

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:2341
ANSWERED ON:11.03.2010
REVEUNE EARNED THROUGH ADVERTISEMENT
Naik Dr. Sanjeev Ganesh

Will the Minister of RAILWAYS be pleased to state:

- (a) the details of revenue generated through advertising by the Railways during the last three years;and
- (b) the steps taken by the Railways to develop structures through public private partnership to generate additional funds through advertisements?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF RAILWAYS (SHRI K. H. MUNIYPPA)

(a) Earnings generated through advertisement during the last three years are as under:

Year	2006-07	2007-08	2008-09
Amount (Crores of Rs.)	101	153	157

(b) The prevalent system of earning through commercial advertising is through the first cum first serve basis in innovative areas and through the tender process in established areas. The Railways has been able to attract private partnership on certain passenger amenity items e.g. display boards, water vending machines, on board infotainment system, battery operated vehicles for disabled and aged passengers etc, wherein the party providing these amenities has the rights of advertising on them. This is a continuous process and the Railways is making all efforts to substantially increase earnings through Public Private Partnership.