

**GOVERNMENT OF INDIA  
YOUTH AFFAIRS AND SPORTS  
LOK SABHA**

UNSTARRED QUESTION NO:2968  
ANSWERED ON:16.03.2010  
USING HINDI IN COMMONWEALTH GAMES PROGRAMMES  
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**Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:**

- (a) whether the organizing committee of Commonwealth Games ignored the use of Hindi Language in its programmes/publicity material;
- (b) if so, the details thereof;
- (c) whether the Government has given direction to the said committee in this regard;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor and the steps taken by the Government in this regard?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF YOUTH AFFAIRS & SPORTS (SHRI PRATIK PRAKASHBAPU PATIL)

(a) & (b) : No, Madam. Organizing Committee (OC), Commonwealth Games 2010, Delhi have taken the following steps to give Hindi an appropriate place in their programmes and publicity campaigns :

- (i) Logo and word mark of OC have been developed in Hindi and are being used in communication and branding;
- (ii) Hindi Logo has also been given to the stakeholders and sponsors for use on various mediums.
- (iii) Branding in Hindi of Delhi Transport Corporation buses and OC Headquarters has been done;
- (iv) All the directional signages will be bilingual with Hindi as the primary language,
- (v) Action has been initiated by OC for developing branding collateral across various platforms bilingually.
- (vi) Features about Commonwealth Games 2010 are being given to the Press in Hindi. OC has also brought out a campaign in Hindi newspaper dailies.

(c) & (d) : The Organizing Committee, has been advised to maximize use of Hindi alongwith English in various works related to CWG, 2010.

(e): Does not arise.