

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:222
ANSWERED ON:24.11.2005
GENERATION OF FUNDS THROUGH ADVERTISEMENTS
Sugavanam Shri E.G.

Will the Minister of RAILWAYS be pleased to state:

- (a) whether there is any proposal to raise funds through 'On Platform Advertising';
- (b) if so, the revenue expected to be generated during a year;
- (c) whether any policy has been formulated in this regard; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRIR. VELU)

(a) to (d): A policy to generate earnings through advertising in Railway premises including platforms already exists. Rs.50 crore (approx) revenue was generated through commercial publicity in railway premises and on railway's rolling stock during 2004-05. The existing policy for commercial advertising is under review so as to generate more revenue by adopting modern methods of advertising.