

**GOVERNMENT OF INDIA
FINANCE
LOK SABHA**

UNSTARRED QUESTION NO:3590

ANSWERED ON:11.12.2009

PUBLICITY CAMPAIGN BY NATIONALIZED BANKS

Mahant Dr. Charan Das;Rajukhedi Shri Gajendra Singh;Saroj Shri Tufani

Will the Minister of FINANCE be pleased to state:

- (a) whether the nationalized banks have curtailed their expenditure on publicity campaign in print and electronic media in view of Government direction of austerity measures;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor and the expenditure incurred by the nationalized banks during the last three years and the current year;
- (d) whether after such publicity campaign nationalized banks have not been able to provide satisfactory services to its customers; and
- (e) if so, the details thereof and the action taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI NAMO NARAIN MEENA)

- (a) to (c): As per the information made available by the Nationalized Banks, they have taken measures to curtail the expenditure on publicity campaign in print and electronic media as compared to the expenses incurred during the previous years.
- (d) & (e): Banks are much aware of the need for better customer services and have taken a number of steps including rigorous training of staff to bring in attitudinal change in them besides introducing a potent multi-layered customers' grievance redressal mechanism.