

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:2048
ANSWERED ON:05.08.2010
ADVERTISEMENT CAMPAIGN OF RAILWAYS
Majhi Shri Pradeep Kumar

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the road map for enhancing the image of Indian Railways has been drawn up;
- (b) if so, whether any advertisement agency has been appointed for the purpose;
- (c) if so, the funds allocated by the Railways for advertisement campaign during the current financial year ?

Answer

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

- (a): Enhancing of image of Indian Railways is a continuous process and it is undertaken depending upon the publicity requirements and the availability of funds.
- (b): No, Madam.
- (c): Does not arise.