

Supplementary Agenda Item for the 45th Departmental Project Approval Committee(DPAC)

Sno	Particulars	Vertical	Page No
1	Approval of funds for Publicity and Advertisement for Khelo India University Games 2023	Sports Competitions & Talent Development	2

Supplementary Agenda Item No. 1 : Approval of funds for Publicity and Advertisement for Khelo India University Games 2023

Detailed Description of Agenda

The Khelo India University Games 2023 is currently in progress in Assam and other North Eastern States. In this context, it is pertinent to note that the 44th Departmental Project Approval Committee (DPAC) in its meeting held on 30.01.2024, vide Agenda Item No. 4, approved an amount of Rs 2 Cr (Rs 1.50 Cr towards outdoor publicity and Rs 50 Lakhs for newspaper advertisements) for publicity and advertisement for Khelo India University Games 2023 (**Copy of the Minutes and Agenda attached At Annexure I – A**)

2. In the above context it may be noted that the outdoor Media and Publicity Plan (with approved budget of Rs 1.5 Cr) submitted by Central Bureau of Communication(CBC) was of Rs. 81,27,840/- (Rupees Eighty One Lakh Twenty Seven Thousand Eight Hundred Forty Only) with an estimated savings of Rs.. 68,72,160/- (Rupees Sixty Eight Lakh Seventy Two Thousand One Hundred and Sixty Only).

3. For the purpose of newspaper advertisement publication, CBC was informed to submit a plan for publicity plan across India. Against the same, CBC had submitted the media plan for full page newspaper advertisement with 42 editions (Copy of Plan is attached at **Annexure I - B**)

4. Subsequent to the above, the plan was deliberated upon and after consultation with the office of Hon'ble Minister changes were conveyed to CBC and accordingly, CBC submitted a revised plan for the newspaper advertisement (Copy of the Revised Plan is attached at **Annexure I – C**), with an estimated budget of Rs 72,52,604 (Rupees Seventy Two Lakh Fifty Two Thousand Six Hundred Four Only). It should be noted that the overall cost for publicity and advertisement will be Rs. 1,53,80,444/- (Including Rs 81,27,84 for outdoor publicity and Rs. 72,52,604/- for newspaper advertisement). The combined amount is less than the DPAC approved total amount of Rs 2 Cr with a saving of Rs. 46,19,556/- (Rupees Forty Six Lakh Nineteen Thousand Five Hundred Fifty Six Only).

5. In this regard, approval was obtained On-file from Secretary (Sports), MYAS and Chairman DPAC for the issuance of the advertisement at an overall estimated price of **Rs. 72.52 Lakhs**, with an additional amount of **Rs. 22.52 Lakhs** over and above the approved amount of Rs. 50 Lakhs to be re-appropriated from the already approved DPAC amount of 2Cr for advertisement and publicity.

6. The above proposal is placed before DPAC for Ratification.

Ratification of DPAC is solicited for :

The issuance of the advertisement at an overall estimated price of **Rs. 72.52 Lakhs**, with an additional amount of **Rs. 22.52 Lakhs** over and above the approved amount of Rs. 50 Lakhs to be re-appropriated from the already approved amount of Rs 2Cr for advertisement and publicity.

Index for Supplementary Agenda Annexures

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Annexure I - A

AGENDA

Agenda Item No	4
Agenda	<i>Approval of funds for Publicity and Advertisement for Khelo India University Games 2023</i>
Vertical	<i>Sports Competitions & Talent Development</i>
Financial Allocation as per Gazette notification for the Vertical during the Year 2023-24	<i>Rs.22 Crores (Recurring) for Khelo India Games</i>

Detailed Description of Agenda

Under the component Sports Competition and Talent Development of Khelo India Scheme, 8 editions of Khelo India Youth and University Games and 3 editions of Khelo India Winter Games have been successfully conducted so far. Recently the First edition of Khelo India Para Games was organized from 10-17 December 2023 in New Delhi.

2. The Next edition of Khelo India University Games (KIUG 2023) are scheduled from 18 to 29th February, 2024 in North East. The games will be organized across 7 North Eastern States Namely Assam, Arunachal Pradesh, Meghalaya, Nagaland, Sikkim, Mizoram and Tripura in 20 sports discipline. It is envisaged to conduct the Khelo India University Games at par with **International Standards**, giving the experience of major multidisciplinary to the athletes of the country to create future champions.

3. In the above context it is pertinent to note that the DPAC in its 41st Meeting held on 06.10.2023 approved an amount of Rs 25 Cr for Khelo India University Games vide its Minutes dated 11.10.2023. Further, DPAC in its 43rd meeting held on 29.12.23 approved amount of 10.03 Cr vide its minute dated 03.01.24 to be allocated to the States which are organising different sports during KIUG 2023. In this regard it is to be noted that the said amount is not inclusive of the component of Publicity and Advertisement.

4. In the light of the above it is to mention that one of the objective of Khelo India Games is to promote the Culture of Sports and Citizen engagement. Hence it is imperative that adequate Publicity and Advertisement campaign is undertaken to generate awareness among the masses about the game and enhance the visibility and popularity of “Khelo India” brand. The Publicity and Advertisement campaign involves branding across the city such as in the round abouts, bus queue shelters, street furniture branding, Unipoles and other prominent points. Hence in view of this it is proposed that an amount of Rs 2 Cr (Rs 1.50 Cr towards outdoor publicity and Rs 50 Lakhs for newspaper advertisements) may be approved for publicity and advertisement for Khelo India University Games 2023. The Proposed activities shall be undertaken through Central Bureau of Communication (CBC).

Approval of the DPAC is solicited for:

Fund of Rs 2 Cr (Two Crore Only) Under the “Sports Competition and Talent Development” vertical of Khelo India for Publicity and Advertisement for Khelo India University Games 2023.

NO. 01-24004(01)/1/2023-HO-Khelo India Division

Dated: 02.02.2024

Subject: Minutes of 44th Departmental Project Approval Committee (DPAC) meeting held on 30.01.2024.

Please find enclosed the Minutes of 44th meeting of Departmental Project Approval Committee (DPAC) for various components of Khelo India Scheme held on 30.01.2024 under the Chairmanship of Smt. Sujata Chaturvedi, Secretary (Sports), MYAS for your kind perusal please.


02/02/24
Sibananda Mishra
Dy. Director (Khelo India)

Encl: As above

To,
The Members of the Departmental Project Approval Committee of Khelo India.

Copy to:

1. DDG, SAI (Khelo India)
2. Director, Fit India
3. Director, KI Events
4. Director, IT
5. DD to DG SAI
6. AD, SFW

**Minutes of the 44th meeting of the Departmental Project
Approval Committee (DPAC) held on 30.01.2024**

The 44th meeting of the DPAC was held on 30.01.2024 at 11:30 am under the Chairmanship of Secretary (Sports) Govt. of India.

The list of the participants is placed at ***Annexure I.***

Agenda Item - 1 : Confirmation of the minutes of the 43rd meeting of DPAC held on 29.12.2023.

Confirmed.

Agenda Item - 2 : Action Taken report on 43rd meeting of DPAC held on 29.12.2023

Noted.

Agenda Item - 3 : Support to Sports Academies under NCOEs

Approved.



Agenda Item – 4 : Approval of funds for Publicity and Advertisement for Khelo India University Games 2023

Approved.

Agenda Item – 5 : Approval to allow the host state to utilize the balance funds of Rs 4.35 Cr for Accommodation, Catering and Transportation Head under assistance to Host State for KIYG 2022

Deferred. The agenda was asked to be placed in the next DPAC with facts and details on the following observations:-

- i. No grant was earmarked for Accommodation , Catering and Transport (ACT) as a part of the financial assistance provided to the host state.
- ii. The breakup of proposed expenditure of Rs. 4.35 crores on ACT is also not submitted by the host state. It is also to be clearly intimated by the state government, that the proposed expenditure of Rs 4.35 crores on ACT does not include any notional expenditure, overheads, etc.

Agenda Item – 6 : Approval of funds for Publicity and Advertisement for Khelo India Winter Games 2024

A total of Rs. 35 lakhs was approved towards Publicity and Advertisements for Khelo India Winter Games including Rs. 25 Lakhs



for the purpose in the UT of Jammu and Kashmir and Rs. 10 lakhs in the UT of Ladakh.

Agenda Item – 7 : Advertisement publication in various newspaper for Khelo India Youth Games Tamil Nadu, 2023

Ratified.

Agenda Item – 8 : Proposal for hosting Khelo India Women's League for FY 2023-24

Deferred.

Agenda Item – 9 : Any other item:-

With reference to the Agenda-7 of the 43rd meeting of the DPAC, it was observed that of the 1250 Khelo India Centres (KICs) (including an additional 250 KICs permitted for operationalisation as per the latest EFC of the Khelo India Scheme), 1072 KICs at the District-level have been notified across the country as on date.

The establishment of more KICs enables increased access to quality sports facilities at the district level operated by Past Champion Athletes. It is also to be noted that various stakeholders are actively engaged in opening KICs to nurture grassroots talent. This includes the ambitious project of establishing KICs in collaboration with the



Indian Railways under which 76 KICs have been notified. However, it has been observed that the KICs sanctioned for the Indian Railways have not been made operational even after a lapse of considerable time.

Considering the slow pace of progress in operationalising these KICs and the need for robust sports infrastructure at Districts and Strategic Institutions, it was decided to repurpose 35 KICs sanctioned for the Indian Railways from the 76 KICs previously sanctioned, thus enabling to establish 219 new KICs across the country.

Of these 219 Khelo India Centres, the following breakup for new centres is to be noted:-

1. 56 KICs in districts which have none right now;
2. 41 KICs @ 2 KICs per District in the North-east/Hilly region;
3. For UT of Ladakh, 07 more KICs in 3 Districts @ 5 KICs per District (In addition to the existing 03 KICs sanctioned);
4. For Andaman & Nicobar Islands and Lakshadweep, an additional 08 KICs in 4 Districts @ 3 KICs per District (In addition to the existing 4 KICs sanctioned);

For the balance 107 KICs, further discussion to be undertaken after due analysis.

The meeting ended with a vote of thanks to the chair.



Annexure I

The following members were present in the meeting:

1. Sh. Sandip Pradhan, Director General, SAI
2. Sh. Sanjay Rastogi, AS & FA, MYAS
3. Sh. Prem Kumar Jha, Joint Secretary (Development), MYAS
4. Sh. Arun Kumar Yadav, Director, MDSD, MYAS
5. Sh. Shailesh Rajan, ED (Finance), SAI
6. Sh. Harshit Mishra, Representative of NITI Ayog.

The following officers were also present:

1. Sh. Sibananda Mishra, Deputy Director, Khelo India



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DATE

16/02/2024

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0.00

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: ILLUSTRATIONS HINDI PAGES 1.00
OTHER PAGES 1.00

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1	100448	DECCAN CHRONICLE	VISAKHAPATNAM	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B1	1	35476.00
2	101502	EASTERN SENTINEL	ITANAGAR	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B1	1	35476.00
MEDIUM											
3	100050	ASSAM TRIBUNE	GUWAHATI	ENGLISH	DAILY(M)	40478	19/02/2024	19/02/2024	B1	1	52713.00
4	300068	ASOMIYA PRATIDIN	GUWAHATI	ASSAMESE	DAILY(M)	37275	19/02/2024	19/02/2024	B4	1	55426.00
BIG											
5	121577	HINDUSTAN	PATNA	HINDI	DAILY(M)	304754	19/02/2024	19/02/2024	B1	1	311598.00
6	100026	THE TRIBUNE	CHANDIGARH	ENGLISH	DAILY(M)	94238	19/02/2024	19/02/2024	B1	1	101632.00
7	121342	NAV BHARAT	BILASPUR	HINDI	DAILY(M)	153226	19/02/2024	19/02/2024	B1	1	152734.00
8	127520	HARI BHOOMI	RAIPUR	HINDI	DAILY(M)	232354	19/02/2024	19/02/2024	B1	1	224575.00
SMALL											
9	131672	DAMAN KHABAR	SILVASSA	HINDI	DAILY(M)	25000	19/02/2024	19/02/2024	B1	1	34401.00
BIG											
10	100025	THE HINDUSTAN TIMES	DELHI	ENGLISH	DAILY(M)	615741	19/02/2024	19/02/2024	B1	1	629560.00
11	122856	DAINIK JAGRAN	DELHI	HINDI	DAILY(M)	317634	19/02/2024	19/02/2024	B4	1	322801.00
12	210340	DIVYA BHASKAR	AHMEDABAD	GUJARATI	DAILY(M)	310118	19/02/2024	19/02/2024	B4	1	315167.00
MEDIUM											
13	127920	DIVYA HIMACHAL	SHIMLA	HINDI	DAILY(M)	26282	19/02/2024	19/02/2024	B1	1	45906.00
BIG											

01-15053/3/2024-HO - Media Division											
14	100070	EXCEL STOR	JAMMU	ENGLISH	DAILY(M)	275909	19/02/2024	19/02/2024	B4	1	266664.00
15	101107	RISING KASHMIR	SRINAGAR	ENGLISH	DAILY(M)	85102	19/02/2024	19/02/2024	B1	1	94762.00
16	120286	PRABHAT KHABAR	RANCHI	HINDI	DAILY(M)	123770	19/02/2024	19/02/2024	B1	1	123357.00
17	100577	DECCAN HERALD	BENGALURU	ENGLISH	DAILY(M)	92248	19/02/2024	19/02/2024	B1	1	101632.00
18	420145	MALAYALA MANORAMA	THIRUVANANTHAPURAM	MALAYALAM	DAILY(M)	205429	19/02/2024	19/02/2024	B4	1	204760.00
19	120003	DAINIK BHASKAR	BHOPAL	HINDI	DAILY(M)	170550	19/02/2024	19/02/2024	B4	1	169999.00
20	100294	THE TIMES OF INDIA	MUMBAI	ENGLISH	DAILY(M)	548527	19/02/2024	19/02/2024	B1	1	557455.00
21	126774	NAV BHARAT	MUMBAI	HINDI	DAILY(M)	321290	19/02/2024	19/02/2024	B4	1	326510.00
22	127592	DAINIK BHASKAR	NAGPUR	HINDI	DAILY(M)	92331	19/02/2024	19/02/2024	B1	1	96657.00
MEDIUM											
23	100403	INDIAN EXPRESS	PUNE	ENGLISH	DAILY(M)	74467	19/02/2024	19/02/2024	B4	1	76224.00
SMALL											
24	100841	IMPHAL FREE PRESS	IMPHAL	ENGLISH	DAILY(M)	15399	19/02/2024	19/02/2024	B1	1	27644.00
25	550005	POKNAPHAM	IMPHAL	MANIPURI	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	35476.00
26	100465	THE SHILLONG TIMES	SHILLONG	ENGLISH	DAILY(M)	13391	19/02/2024	19/02/2024	B1	1	26737.00
27	530005	U PEITNGOR	SHILLONG	KHASI	DAILY(M)	24919	19/02/2024	19/02/2024	B4	1	34780.00
28	100992	MIZORAM POST	AIZAWL	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B1	1	36172.00
MEDIUM											
29	100521	NAGALAND POST	DIMAPUR	ENGLISH	DAILY(M)	33814	19/02/2024	19/02/2024	B1	1	45906.00
BIG											
30	320048	SAMBAD	BHUBANESWAR	ODIA	DAILY(M)	251996	19/02/2024	19/02/2024	B4	1	251171.00
31	131198	DAINIK SAVERA TIMES	JALANDHAR	HINDI	DAILY(M)	350854	19/02/2024	19/02/2024	B1	1	356571.00
32	126700	DAINIK BHASKAR	JAIPUR	HINDI	DAILY(M)	467157	19/02/2024	19/02/2024	B1	1	474756.00
33	120119	SAMACHAR JAGAT	JAIPUR	HINDI	DAILY(M)	128591	19/02/2024	19/02/2024	B4	1	130685.00
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34	101700	SUMMIT TIMES	GANGTOK	ENGLISH	DAILY(M)	21573	19/02/2024	19/02/2024	B4	1	34401.00
BIG											
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36	100447	DECCAN CHRONICLE	HYDERABAD	ENGLISH	DAILY(M)	429627	19/02/2024	19/02/2024	B1	1	428215.00
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37	310008	DAINIK GANADOOT	AGARTALA	BENGALI	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	34401.00
BIG											
38	123455	AMAR UJALA	KANPUR	HINDI	DAILY(M)	217266	19/02/2024	19/02/2024	B1	1	220804.00
39	120222	DAINIK JAGRAN	LUCKNOW	HINDI	DAILY(M)	256501	19/02/2024	19/02/2024	B1	1	260685.00
40	126986	AMAR UJALA	DEHRADUN	HINDI	DAILY(M)	79605	19/02/2024	19/02/2024	B1	1	84726.00

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2	101200	ARUNACHAL FRONT	ITANAGAR	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	35476.00
3	101502	EASTERN SENTINEL	ITANAGAR	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B1	1	35476.00
4	100840	THE DAWNLIT POST	ITANAGAR	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	35476.00
5	131098	KHABAR MORCHA	ITANAGAR	HINDI	DAILY(M)	15917	19/02/2024	19/02/2024	B1	1	36172.00
MEDIUM											
6	100050	ASSAM TRIBUNE	GUWAHATI	ENGLISH	DAILY(M)	40478	19/02/2024	19/02/2024	B1	1	52713.00
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BIG											
13	100025	THE HINDUSTAN TIMES	DELHI	ENGLISH	DAILY(M)	615741	19/02/2024	19/02/2024	B1	1	629560.00
14	100002	THE TIMES OF INDIA	DELHI	ENGLISH	DAILY(M)	535267	19/02/2024	19/02/2024	B4	1	543969.00
15	122856	DAINIK JAGRAN	DELHI	HINDI	DAILY(M)	317634	19/02/2024	19/02/2024	B4	1	322801.00

16	127920	DIVYA HIMACHAL	SHIMLA	HINDI	DAILY(M)	26282	19/02/2024	19/02/2024	B1	1	45906.00
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22	100294	THE TIMES OF INDIA	MUMBAI	ENGLISH	DAILY(M)	548527	19/02/2024	19/02/2024	B1	1	557455.00
23	126774	NAV BHARAT	MUMBAI	HINDI	DAILY(M)	321290	19/02/2024	19/02/2024	B4	1	326510.00
24	127592	DAINIK BHASKAR	NAGPUR	HINDI	DAILY(M)	92331	19/02/2024	19/02/2024	B1	1	96657.00
MEDIUM											
25	100403	INDIAN EXPRESS	PUNE	ENGLISH	DAILY(M)	74467	19/02/2024	19/02/2024	B4	1	76224.00
SMALL											
26	100841	IMPHAL FREE PRESS	IMPHAL	ENGLISH	DAILY(M)	15399	19/02/2024	19/02/2024	B1	1	27644.00
27	550005	POKNAPHAM	IMPHAL	MANIPURI	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	35476.00
28	101236	MEGHALAYA TIMES	SHILLONG	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	25837.00
29	100465	THE SHILLONG TIMES	SHILLONG	ENGLISH	DAILY(M)	13391	19/02/2024	19/02/2024	B1	1	26737.00
30	131216	CHOICE TIMES	SHILLONG	HINDI	DAILY(M)	5512	19/02/2024	19/02/2024	B1	1	27548.00
31	530005	U PEITNGOR	SHILLONG	KHASI	DAILY(M)	24919	19/02/2024	19/02/2024	B4	1	34780.00
32	100992	MIZORAM POST	AIZAWL	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B1	1	36172.00
33	520010	VANGLAINI	AIZAWL	MIZO	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	34401.00
34	100843	EASTERN MIRROR	DIMAPUR	ENGLISH	DAILY(M)	22550	19/02/2024	19/02/2024	B4	1	36172.00
MEDIUM											
35	100521	NAGALAND POST	DIMAPUR	ENGLISH	DAILY(M)	33814	19/02/2024	19/02/2024	B1	1	45906.00
SMALL											
36	101027	THE MORUNG EXPRESS	DIMAPUR	ENGLISH	DAILY(M)	10114	19/02/2024	19/02/2024	B4	1	27766.00
37	590001	TIR YIMYIM	DIMAPUR	NAGA	DAILY(M)	5951	19/02/2024	19/02/2024	B4	1	12921.00
BIG											
38	131198	DAINIK SAVERA TIMES	JALANDHAR	HINDI	DAILY(M)	350854	19/02/2024	19/02/2024	B1	1	356571.00
39	126700	DAINIK BHASKAR	JAIPUR	HINDI	DAILY(M)	467157	19/02/2024	19/02/2024	B1	1	474756.00
40	120119	SAMACHAR JAGAT	JAIPUR	HINDI	DAILY(M)	128591	19/02/2024	19/02/2024	B4	1	130685.00
SMALL											
41	100140	SIKKIM EXPRESS	GANGTOK	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	34780.00
42	101700	SUMMIT TIMES	GANGTOK	ENGLISH	DAILY(M)	21573	19/02/2024	19/02/2024	B4	1	34401.00
BIG											
43	100447	DECCAN CHRONICLE	HYDERABAD	ENGLISH	DAILY(M)	429627	19/02/2024	19/02/2024	B1	1	428215.00

SMALL											
44	100565	TRIPURA OBSERVER	AGARTALA	ENGLISH	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	36172.00
45	310624	AJKER FARIAD	AGARTALA	BENGALI	DAILY(M)	20337	19/02/2024	19/02/2024	B4	1	34401.00
46	310008	DAINIK GANADOOT	AGARTALA	BENGALI	DAILY(M)	25000	19/02/2024	19/02/2024	B4	1	34401.00
MEDIUM											
47	310004	DAINIK SAMBAD	AGARTALA	BENGALI	DAILY(M)	54165	19/02/2024	19/02/2024	B4	1	63171.00
SMALL											
48	310406	VIVEK	AGARTALA	BENGALI	DAILY(M)	15375	19/02/2024	19/02/2024	B4	1	33727.00
BIG											
49	123455	AMAR UJALA	KANPUR	HINDI	DAILY(M)	217266	19/02/2024	19/02/2024	B1	1	220804.00
50	120222	DAINIK JAGRAN	LUCKNOW	HINDI	DAILY(M)	256501	19/02/2024	19/02/2024	B1	1	260685.00
51	126986	AMAR UJALA	DEHRADUN	HINDI	DAILY(M)	79605	19/02/2024	19/02/2024	B1	1	84726.00
52	100736	THE TIMES OF INDIA	KOLKATA	ENGLISH	DAILY(M)	184101	19/02/2024	19/02/2024	B4	1	187098.00

PAPER TYPE	NO	AMOUNT	%AGE
BIG	23	6167445.00	85.040000
MEDIUM	6	339346.00	4.680000
SMALL	23	745813.00	10.280000
TOTAL	52	7252604.00	100.000000

LANGUAGE	NO	AMOUNT	%AGE
ENGLISH	25	3513415.00	48.440000
HINDI	18	3400485.00	46.890000
OTHERS	9	338704.00	4.670000
TOTAL	52	7252604.00	100.000000