

**GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA**

UNSTARRED QUESTION NO:1346
ANSWERED ON:30.11.2006
NEW ADVERTISEMENT POLICY OF RAILWAYS
Singh Shri Rakesh

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Railways propose to introduce a new advertisement policy to increase its revenue;
- (b) if so, the details thereof;
- (c) whether with a view to boost tourism, the Railways propose to earmark some space in these commercial advertisements for propagation of the tourist places situated in different railway zones; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

(a & b): No, Sir. However, some modifications have been made recently to increase the revenue and now an entire division & train can also be given for bulk advertising rights to a single firm. This scheme is being implemented on a pilot project basis. Zonal Railways have also been advised to exploit areas like tickets, announcements etc. for commercial advertising.

(c & d): There is no such proposal. The commercial advertisements, however, can be tourism related.