

**GOVERNMENT OF INDIA
POWER
LOK SABHA**

UNSTARRED QUESTION NO:4418

ANSWERED ON:07.09.2012

ADVERTISING POLICY OF NTPC FOR MAGAZINES

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Will the Minister of POWER be pleased to state:

- (a) the advertising policy of the National Thermal Power Corporation Limited (NTPC) for monthly magazines;
- (b) the method adopted in selecting magazines for release of advertisements to small papers/magazines;
- (c) the names of monthly magazines and brochures which have received NTPC advertisements during the last eighteen months with the amount of advertisements;
- (d) whether requests routed through his Ministry are given priority in release of advertisements; and
- (e) if so, the details of such requests routed through his Ministry during last eighteen months?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF POWER (SHRI K.C. VENUGOPAL)

- (a):As informed by NTPC, advertisements are issued generally as a policy to communicate various aspects of NTPC and also to announce, inform developments and position of NTPC in the media.
- (b):The issue of advertisement to small papers/magazine are considered based on the nature of publication, type of its readership, coverage of various issues, its focus area, its circulation, credentials of its publishers etc.
- (c):A detailed list of monthly magazines, which have been issued advertisements along with cost involved for each publication, is attached for the last 18 months at Annex.
- (d) :No, Madam. There is no exclusive policy for assigning priority to requests received from Ministry for issue of advertisements.
- (e):Not applicable in view of reply at (d) above.