

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:1251
ANSWERED ON:02.03.2000
EXPENDITURE ON PUBLICITY
SULTAN SALAHUDDIN OWASI

Will the Minister of RAILWAYS be pleased to state:

- (a) the total expenditure incurred by Railways on publicity on the tender and display during the last year, zone-wise;
- (b) Whether this expenditure is on the high side;
- (c) if so, the reasons therefor;
- (d) whether Railways are giving undue publicity and incurring huge expenditure; and
- (e) if so, the measures being taken by the Government to curb the unnecessary expenditure ?

Answer

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

- (a) A Statement is attached.
- (b) No, Sir.
- (c) Does not arise.
- (d) No, Sir.
- (e) To conserve scarce resources, expenditure on publicity through display and tender advertisements is being regulated. Steps have been taken to restrict the size of the advertisements, number of their insertions and publications to be utilized. Zonal Railways have been directed to curtail advertisement expenditure by 30% in current financial year.