

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:2388
ANSWERED ON:11.03.2010
ADVERTISEMENT POLICY IN RAILWAYS
Acharia Shri Basudeb

Will the Minister of RAILWAYS be pleased to state:

- (a) the objectives underlying in releasing advertisements in print and electronic media;
- (b) the number of advertisements brought out by the Railways in the print media, during the last two years and current year;
- (c) the expenditure incurred during the period for different vernacular print media;and
- (d) the steps taken by the Railways to ensure that the projects undertaken are completed with the schedule time frame fixed for the purpose?

Answer

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

(a): Advertisements are placed for tender notices and notifications for recruitment by Railway Recruitment Boards, and also serve the purpose of informing the public about the new facilities planned/ proposed to be introduced to ensure their optimum utilization. In addition, the purpose of advertisements is to create public awareness about safety, security and other areas of public concern.

(b) & (c): The total number of advertisements (including tender notices) brought out by the Railways had been 27902 and 27525 during the financial years 2007-08 and 2008-09 respectively. The expenditure incurred on vernacular languages during the same period had been approximately Rs.35.39 crore and Rs.54.64 core respectively. The information for the current financial year is being collected and will be laid on the Table of the Sabha.

(d) Railways have a very large throw forward of ongoing projects for want of adequate resources and necessary clearances. Efforts are being made to generate additional resources, to complete these projects, by exploiting railway assets,through PPP initiatives, by leveraging railway property for advertisements revenues and through cost sharing with State Governments. Meetings are held with State Governments and other agencies for resolving pending matters and expediting clearances. Each project is closely monitored to ensure progress and timely completion.