

**GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS**

**LOK SABHA  
UNSTARRED QUESTION NO. 856  
TO BE ANSWERED ON 20.12.2017**

**REVENUE FROM ADVERTISEMENT**

**856. SHRI HARI OM PANDAY:**

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

- (a) whether the Government has any proposal regarding “introduction of new advertisement policy” to boost up revenue earnings;**
- (b) if so, the details thereof;**
- (c) if not, the reasons therefor; and**
- (d) the details of the plan outlay and legal and administrative implications of the proposals, if any?**

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF RAILWAYS**

**(SHRI RAJEN GOHAIN)**

**(a) to (d): A Statement is laid on the Table of the House.**

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) To (d) OF UNSTARRED QUESTION NO. 856 BY SHRI HARI OM PANDAY TO BE ANSWERED IN LOK SABHA ON 20.12.2017 REGARDING REVENUE FROM ADVERTISEMENT**

**(a) to (c): No, Madam. However, the following policies have been recently announced by Ministry of Railways for boosting revenue earnings:**

**(1) Out of Home Policy**

**(2) Mobile Assets Policy**

**(3) Rail Display Network Policy**

**(4) Content on Demand Policy**

**(5) Policy on unsolicited Non-Fare Revenue proposals**

**(d) There is no plan outlay involved.**

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