

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES

LOK SABHA

UNSTARRED QUESTION NO. 940

TO BE ANSWERED ON THE 8TH FEBRUARY, 2019/MAGHA 19, 1940 (SAKA)

EXPENDITURE ON ADVERTISEMENTS

940. SHRI NALIN KUMAR KATEEL:
SHRI D.K. SURESH:

Will the Minister of FINANCE be pleased to state:

(a) whether the Government has taken cognizance that Banks, Financial Institutions and Departments are publishing their advertisements in Hindi, Regional Languages and English to create awareness among people and if so, the details thereof ;

(b) whether the expenditure spent on advertisements in Hindi and English by Banks, Financial Institutions and Departments is higher than the money spent on Regional Languages from the year 2014 to 30th September, 2017 and if so the details thereof;

(c) whether the Government has taken cognizance that there is a need of emphasize more on advertisements in regional languages to enable people all over the country reap the benefit of the Government and its Institutions; and

(d) if so, the response of the Government in this regard?

ANSWER

The Minister of State in the Ministry of Finance
(SHRI SHIV PRATAP SHUKLA)

(a) to (d) : The Department of Official Language, Ministry of Home Affairs, is the nodal department to promote use of Hindi for official purposes and in this regard issues guidelines/instructions from time to time. Vide OM No. 20012/01/2017-OL (policy). dated 30.06.2017, the Department of Official Language issued President's Order regarding advertisements, according to which all advertisements published in English and Regional Languages must compulsorily be published in Hindi. All PSU Banks, Financial Institutions and Departments follow instructions issued by the Department of Official Language for publishing advertisements. From the year 2014 to 30th September, 2017 to create awareness among people about benefits of various schemes, PSU Banks/Financial Institutions/Departments have spent 52% on advertisements in Hindi, whereas 48% was spent on advertisements in English (24%) and Regional Languages (24%) taken together.
