

sign FSAs with power plants without waiting for Power Purchase Agreements (PPAs).

Advertisements by PGCIL

4495. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of POWER be pleased to state:

(a) whether it is a fact that Power Grid Corporation of India Limited (PGCIL) has released advertisements to Brochures/Souvenirs and Magazines on the recommendations of officers of PGCIL, Ministry of Power, office of Minister of Power and Members of Parliament;

(b) if so, the details of Brochures/Souvenirs/Magazines which have received advertisement support from PGCIL with the names and designation of officers and Members of Parliament who made recommendations during the last three financial years;

(c) whether PGCIL has given priority of releasing advertisements in irregular magazines over magazines which are printing their publications regularly; and

(d) if so, the details thereof and the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) Since, Power Grid Corporation of India Limited (PGCIL) operates on pan India basis, Advertisements are released by PGCIL from time to time in various types of Magazines/Souvenirs/Brochures, small or medium, not only published in English/Hindi language but also in regional/local language of the area where it is published, so as to reach different group of people to help in creating public awareness and Corporate image building and branding of the Company.

Accordingly, a number of advertisements are released by PGCIL annually. Out of the above, some of the advertisements were released on request basis to achieve publicity of the Company as mentioned above.

(b) The year-wise details for the FY 2010-11, 2011-12 and 2012-13 are given in the Statement (*See* below).

(c) and (d) PGCIL releases advertisements in non-discriminatory manner.

Statement*(A) Advertisement Released by POWERGRID in the FY 2010-11*

Sl. No.	Name of Publication Agency/ Entity	Magazine/Souvenir/ Brochure	Reference
1	2	3	4
1.	International Conference of Jurists	Souvenir	Office of the Hon'ble Member of Parliament
2.	Abhigyanam	Magazine	Office of the Hon'ble Union Minister of Power
3.	Anupam Rashtra	Magazine	Office of the Hon'ble Member of Parliament
4.	Kaumudi	Magazine	Office of the Hon'ble Member of Parliament
5.	Dilli Siyasat	Magazine	Office of the Hon'ble Union Minister of Power
6.	Deshratna Foundation	Souvenir	Office of the Hon'ble Member of Parliament
7.	Him Prakashan	Magazine	Office of the Hon'ble Union Minister of Power
8.	India Foundation for Education and Development (IFED)	Souvenir	Office of the Hon'ble Union Minister of Power
9.	Indo News	Magazine	Office of the Hon'ble Member of Parliament
10.	Laxmi Kudrati Times	Magazine	Office of the Hon'ble Member of Parliament
11.	All India Small and Medium Newspaper's Editor's Association	Souvenir	Office of the Hon'ble Member of Parliament

1	2	3	4
12.	Parliament Street	Magazine	Office of the Hon'ble Union Minister of Power
13.	The Supreme Saviour	Magazine	Office of the Hon'ble Union Minister of Power
14.	Dainik Sandhya Pradesh	Magazine	Office of the Hon'ble Union Minister of Power
15.	All India Small & Medium News Paper Editors Council	Souvenir	Office of the Hon'ble Union Minister of Power
16.	Nayi Ummeed	Magazine	Office of the Hon'ble Union Minister of Power
17.	Nayi Sadee	Magazine	Office of the Hon'ble Union Minister of Power
18.	News Discovery	Magazine	Office of the Hon'ble Member of Parliament
19.	Loksathi	Souvenir	Office of the Hon'ble Member of Parliament
20.	Rajeev Gandhi Forum	Souvenir	Office of the Hon'ble Union Minister of Power
21.	Rashtriya Sanskreeti	Magazine	Office of the Hon'ble Union Minister of Power
22.	Sambhashana Sandeshah	Magazine	Office of the Hon'ble Union Minister of Power
23.	Saptahik Mataji	Souvenir	Office of the Hon'ble Union Minister of Power
24.	Shri Ambajee Mata Sewa Trust, Anand	Souvenir	Office of Hon'ble Minister of State for Power
25.	Thuruvur Mahakshetra Bhaktajana Samiti	Souvenir	Office of the Hon'ble Union Minister of Power and Office of the Hon'ble Member of Parliament
26.	Vishwamukti Sanstha	Souvenir	Office of the Hon'ble Member of Parliament
27.	Vishwashakti Darpan	Magazine	Office of the Hon'ble Member of Legislative Assembly, Delhi

(B) Advertisement Released by POWERGRID in the FY 2011-12

1.	Kaumudi	Magazine	Office of the Hon'ble Member of Parliament
2.	News Street	Magazine	Office of the Hon'ble Member of Parliament
3.	Parliament Street	Magazine	Office of the Hon'ble Union Minister of Power
4.	Smita Smriti	Magazine	Office of the Hon'ble Union Minister of Power
5.	Antim Vikalp	Magazine	Office of the Hon'ble Member of Parliament
6.	Desire	Magazine	Office of the Hon'ble Union Minister of Power
7.	Dilli Siyasat	Magazine	Office of the Hon'ble Union Minister of Power
8.	Eves' Institute of Creation	Souvenir	Office of the Hon'ble Union Minister of Power
9.	Fashion People	Magazine	Office of the Hon'ble Union Minister of Power
10.	Lakshmi Kudaratee Times	Magazine	Office of the Hon'ble Member of Parliament
11.	MAHIMA 2011-Peechi Fest	Souvenir	Office of the Hon'ble Member of Legislative Assembly, Kerala (Ollur)
12.	Nayi Sadee	Magazine	Office of the Hon'ble Union Minister of Power
13.	News Discovery	Magazine	Office of the Hon'ble Member of Parliament
14.	Padmarajan Smarika	Souvenir	Office of the Hon'ble Minister of State for Power
15.	Thuruvur Mahakshetra Bhaktajana Samiti	Souvenir	Office of the Hon'ble Minister of State for Power

Written Answers to

[7 May, 2013]

Unstarred Questions 279

(C) Advertisement Released by POWERGRID in the FY 2012-13

280 Written Answers to

[RAJYA SABHA]

Unstarred Questions

1.	Anupam Rashtra	Magazine	Office of the Hon'ble Member of Parliament
2.	C. Achutha Menon Centenary	Souvenir	Office of the Hon'ble Minister of State for Power
3.	India Foundation for Education & Development (IFED)	Souvenir	Office of the Hon'ble Union Minister of Power
4.	Indian National Trade Union Congress	Souvenir	Office of the Hon'ble Member of Parliament
5.	Janayugom Onam Special 2012	Souvenir	Office of the Hon'ble Minister of State for Power
6.	Katha Patrika	Magazine	Office of the Hon'ble Minister of State for Power
7.	Lakshmi Kudaratee Times	Magazine	Office of the Hon'ble Member of Parliament
8.	News Discovery	Magazine	Office of the Hon'ble Member of Parliament
9.	Rajiv Gandhi Forum	Souvenir	Office of the Hon'ble Union Minister of Power
10.	Samanyajan Sandesh	Magazine	Office of the Hon'ble Member of Parliament
11.	Symbiosis Institute of International Business(SIIB)	Souvenir	Office of the Hon'ble Minister of State for Power (I/C)
12.	Anupam Rashtra	Magazine	Office of the Hon'ble Member of Parliament
13.	Thuruvur Mahakshetra Bhaktajana Samiti	Souvenir	Office of Hon'ble Minister of State for Power
14.	Vishwamukti Sanstha	Souvenir	Office of the Hon'ble Member of Parliament