

**GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS**

**LOK SABHA  
UNSTARRED QUESTION NO. 3912  
TO BE ANSWERED ON 17.07.2019**

**RAILWAYS PUBLICITY CAMPAIGN**

**3912. SHRIMATI POONAMBEN MAADAM:**

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

- (a) whether guidelines have been issued to hire a team of private public relations professional to drive the Railways' publicity campaign both for the Union Ministry as well as in each of its zone;**
- (b) if so, the details thereof and the reasons therefor; and**
- (c) the fund allocation made by the Government in this regard, zone-wise?**

**ANSWER**

**MINISTER OF RAILWAYS AND COMMERCE & INDUSTRY**

**(SHRI PIYUSH GOYAL)**

**(a) to (c) Model documents for empanelment of advertising agencies and selection of agency for Social Media services have been issued to assist Public Relation department of various Zonal Railways in managing advertisement work and Social Media activities.**

**Separate fund has not been allocated in this regard.**

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