

No. NHIII/P/47/82

*Dated the 20th Sept., 1982*

To

The Chief Secretary, Delhi Administration, Delhi. The Secretary, P.W.D., Delhi Administration.

Subject : National Highways — Publicity — Issue of advertisement of Roads/Bridge project

It has come to the notice of this Ministry that an advertisement pertaining to an inauguration of Fly-Over in Delhi was published in English in a Hindi Newspaper. It will be appreciated that Hindi knowing persons who read Hindi Newspapers will not be able to understand the English advertisement published in Hindi papers and as such it is not a correct procedure. I am, therefore, to request that in future only Hindi advertisement should be given for publication in Hindi Newspapers and English advertisement in English Newspapers where necessary. Instructions may, therefore, kindly be issued to all concerned under intimation to this Ministry.