

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:186
ANSWERED ON:22.02.2001
EARNING THROUGH COMMERCIAL PUBLICITY
BHUMA NAGI REDDY

Will the Minister of RAILWAYS be pleased to state:

- (a) the total earnings made by the Railways from commercial publicity during 2000-2001; and
- (b) the steps taken to earn more through commercial publicity?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI DIGVIJAY SINGH)

- (a) Rs.25.50 crores approximately from April 2000 to December 2000.
- (b) Comprehensive guidelines have been issued to the Zonal Railways for greater attention and thrust in generating revenues through commercial publicity by utilising the various assets of Railways.