

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:5793
ANSWERED ON:30.08.2001
EXPENDITURE ON PUBLICITY
N.T. SHANMUGAM

Will the Minister of RAILWAYS be pleased to state:

- (a) whether a huge sum of amount is spent on publicity in Indian Railways;
- (b) whether it is necessary to spend such a huge amount only on publicity;
- (c) if so, the details thereof; and
- (d) the measures the Government have taken to curtail the expenditure on publicity ?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS AND PARLIAMENTARY AFFAIRS (SHRI O.RAJGOPAL)

(a): No, Sir.

(b) & (c): Expenditure on Publicity is restricted to the occasions requiring dissemination of rail-user related information on new projects, services, facilities and generating public awareness towards safety measures, etc. in rail travel.

(d) Guidelines have already been issued to the Railway Administrations to restrict the expenditure on Publicity by reducing the size of the advertisements, reducing the number of insertions and using the publications approved by the Directorate of Advertising & Visual Publicity (which have comparatively lower rates) and restricting to the occasions mentioned in reply to parts (b) & (c) of the question.