

**GOVERNMENT OF INDIA  
POWER  
LOK SABHA**

UNSTARRED QUESTION NO:4462

ANSWERED ON:20.12.2012

ADVERTISEMENT POLICY FOR SMALL MAGAZINES

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

- (a) the advertising policy for small magazines of various Public Sector Undertakings (PSUs) including the National Thermal Power Corporation Limited (NTPC) under his Ministry, PSUs wise;
- (b) the funds allotted for advertisements to small and medium newspapers/magazines during the last three years and the current year;
- (c) the names of magazines which have received advertisement support from various PSUs during the last three years with the amount paid to each magazine, PSUs- wise;
- (d) whether the NTPC has given advertisements to some magazines at exorbitant rates without verifying the credentials of the publishers;
- (e) if so, the details thereof along with the reasons therefor; and
- (f) whether the NTPC has ordered any probe/investigation in this regard and if so, the details thereof?

**Answer**

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

- (a) & (b) : Central Public Sector Undertakings (CPSUs) have not reported any advertising policy for small magazines. Advertisements are issued by NTPC and other CPSUs as per their corporate requirement and to subserve their corporate goals. No separate budget is kept for small and medium newspapers/magazines.
- (c) : The list of magazines which have received advertisements from Power Sector PSUs viz. NTPC, NHPC, PGCIL, PFC, SJVNL, THDC, NEEPCO and REC, during the last three years with amount paid to each of the magazine are Annexed.
- (d) to (f): NTPC has informed that none of the advertisements in magazines have been released at exorbitant rates.