

Home (1917) Department.

(Mis)
(inc)

Ordinary SERIES.

G.O. No. 414

DATED 26-4-1917

Indexed

[Despatch Abstract.]

Vernacular Newspapers.

Recording papers connected with the request of the Editors of the Andhraprakasika and the Hindu Nesan for the patronage of their papers.

PAPERS PUT UP WITH CURRENT No. _____

Papers of the department to which the current belongs.

Number.	Date.	Original (= O) or spare copy (= S.C.)	Remarks. (In this column such of the papers as have been removed for copying, printing, etc., should be marked with a cross.)	Initials of Referencer with date in token of return to Reference department.

Papers of other departments.

Department.	Number	Date.	Original (= O.) or spare copy (= S.C.)	Initials with date of (1) Referencer acknowledging returns of the paper concerned or (2) Despatcher to denote the return of the papers to the department concerned.

*This is really for
Public. But I'll put
up the relevant 1/2
209/16*

SECRETARY'S
20 SEP 1916

ANDHRAPRAKASIKA OFFICE,
191, Mount Road,

Madras, 18th SEPTEMBER, 1916.

To

The Hon'ble L. Davidson Esquire, C.S.I., I.C.S.,

CHIEF SECRETARY to Government

O O T A C A M U N D.

HONORABLE SIR,

CURRENT NO.

3689

PUBLIC

By 20/9/16

I am the Proprietor & Editor of "Andhraprakasika" a Telugu Bi Weekly Paper started in the year 1885 when there existed no Telugu Paper. Its policy has always been uniformly loyal to Government and at no time, during this long period of over 30 years it had transgressed its avowed policy - which has been non - sensational, non - sectarian, educative and instructive to its readers, unacquainted with English, in matters Municipal, Social, Religious, Commercial and now and then Political and in this last subject - such as those capable of being grasped by the readers for information and guidance purposes but not to defy Government or create unnecessary unrest and disaffection and racial animosity.

After this Paper was started very many like Mushrooms, came into existence and ceased. Those that sprung up like cob-webs in the cursed Vandai Mataram Days had seen their last.

My object in approaching Your Honorable-self with this representation is that after the War, price of printing paper has gone up - so much so that what was Rs4/- per ream has gone up to Rs10/-. Annual Subscription with postage is only Rs6/-, or half a Rupee per month, fixed advisedly to make it within the reach of all.

Now that the paper price has gone up and as our circulation has been affected by reason of some recently started Telugu Papers, dealing with "HOME RULE", "ANDHRA GOVERNMENT" or "PROVINCE" and "SELF GOVERNMENT" and such sensational subjects, I find it rather difficult to pull on with this paper work.

At one time, if I remember aright, that this Paper was ear marked for support by Government. That idea of Government was apparently for some reason or other, given up.

I confess most reluctantly I am compelled to seek the help of Government, because, I honestly find it very difficult to get on.

All that I now beg is that if the Honorable Government be pleased to go in for some copies of this paper - say a thousand or so, for distribution to Village Headman through the Revenue Authorities, it would

As present
circulation
is 500

There is
something
in the
idea
of
it

help me in a great measure and I venture to add will benefit the village population with knowledge unimpaired reverence and gratitude and affection towards Government.

I have up to now tried my best to push through the work, nevertheless the increase in the price of paper and diminution in circulation (because, the avowed policy sets its face against all sensational matters) but now I find it rather hopeless to pull on satisfactorily and without running into debt.

Under these circumstances, I am necessitated to beseech the help of the Benign Government.

In a measure, I am personally known to Government - the Honorable Members and High Officials, and even cannot, I hope, the Government Translator, fail to say a word in our favor; re: our policy to make my request enlist the kind support that I now obliged to seek for from Government.

The "Madras Mail" has more than once said an appreciative word as to "How some vernacular papers have got over the many and obvious difficulties they must have encountered in presenting the War News to their readers " vide Mail d/29-7-15 (True copy enclosed). In its issue d/15-9-16, at page 4, Col: 7, last note refers to the "Andhraprakasika's" article concerning

Below
Copy at Z

help me in a great measure and I venture to add will benefit the village population with knowledge and the reverence and gratitude and affection towards Government.

I have up to now tried my best to push through the work, however, I am in the grip of a fever and cannot do more than (possibly) the above policy and I am sure that all the Government's efforts will be successful in the end.

Under these circumstances, I am requested to beseech the help of the Government.

In a recent issue of the Government's paper, the Honorable Sir, P. S. Sivaswami Aiyer, K.C.S.I., has said, "I am personally known to Government - the Honorable Sir, P. S. Sivaswami Aiyer, K.C.S.I., and even cannot, I hope, fail to say a word in our favor; our policy to make my request easier the kind support that I now obliged to seek from Government."

The "Madras Mail" has now been once again commensurate word as to "How some veritable papers have got over the many and obvious difficulties they must have encountered in presenting the way to their readers."

..... "Madras Mail" (Type copy enclosed).

In the issue of 15-8-10, at page 4, Col. V. last note refers to the "Madras Mail" and its contents.

54

the conduct of the students of the Presidency College Meeting towards The Hon'ble Sir P. S. Sivaswami Aiyer, K.C.S.I. I therefore earnestly request that Your Honorable-self will be so good as to give your kind consideration to my request and be pleased to render me help towards obtaining help from the Honorable Government in the direction indicated, or, in any other manner.

I need, Honorable Sir, hardly say that at this period of my life over sixty, that my pet "Prakasika" of over 30 years should suffer seriously would be grievous and therefore Honorable Sir, any help, which the Honorable Government will be pleased to render, will, in my old age be considered a blessing, not to say of its readers, who will prove grateful to Government for encouraging the uninterrupted continuance of "Prakasika" for another 30 years at No. 191, "Pushpaka Mahal", Mount Road, Madras, adjacent to Lawley Hall.

I beg to remain,

Honorable Sir,

Your most obedient servant,

A. Sivaswami Aiyer

EDITOR & PROPRIETOR.

65

"MADRAS MAIL" d/29th July 1915.

"We have often wondered how some vernacular papers have got over the many and obvious difficulties they must have encountered in presenting the War News to their readers. For the larger English Papers Books of reference and Extracts from European Papers can do much, but in the case of many vernacular Journals the troubles of translation and other difficulties exist in placing such matter before their readers. We have just received a copy of "Andhraprakasika" of Madras and have had some of the War Articles and items of News translated and have been very gratified with the skill and accuracy with which the news is conducted. Certainly judging by the issue in question there can be no excuse for the readers of this paper if they get false impressions of the progress of the War".

(4)

the conduct of the students of the Presidency College
Meeting towards the Hon. Mr. S. B. Ponnappa, M.A.,
K.C.S.I. I therefore earnestly request that your
Honorable self will be so good as to give your kind
consideration to my request and be pleased to render
me help towards obtaining help from the Honorable
Government in the direction indicated, or, in any
other manner.

I need, Honorable Sir, hardly say that at this
period of my life over sixty, that my day "dreams" of
over 30 years would seem seriously to be grievous
and therefore Honorable Sir, any help, which the Honorable
Government will be pleased to render, will, in my old age
be considered a blessing, not to say of its results, who
will prove grateful to Government for encouraging the un-
interrupted continuance of "Prakasika" for another 30
years at least. I am, Honorable Sir, Yours truly,
S. B. Ponnappa

I am to remain,

Honorable Sir,

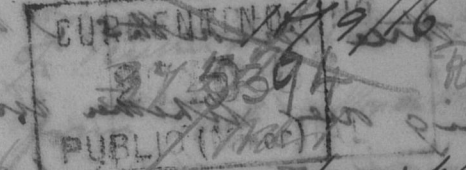
Your most obedient servant,

S. B. Ponnappa
S. B. Ponnappa

6-12
Please cancel
Rec 4

A.C. Parthasarathi
M.A. on

3422 Naras
191 Munit Road



Regd. 19.9.16

I should like to see
the file on this
subject.

Al
19.9.16.

I beg to express my
gratitude for the
kindness of your
Humble Self for the
Loan not having been forwarded
to for publication in the "Andhra
Prakasha" the "Lake", I mean
at the close termination of the
art: period. I feel grateful
to you Humble Self for this small
mercy. When I last saw you
at City I represented to your
Humble Self, the difficulties with
which I have been conducting
"Andhraprakasha" - during these
over thirty years, and particularly
after the war price of paper having
gone up from Rs. 4 per beam to 10.

Done
also enclosed

and dispensing justice as an
Magistrate, I am sorry, the
Govt has not been good enough
to show appreciation, while one who
was a reference picker and
one in the Govt. Dept., has been
given a title the same day.

If I had continued in Govt.
service I should be earning a decent
pension; or, if I had taken to Mendis
profession, in the good old days,
I should have earned to lay by
something for my old age.

Having taken up this news,
paper profession, because in
those days no other paper
was started, I started it and
continued to run for 30 years.
No vernacular (Tamil) paper
in this Presy. lived so long.
Newspaper work has become a
pleasant task with me, and
therefore

2

6-12
Please cancel
rec'd
9-10
I have not had time to
write the paper or to
publish it on up to now.
I regret that because of the
high price of paper I
have not been able to
publish it. I have, however,
published a few articles, such as
"Swat Raj" and "Anusha",
and indulge in
sensational articles, rather
than our presentation has been
"hobbies". I fear
that at this rate I cannot pull on
any longer.

After the advent of Mr. Malaya
municipal patronage in the shape
of Govt. has been transferred to
a newly started "Sensational"
Tamil Patrika. I cannot blame Mr.
Malaya; he must have been pre-
-vailed upon by my firm interest
persons - apparently brahmins for
brahmins (as I am a non-brahmin)
to serve their own ends.
Being connected with the
Cooperation as a Commissioner,

6-12
Please cancel the
rec'd in the
1/4

considered it delicate to speak
to Mr. Malony. The High Court Registrar
took objection to an advt. that appeared
in the New India, though largely
circulated, on the ground that it
was of recent growth. Such being
the case, I don't know what prompted
Mr. Malony to transfer the patronage
to another paper of recent growth.

All these have contributed
to a fall in income and rendered
situation discouraging. I am
therefore earnestly beg-
ging that your Honorable Office will be
good enough to render comfortable
and gratefully receivable
help towards the achievement
of success in my appeal
to the Honorable Govt. and
if it should so please
to help towards Govt. recognition
of my service as large.

If my paper lived, after I see
my last, that would be a
monument that I could leave
behind for my remembrance,
and for such a consummation,
Govt. help, through your Honorable
Self's intercession, is needed,
which I am more solicitous.

I am
Honorable Sir,
Yours most obedt. Servant
A. Sarnasarahi

It is
also enclosed



Andhraprakasika Office,
191, Mount Road,
Madras, 18th SEPTEMBER, 1916.

To

The Hon'ble Mr. A.G. Cardew, C.S.I., I.C.S.,

MEMBER of the Executive Council,

O O T A C A M U N D.

HONORABLE SIR,

I am the Proprietor & Editor of "Andhraprakasika" a Telugu Bi Weekly Paper started in the year 1885 when there existed no Telugu Paper. Its policy has always been uniformly loyal to Government and at no time, during this long period of over 30 years it had transgressed its avowed policy - which has been non - sensational, non - sectarian, educative and instructive to its readers, unacquainted with English, in matters Municipal, Social, Religious, Commercial and now and then Political and in this last subject - such as those capable of being grasped by the readers for information and guidance purposes but not to defy Government or create unnecessary unrest and disaffection and racial animosity.

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14
13

(2)

My object in approaching Your Honorable-self with this representation is that after the War, price of printing paper has gone up - so much so that what was Rs4/- per ream has gone up to Rs10/-. Annual subscription with postage is only Rs6/-, or half a Rupee per month, fixed advisedly to make it within the reach of all.

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At one time, if I remember aright, that this Paper was ear marked for support by Government. That idea of Government was apparently for some reason or other, given up.

I confess most reluctantly I am compelled to seek the help of Government, because, I honestly find it very difficult to get on.

All that I now beg is that if the Honorable Government be pleased to go in for some copies of this paper - say a thousand or so, for distribution to Village Headman through the Revenue Authorities, it would help me in a great measure and I venture to add will benefit the

14/5

(3)

village population with knowledge unimpaired reverence and gratitude and affection towards Government.

I have up to now tried my best to push through the ~~paper~~ work, nevertheless the increase in the price of paper and diminution in circulation (because, the avowed policy - sets its face against all sensational matters) but now I find it rather hopeless to pull on satisfactorily and without running into debt.

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15/16

(4)

College Meeting towards The Hon'ble Sir P.S. Sivaswami Aiyer, K.C.S.I. I therefore earnestly request that Your Honorable-self will be so good as to give your kind consideration to my request and be pleased to render me help towards obtaining help from the Honorable Government in the direction indicated, or, in any other manner.

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Honorable Sir,

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A. S. Sivaswami Aiyer
EDITOR & PROPRIETOR.

1617

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Public Dept.

Request for Govt patronage from the Editor of the "Andhra Prakashika"

PM 84 - [Ct 3689] From M^r. A.C. Parthasarathi Naidu 8/8-9-16
 PM 174 [Ct 3722] From do do 8 16-9-16.

12 of

The request of M^r. Parthasarathi Naidu is that Govt may be pleased to subscribe to a thousand copies or so of his paper for distribution to village headmen. The Editor does not ^{ask for this} ~~ask for this~~ patronage by reason of ~~that~~ his paper supplying accurate ^{therefore} ~~and~~ information about the war. ~~and~~ As far as this department is concerned, there are no special reasons for according to it the assistance that the Editor asks for.

The general question of patronage is for the Home (His) dept. to consider to whom the paper may be transferred for disposal.

[The Hon. Sir Alexander Cardew wishes to see the file - vide pb of].

2. In the War Section we ^{sh} 23 9/11 may see that the Andhra Prakashika has not received any particular notice for publishing ^{miscellaneous} ~~miscellaneous~~ notices.

mischievous or Sensational news about the
war as some other vernacular papers have
been doing.

C.V.
22/6

Surely in War section we have dealt with very
similar cases e.g. Hindu Nesan, Arya (distributed
free in Madura)- or Pandya Nesan. I doubt whether
Home (Mis.) really should take the case.

L. D.
25-9-16.

abstract at (N)

G.O.No. 1233, dated 13th May 1916, was dealt
with here from the special point of view of the
Hindu Nesan and Pandya Nesan disseminating war news.
Office prepared for H.M. a resume of the former's
war articles. The same is the case with books.
e.g. G.O 1314, dated 12th June 1915. The question
of general patronage is for Public (General), and
not for War (C.I.D.). Please see G.O. 886, Public,
dated 26th September 1910. Also Public notes on an
application similar to this from the Editor of the
Muhammadan and Shamsul Akbar which is separately
submitted to-day.

C.V.
28-9-16. I think the case properly belongs to
Home (Miscellaneous).

R.H.C.
29-9-16.

Very well. To Home (Mis.). with these notes
for perusal.

L.D.
3-10-16.

C.No. 686 (H.C.)
U-10-16.

mod
10-10.

Home (Hoc) Dept.

For the Registrar

From the Memorandum on newspapers for the year 1915, it will be seen that the tone of the "Andhra - prakasika" is moderate, and that it has some influence among the Telugu - reading public - Vide No. 16 on page 29 of G.O. No. 1688 Judl. of 3-7-16.

When in 1909 it was proposed to encourage loyal vernacular journals, the "Andhraprakasika" was the paper selected for the Telugu districts as worthy of special support. Vide Please see Honble Sir Murray Hannick's note of 8-7-10, and Honble Sir William Meyer's note of 15-7-10, on pages 6 and 7 respectively of notes to ~~the~~ Letter No. 886 Pub, of 26-9-10.

The proposal was however dropped subsequently. Vide the letter referred to. The Govt. do not at present take any copies of the paper. The question as to whether it is advisable to subscribe for the paper for the use of Village Headmen is one for consideration in the Revenue Dept., ~~to which the Village Officers are subordinate.~~ The case may

Vide Statement of Periodicals
p. 2 (T)

C. 1 p 2 CF

28

accordingly be ~~sent~~ ^{sent} to them for ~~disposal~~ remarks as to whether they ~~do~~ need this paper for distribution to village headmen.

Paid
23 10/16

CR
24 10/16
La

REVENUE - A
1510.

Rys 27 X 16

INDOP SECY TO
OCT. 6
REVENUE

Home mis 686-1
26 10/16

Des Leo
D
26/10/16

Revenue Dept.

To Secy.

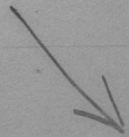
For rules ^{Chikhi}
~~Sub that~~

The Board of Revenue may be consulted as to whether any, and if so, how many, copies of the "Adhrospakkeiki" will be required for the use of village headmen. ~~Draft and is sub for~~ ~~approval~~ [The H.M. wishes to see the file, vide p. 6c. f].

ASH
28 10/16
62
30 10/16

Then put up the last 10 numbers of Revenue extracts and ~~blue~~ blue-mark all extracts from this paper

1000
14/11



To Secy

Nos. 34 to 43 of the report on newspapers are put up. The following statement shows the number of the paragraphs and pages, in the several numbers, containing extracts from the Andraprakasika (marked in blue pencil):—

	No. for week ending	paragraphs	pages.
G.	34 - 19-8-16	66	1437
H	35 - 26-8-16		
9	36 - 2-9-16	40, 41	1532-1533
J	37 - 9-9-16	57	1581
K	38 - 16-9-16		
L	39 - 23-9-16	34, 42, 65, 67,	1657, 1660, 1667, 1667,
M	40 - 30-9-16	44, 45, 61-63,	1709, 1709-10, 1716,
O	41 - 7-10-16	41, 45, 51,	1753, 1755-56, 1757,
P	42 - 14-10-16		
Q	43 - 21-10-16	54-56, 58, 62, 73,	1842-43, 1843, 1844, 1846.

2-11-16
Gals.

Is there any precedent for supplying to the of Bureau all copies of vernacular papers for distribution to village headmen? (apart from supply for use - news purposes)

8000
3/15

To Secy

To Under Secy

It is noted that no precedent is traceable.

2 orders are solicited as to whether

22

a reference may be made to the Board of Rev. as suggested in the office note dated 30.10.16. & so, the draft sent subd below may be approved.

10-10-16

8/21 12.11.16

Home (100)
Home (100)

I can find no precedent and no num for mpp to illay oppim. No copies are required in this Department

1000
1/11

Home (100) Dept.

Submitted that the Editor may be informed that the Govt. are unable to take any copies of ^{his} ~~the~~ journal. ^{Draft order is submitted.} It will be seen that the Honble Sir Alexander Cander wishes to see the Case. (page 6 C.F.)

^{top 10-1100} Please see the reference made by the Editor to patronage in the shape of publication of the advertisements of the Madras Corporation. It is for orders whether before issue of the order the Case may be sent to L & M u.o for any action they may deem fit to take.

15.11.16
Pdet
15.11.16

The journal is apparently ^{not} one suited to educational institutions. Though a long standing journal, it is not apparently ^{very} popular, as only 500 copies are

23

being printed. Evidently the Andhra (Telugu) districts do not go in for it and its circulation is confined to Madras & its surroundings.

The Govt. do not seem to subscribe for any vernacular newspapers or journals, which have no special educational or ^{other} definite aim, those run on account of war being excepted.

If Govt. are to subscribe for some copies of Andhrapradakashika it should chiefly be for purposes of patronage; and the copies subscribed for may be distributed among Collector or other officers in the Telugu Districts.

CR
16.11.16
L

H. Inf (Mir) and H. R. (Des)

I fear that the request has to be returned. Draft for appl.

17/11/16

Box C.7
Circ 11.11.16
Retd

NOTES.

Page 8

24

I was at first inclined to agree with Sear, as I disliked the tone of some of the articles but - after interviewing the Editor and reading through the articles again I am heartily waver to Govt. patronage being extended to the paper. We might subscribe for copies to be supplied to Chris & our friends in the S. N. Eastern States, & others, but - Govt. Finl will be in a better position to do so in the event of the assistance to be given than I am. Thus I'd go to him

11-12-16, h28

The Honble W. Gillman exam^d this case with particular attention at my request. Not that I am very favourably impressed by Mr A. C. Parthasaradi Naidu or his paper, but because he declares that he is a moderate who will be squeezed out if he is not helped.

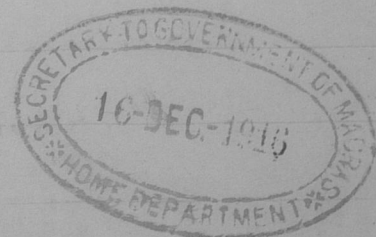
Yesterday, however, I had a visit from Mr. Srinivasa Venkata Chari of the Hindu Nesam who says that his lease of that paper will end this month, that the proprietor, (Kasturi Ranga Ayyangar's brother) will renew it, & that he too will be squeezed.

25

if not supported. I advised him to see the Hon. Mr. Gillman.
We are thus faced by the general question of assisted vernacular journalism. Mrs Besant, whose great object is to discredit the British Govt in India, is believed to use money freely to bring over opponents. If she is to be allowed to continue her activities, we must at least take some steps to counteract the mischief she is doing & it will become need to subsidize papers which will place the Govt policy before the people. This has not hitherto been done & I should be glad to avoid doing it now but in view of the great extension of Mrs Besant's influence & the practical disappearance of all opposition to her sway in Madras, it seems need to reconsider the question.

As soon as M. Srinivasa Kulkata Chari's application for aid comes in, it will be well perhaps to discuss the whole question in Council.

Alf
15.12.16.



Legibus.

the receipt of
Submitted that Mr. Srinivasa Venkata Chari's application may be awarded - seems to have

FOR 19.12.16
Hed i

No. 34 to 43 of "Extracts
1916
from Vernacular news-
papers" (weekly, Confd.)
remitted on 25.1.17.

ASB
25.1.17.

26

No application from Srinivasa Venkatachari has come in yet. The file may, it is submitted, be circulated to the HMs for orders.

12.4.17

See

Hm 1 & Hm 2

14/4/17

Mr. Srinivasa Venkatachari has purchased a new Press. He has asked me that printing work given out to private firms like Govt. Press & the Chingleput & Co. may be offered to him. I think that he may be helped in this direction & that instructions may come to the Sub. for Press & the Sundar & Co. Chingleput.

12.4.17

to be

Mr. S. V. Chari made the same request to me. I spoke to Mr. Fisher thro' the telephone on the subject & he told me that no Govt. work is given out by the G.P. Subsequently Mr. S. V. Chari wrote to thank me for asking (who must have sent for him) Mr. Fisher, & he was going to see the President, Chingleput, apparently at Mr. Fisher's suggestion. In these circs the matter seems to have

settled itself. Mr. Chari knows Mr. Bryant well.
As regards the Andraprakasika, it allows itself
plenty of license in playing its roll as a moderate
share to Govt. roundly from time to time.



Styl
19.4.17

Mr. The file may be recorded
as no further action appears to
be necessary

W.P.
23.4.17



Order. No 414 of 26.4.17
W.P.

Recorded.

Idel
23.4.17

When signed

191

READ AGAIN G.O. No. 121

DATE:

URGENT No.

ENCLOSURES TO C No.

OF GOVERNMENT

A A A A A A A

TER OF GOVERNMENT

WITH DITTO.

IS NOT FILED UP, BEING MEANT FOR DESPATCH
ORIGINAL.

A = Copy in full.
B = Not to be copied.
C = Copy abstract only.
Q = Copy heading only.