

from different parts of the city. It is difficult to meet all such demands which have to be regulated in relation to the available supply of milk. The cases of Rajpur Road/Under Hill Road areas will be considered along with others at the appropriate time.

Advertisement on Railways

3857. { Shri Bahadur Singh:
Shri Inder J. Malhotra:

Will the the Minister of Railways be pleased to state:

(a) the income derived from commercial advertising on various zonal Railways in 1960-61;

(b) whether all the possibilities to exploit the Railway media to increase this income have been explored;

(c) if so, what steps have been taken so far;

(d) whether the scale of the officers in charge of commercial advertising in the various zones of the Railways have been upgraded;

(e) whether there is any disparity in any zonal Railway in the above mentioned grades;

(f) if so, the reasons therefor; and

(g) whether there are any proposals to bring about uniformity?

The Deputy Minister of Railways (Shri S. V. Ramaswamy): (a) The details of income are given below:

	1960-61
1. Western Railway	5,73,182
2. Central Railway	3,68,024
3. Southern Railway	4,03,803
4. Northern Railway	5,03,973
5. North-Eastern Railway	83,881
6. Northeast Frontier Railway	47,600
7. South Eastern Rly.	1,17,258
8. Eastern Railway	2,34,301
TOTAL	23,32,022

(b) Yes Sir. These are being explored; it is a continuous process.

(c) The following steps have been taken to develop commercial advertising revenue.

(i) a sustained drive is being maintained by the Railways

to develop commercial advertising revenue. Besides offering space in railway premises for such media as boards, posters, neon signs etc., new advertising media are also being offered to prospective advertisers. The new media are sides of wagons, back of passenger tickets, panels inside railway carriages, bottom space on parcel and goods invoices etc.

(ii) the leading advertising agencies and canvassers are being encouraged to bring commercial advertising business to the railways, by offer of attractive commission to them on such business.

(iii) rates of various media have been standardised in the interest of uniformity of practice wherever such standardisation is possible. At the Railway Board's level, a strict watch is being exercised to ensure that the Railways are making all efforts to maximise revenue from commercial advertising.

(d) Yes Sir. The post of Commercial Advertising Officer has been upgraded on certain Railways.

(e) On the Southern and Western Railways the Assistant Officer's post has been up-graded to senior scale. On the Eastern, Central and South Eastern Railways, separate senior scale posts have been sanctioned. On the South Eastern Railway, however, the post is being operated in junior scale/class II grade. On the North-Eastern and Northern Railway the posts have been sanctioned in junior scale/class II.

On the North-east Frontier Railway no post has been sanctioned.

(f) The grades of these posts were determined on consideration of the volume of work and degree of responsibility attaching to them.

(g) No.