

**GOVERNMENT OF INDIA
POWER
LOK SABHA**

UNSTARRED QUESTION NO:3620
ANSWERED ON:13.02.2014
ISSUE OF ADVERTISEMENTS
Bhagora Shri Tarachand

Will the Minister of POWER be pleased to state:

- (a) whether the Power Grid Corporation of India Limited (PGCIL) have paid huge sums of money by way of advertisements to the publications not approved by the Government including souvenirs and brochures;
- (b) if so, the details of the money paid to both Government approved and non-approved publications, souvenirs and brochures along with their names and the details of the advertisements issued during each of the last three years;
- (c) whether supporting such non-approved publications/souvenirs/brochures is against the canons of financial propriety as laid down by the Government;
- (d) if so, the details thereof; and
- (e) the action taken/being taken by the Government against the officers of the PGCIL responsible in this regard?

Answer

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

(a) & (b) :Power Grid Corporation of India Limited (PGCIL) generally release advertisements to publications duly approved by the Registrar of Newspapers for India (RNI). Souvenirs and brochures are not covered under RNI publications. However, from time to time PGCIL also releases advertisements to souvenirs and brochures for corporate image building/publicity purpose etc. The details of advertisements released to organisations, souvenirs, brochures etc. with their names and amount of advertisements during the last three years is at Annex.

(c) to (e) :The advertisements released by PGCIL help in creating public awareness, Corporate image building and branding of the Company among various segments of society.