

**GOVERNMENT OF INDIA
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:1255
ANSWERED ON:04.03.2010
ADVERTISEMENT BY PSUS
Hussain Shri Syed Shahnawaz

Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:

- (a) the amount of money spent by each Public Sector Undertaking (PSU) on advertisements during each of the last three years till date;
- (b) whether the Government has issued/proposes to issue any guidelines to the PSUs in this regard;
- (c) if so, the details thereof; and
- (d) the criteria adopted by the PSUs with regard to giving advertisements in the print and electronic media?

Answer

THE MINISTER OF STATE FOR HEAVY INDUSTRIES & PUBLIC ENTERPRISES (SHRI ARUN YADAV)

(a): Information on amount of money spent by individual Central Public Sector Enterprises (CPSEs) on advertisements is not maintained centrally. Such information is available with the individual CPSEs.

(b), (c) & (d): There are no guidelines issued to the management of Central Public Sector Enterprises (CPSEs) in the matter of advertisements by them in the print or the electronic media or the criteria to be adopted in this regard. This matter falls within the powers of Boards of respective CPSEs.