

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3084
ANSWERED ON:29.08.2013
EXPENDITURE ON HINDI ADVERTISEMENTS
Yadav Shri Hukamdeo Narayan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Eighth Report of the Parliamentary Committee on Official Language has recommended that at least 50 per cent of the advertisement budget should be spent on Hindi advertisements and if so, the details thereof;
- (b) if so, whether the Committee had asked all the Ministries in writing if they had any objection to spending 50 per cent of advertisement budget on Hindi;
- (c) if so, the details thereof;
- (d) whether the fact that no objection was made by any Ministry or Department indicates that the said proposal was universally acceptable; and
- (e) if so, the rationale behind bifurcating the said budget into 30 per cent and 35 per cent for English and Hindi respectively; and
- (f) the reaction of the Government thereto?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) to (f): The eighth report of the Parliamentary Committee on Official Language has recommended that at least 50% of the advertisement budget is to be spent on Hindi advertisements, in its recommendation No.70. The Department of Official Language, Ministry of Home Affairs, under Section 4(4) of the Official Language Act 1963, conveyed the order of Hon'ble President of India, which states that the above recommendation shall be accepted with the modification to the effect that Union Government / Departments may fix the percentage of expenditure on advertisements in Hindi and English according to their requirements. Keeping in view the order passed by Hon'ble President of India as well as the availability of Hindi Newspapers and Magazines and their readership in different States and Union Territories, the new Advertisement Policy of the Government provides that 30% of the advertisements should be released to English Newspapers and 35% each to Hindi and Regional Newspapers.