
REC SCHEME FOR PROMOTION OF INDIAN LITERATURE**IN REGIONAL LANGUAGES****1. Objective**

To promote circulation of books / published literature written in regional languages or Hindi by eminent Jnanpith award winners since inception i.e. 1965 or prominent writers who have done exceptional literary work. The scheme will also be available to those publishing houses who undertake publication of such books and ensure wider circulation at their cost, among the local masses.

2. Eligible States

Six states where from REC secures substantial business may be covered viz. Maharashtra, Tamil Nadu, Andhra Pradesh, Punjab, Rajasthan, West Bengal. Accordingly to start with, we may promote Marathi, Tamil, Telugu, Punjabi, Rajasthani/Hindi and Bengali languages

3. Amount of Assistance

- The amount of assistance shall be @ 25% of print price of each book for 1000 copies
- Maximum amount of Rs 10 lakh per state per language
- Total budget for the scheme shall be Rs 50 lakh available on first come first serve basis.
- The initial amount would be restricted to a maximum of 50% of the assistance agreed to /approved

4. Duration

The scheme shall be initially valid till March 31, 2011 or until the budget is exhausted whichever is earlier

5. Other conditions

- a. Each book subsidised under the scheme shall bear the acknowledgement, name and logo of REC
- b. The selection of Jnanpith award winner or prominent writers / books / shall be done by a Committee constituted by the CMD. The request shall be considered on first come first serve basis.
- c. REC reserves the right to withdraw / modify the scheme at any point in time, or to select or reject any applications