

**GOVERNMENT OF INDIA  
POWER  
LOK SABHA**

UNSTARRED QUESTION NO:4452  
ANSWERED ON:20.12.2012  
GOODWILL ADVERTISEMENTS TO SMALL MAGAZINES BY NTPC  
Bhadana Shri Avtar Singh

**Will the Minister of POWER be pleased to state:**

- (a) whether the National Thermal Power Corporation Limited (NTPC) is releasing goodwill advertisements to small magazines keeping in view the coverage of issues, focused area, circulation and quality of magazines, etc.;
- (b) if so, the names of such magazines which have received advertisements of the value of Rs. 50000/- or above during the last two years;
- (c) whether advertisements have also been released on the recommendations of senior officers of his Ministry; and
- (d) if so, the details thereof?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF POWER (SHRI JYOTIRADITYA M. SCINDIA)

- (a) : Advertisement to small magazines are considered based on the nature of publication, type of its readership, coverage of various issues, focus area, circulation, credentials of its publishers etc.
- (b): The list for financial years 2010-11 and 2011-12 is attached at Annex.
- (c) : There is no policy of assigning priority to the requests forwarded by officers of Ministry for necessary consideration for issuance of advertisements. Advertisements are considered based on the criteria mentioned above at answer (a).
- (d) : Not applicable in view of reply at (c) above.