

**GOVERNMENT OF INDIA  
RAILWAYS  
LOK SABHA**

UNSTARRED QUESTION NO:2224

ANSWERED ON:09.03.2000

AWARDING OF ADVERTISEMENT RIGHTS TO COMPANIES

RAGHUNATH JHA

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

- (a) whether the Ministry has written to about 100 companies for awarding advertisement rights on wagons, level crossings, railway stations and sponsoring premium trains;
- (b) if so, the response of the companies in this regard;
- (c) the criteria adopted in selecting the said companies;
- (d) the total income from advertisement and publicity during the last three years;
- (e) whether the railways are also providing sites at railway stations for the purpose; and
- (f) if so, the details thereof and total income earned therefrom during the last three years?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI DIGVIJAY SINGH)

(a) to (c) : In order to plan flow of investment from non-traditional sources of revenue, a Task Force was set up to undertake an in-depth study of various issues including commercial publicity. Along-with the representatives of Ministry of Railways, Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce and Industry (FICCI) and Associated Chambers of Commerce and Industry on India (ASSOCHAM) were also the members of Task Force. The methodology adopted by the Task Force for addressing various issues was by way of detailed deliberations and it was thought that Railways should communicate with various business houses to apprise them about the opportunities for advertising. Accordingly, letters were sent to a number of leading public and private sector undertakings indicating about the advertisement opportunities on Indian Railways. Some of the companies have evinced interest. These companies have not yet been selected for awarding of advertisement rights and the contracts will be awarded after following the due procedure.

(d): The total income from advertisement and publicity during the last three years is Rs.89,24,94,042.

(e)&(f): Yes, Sir. Railway sites and other railway premises are provided to different private organizations for advertisements in the form of hoardings, boards, posters, glowsigns, etc. The total income earned during the last three years is Rs. 69,72,89,200.