

**GOVERNMENT OF INDIA
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:4465
ANSWERED ON:21.04.2015
ADVERTISEMENTS BY MAHARATNA AND NAVRATNA COMPANIES
Gandhi Shri Dilip Kumar Mansukhlal

Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:

- (a) the criteria followed for allotment of advertisement by the Maharatna and Navratna companies for the brochures/souvenirs;
- (b) the names of federation/publishing houses utilized by the various Maharatna and Navratna companies for their brochures/souvenirs during the last six months and the amount paid for each publication;
- (c) whether Maharatna and Navratna companies have favoured brochures/ souvenirs over regular monthly/bi-monthly magazines;
- (d) if so, the reasons therefor: and
- (e) the details of requests received from monthly/bi-monthly magazines during the last six months and the names of those to which advertisements have been released along with the details of the selection process?

Answer

THE MINISTER OF STATE FOR HEAVY INDUSTRIES & PUBLIC ENTERPRISES (SHRI C. M. SIDDESHWARA)

- (a): The allotment of advertisements for the brochures/souvenirs being a day to day matter, is decided by the management of Central Public Sector Enterprises (CPSEs), including Maharatna and Navratna CPSEs.
- (b) to (d): The details regarding federation/publishing houses utilized by the CPSEs for their brochures/souvenirs is not centrally maintained as it is under management of respective CPSEs.
- (e): Since the management of CPSEs decide on the matters relating to release of advertisements, the details of requests received and re-leased as advertisements by the CPSEs are not centrally maintained in the Department of Public Enterprises.