

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS**

**LOK SABHA
UNSTARRED QUESTION NO. 2402
TO BE ANSWERED ON 26.12.2018**

ADVERTISEMENT POLICY

2402. SHRI MANOJ TIWARI:

Will the Minister of RAILWAYS be pleased to state:

- (a) whether the Government has any proposal to revamp the advertisement policy for the railway platform; and**
- (b) if so, the details thereof, UT and State-wise?**

ANSWER

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS

(SHRI RAJEN GOHAIN)

(a) and (b) : In order to generate revenue from Non-Fare Revenue (NFR) sources such as advertisements, Indian Railways have issued new policies viz. Rail Display Network, Out of Home publicity, Unsolicited NFR proposals, Advertising on Mobile Assets, Content on Demand in 2017 and New, Innovative Non Fare Revenue Ideas Scheme in 2018. These advertising policies cover advertisements at railway stations and trains, including railway platforms. All advertisement policies of Indian Railways are executed by the Zonal Railways in their jurisdiction.
