

**GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS**

**LOK SABHA  
UNSTARRED QUESTION NO.3180  
TO BE ANSWERED ON 16.03.2016**

**REVENUE FROM ADVERTISEMENTS**

**† 3180. SHRIMATI BHAVANA PUNDALIKRAO GAWALI PATIL:  
SHRI P.P.CHAUDHARY:  
SHRI NARANBHAI KACHHADIYA:  
SHRI CHANDU LAL SAHU:  
SHRI RABINDRA KUMAR JENA:  
SHRI OM BIRLA:  
SHRI KRUPAL BALAJI TUMANE:  
SHRI GAJENDRA SINGH SHEKHAWAT:  
SHRI DILIPKUMAR MANSUKHLAL GANDHI:**

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

- (a) the total revenue earned by the Railways from non-fare and non-freight activities, and its percentage during the last three years and the current year;**
- (b) whether the Railways proposes to earn additional revenue by granting permission for large scale advertising on trains and if so, the details thereof along with the number of trains selected under the said scheme;**
- (c) whether the Government also proposes to introduce or allow trolleys with or without advertisements at platform and if so, the details thereof ; and**
- (d) the amount of revenue likely to be earned through the said scheme annually?**

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF RAILWAYS  
(SHRI MANOJ SINHA )**

**(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. 3180 BY SHRIMATI BHAVANA PUNDALIKRAO GAWALI PATIL, SHRI P.P.CHAUDHARY, SHRI NARANBHAI KACHHADIYA, SHRI CHANDU LAL SAHU, SHRI RABINDRA KUMAR JENA, SHRI OM BIRLA, SHRI KRUPAL BALAJI TUMANE, SHRI GAJENDRA SINGH SHEKHAWAT AND SHRI DILIPKUMAR MANSUKHLAL GANDHI TO BE ANSWERED IN LOK SABHA ON 16.03.2016 REGARDING REVENUE FROM ADVERTISEMENTS.**

**(a): The Sundry Earnings earned by Railways and its percentage to total earnings during the last three years & current year are as under:-**

**(₹ in crore)**

<b>Year</b>	<b>Total Earnings</b>	<b>Sundry Other Earnings</b>	<b>Percentage (%) of Sundry Other Earnings to total Earnings</b>
<b>2012-13</b>	<b>123901.01</b>	<b>4261.36</b>	<b>3.44 %</b>
<b>2013-14</b>	<b>139837.70</b>	<b>5721.30</b>	<b>4.09 %</b>
<b>2014-15</b>	<b>157071.58</b>	<b>5092.74</b>	<b>3.29 %</b>
<b>2015-16 (upto Feb.16)</b>	<b>148056.42</b>	<b>4311.33</b>	<b>2.91 %</b>

**(b): Policy guidelines already exist for commercial advertising on trains. There are various schemes of commercial advertising on interior and exterior of trains like display of advertisement panels, vinyl wrapping of coaches etc. Advertising is permitted in all categories of trains irrespective of route.**

**(c): Zonal Railways have been advised to introduce modern luggage trolleys at stations wherever feasible through sponsorship from individuals, NGOs Trusts, Charitable institutions, Corporates and PSUs/Corporate Houses under their Corporate Social Responsibility.**

**(d): Since this facility is proposed on sponsorship-basis, the question of likely revenue does not arise.**

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