

Goodwill advertisements of NTPC

596. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of POWER be pleased to state:

(a) whether it is a fact that goodwill advertisements of the National Thermal Power Corporation (NTPC) Limited are issued to small magazines keeping in view the coverage of various issues, its focused area and circulation, etc.;

(b) if so, the names of such magazines which have received advertisements of Rs. 50,000/-per page or above during the last two years;

(c) whether some advertisements have been issued on the recommendation of the officers of the Ministry; and

(d) if so, the names and designation of officers who have recommended for release of advertisements including the names of magazines and amount paid to each magazine during the last two years?

THE MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) Advertisement to small magazines are considered based on the nature of publication, type of its readership, coverage of various issues, focus area, circulation, credentials of its publishers etc.

(b) The list for financial years 2010-11 and 2011-12 is given in Statement. (See below).

(c) There is no exclusive policy for assigning priority to the requests forwarded by officers of Ministry for necessary consideration for issuance of advertisements. However, advertisements are considered based on the criteria mentioned above at answer (a).

(d) Not applicable in view of reply at (c) above.

Statement

List of magazines which have received goodwill advertisement of Rs.50,000/- per page or above during last two financial years.

2010-11

Build India	Kaleido Scope
Bureaucracy Today	Kerala Maharatta
Coal Field Times	Lok Saathi
Resource Digest	Sambad (Sindhi)
Hard News	Samooch Pratidhwani

2011-12

Bureaucracy Today	News Street
Tehelka	Resource Digest
Business India	G files
Dalai Street	Singhasana

Naphtha based power projects

597. SHRI DILIPBHAI PANDYA: Will the Minister of POWER be pleased to state:

(a) the number of power projects cleared/sanctioned by Government with Naphtha as feed stock during the last three years and the current year, State-wise;

(b) the total power generation in MW expected from Naphtha based power projects in the country;

(c) the average power generation cost per unit from the said projects;

(d) whether Government proposes to import Naphtha for the purpose of power generation;

(e) if so, the details thereof, State/UT wise; and

(f) the annual foreign exchange likely to out go when all these projects will be commissioned?

THE MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) With the enactment of the Electricity Act, 2003, the techno economic clearance by Central Electricity Authority (CEA) is not required for thermal power projects. As such, no power project with naphtha as feed stock has been cleared by CEA during the last three years and the current year.

(b) Approximately 851 Million Unit (MU) of electricity was generated by naphtha based power projects during the period April-October, 2012.

(c) At present, the average cost of electricity generation naphtha based power projects is approximately Rs.11/- per unit.

(d) to (f) As per the information available in the Central Electricity Authority, no proposal for import of naphtha is under consideration with the Government.