

**GOVERNMENT OF INDIA  
RAILWAYS  
LOK SABHA**

UNSTARRED QUESTION NO:3204  
ANSWERED ON:16.03.2015  
REVENUE IN RAILWAYS  
Kamal Nath Shri ;Scindia Shri Jyotiraditya Madhavrao

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

- (a) whether the Railways have asked its engineering firm named Railway Infrastructure, Technical and Economic Services (RITES) to undertake professional assessment in regard to earning of revenue by selling ad-space in the country;
- (b) if so, whether the RITES has submitted a detailed report to the Railways;
- (c) if so, the details of the recommendations made by said firm; and
- (d) the action taken by the Railways in this regard?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS(SHRI MANOJ SINHA)

(a) to (d): No, Madam. Rail India Technical and Economic Services (RITES) a Public Limited Company and consultancy organization of Ministry of Railways have been assigned with the task of suggesting strategy for enhancing revenue from advertisement by leveraging idle space in Coaches, Wagons, Trains and Railway Stations etc.

RITES have submitted a Concept Note highlighting the strategy with focus on branding of Stations, Trains and Wagons as well as sponsorships of Road over Bridges (ROBs), Road under Bridges (RUBs) etc.

A Task Force has been constituted in this regard to deliberate and suggest broad policy and operational framework for enhancing revenue from advertisement on Railway's assets/spaces.