

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:720
ANSWERED ON:27.11.2014
ADVERTISEMENT BY SOUTHERN RAILWAY
S.R. Shri Vijay Kumar

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Southern Railway issues large number of advertisements in the print media every year; (b) if so, the details thereof and the amount spent thereon during each of the last three years and the current year; and

(c) the number of advertisements given to various publications during 2013-14, publication-wise?

Answer

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

(a) to (c) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN PARTS (a) TO (c) OF UNSTARRED QUESTION NO.720 BY SHRI S.R. VIJAYAKUMAR TO BE ANSWERED IN LOK SABHA ON 27.11.2014 REGARDING ADVERTISEMENT BY SOUTHERN RAILWAY

(a) Advertisements are released by Southern Railway as per requirements and subject to availability of funds.

(b) The display advertisements are released based on the need to spread awareness regarding safety and other socially relevant messages. They are also issued for inaugural functions. The tender notices are released based on requirement by various departments. The amount spent on advertisements by the Southern Railway during 2011-12, 2012-13, 2013-2014 and 2014-15 (upto September 2014) has been Rs.5.69 crore, Rs.7.04 crore, Rs. 6.81 crore and Rs.3.87 crore respectively.

(c) The number of advertisements given to various publications during 2013-14, publication-wise is as under: