindi advertisements.
- (ii) Even though the DAVP is nodal agency for advertisement, it is concerned Ministry who is bearing the cost of advertisement from their own budget. Hence the DAVP should go by the policy of the Ministry issuing the advertisement.
- (iii) In certain cases the DAVP is not even adhering to its own policy and spending more than 35% on English advertisements.

12.14 The Committee through the Department of Official Language has written to the DAVP to amend their policy and align it in lines of the Committee's recommendations. As regards the difference between advertisement rates of Hindi and Regional languages vis-à-vis English advertisements, the Committee has the following suggestions to make:-

- (i) As far as possible strictly adhere to advertising in Hindi and Regional Languages only.
- (ii) Where it is mandatory of issue advertisement bilingually, the same may be issued in the diglot form.
- (iii) To counter the higher cost, the advertisements in Hindi Newspapers may be given prominently with bigger size at starting pages and that in English Newspapers at relatively smaller size and in middle or ending pages.

12.15 The average advertisement figures for the period with effect from 01.01.2002 to 31.03.2005 (period of 8th Report) compared to that of the period with effect from 01.04.2005 to 30.09.2010 (present period) are as under:-

Type of Advertisement	Average expenditure on Hindi advertisements during the period w.e.f. 01.01.2002 to 31.03.2005 (in percentage)	Average expenditure on Hindi advertisements during the period w.e.f. 01.04.2005 to 30.09.2010 (in percentage)
Banks		
Print Media	30.47	35.99
Electronic Media	41	56.52
Banners & Hoardings	35.55	34.34
PSU		
Print Media	30.19	35.51
Electronic Media	45	50.63
Banners & Hoardings	41.6	47.48
Service Providers		
Print Media	25.28	33.79
Electronic Media	70.5	86.84
Banners & Hoardings	14.28	89.08
Central Revenue Organisations		
Print Media	28.5	36.58
Electronic Media	87	52.33
Banners & Hoardings	0	0
Others		
Print Media	38.93	35.4
Electronic Media	21	37.36
Banners & Hoardings	56	46.33

12.16 It may be seen that despite all the average expenditure on Hindi advertisements have increased over the years even in the absence of any clear cut orders in this regards. It may be attributed to the fact the Ministries/Departments/PSUs recognize and acknowledge the fact that Hindi has the maximum penetration and for the advertisements to be effective to reach the target audience it has to be in Hindi or regional languages. Given the right direction in forms of clear and unambiguous orders this may reach the 50% target sooner than expected. This will not only provide an impetus to the policy of progressive promotion of Official Language Hindi but also will generate employment for Hindi and regional language people which will further the cause and provide the much needed support to the Hindi Newspapers which in turn will indirectly support the Hindi Literature.

12.17 In view of the above the Committee makes the following recommendations:-

- i) The Committee reiterates its recommendation of at least 50% of total expenditure on any form of advertisement to be incurred on Hindi advertisements and remaining 50% on Regional Languages and English Language.
- ii) As far as possible strictly adhere to advertising in Hindi and Regional Languages only.
- iii) Where it is mandatory to issue advertisement bilingually, the same may be issued in the diglot form.
- iv) To counter the higher cost, the advertisements in Hindi Newspapers may be given prominently with bigger size at starting pages and that in English Newspapers at relatively smaller size and in middle or ending pages.