

Advertisement policy of PGCIL

1525. SHRI SALIM ANSARI: Will the Minister of POWER be pleased to state:

(a) what is the advertising policy being followed by the Power Grid Corporation of India Ltd. (PGCIL);

(b) whether PGCIL has given more advertisements to souvenirs, brochures and un-approved publications as compare monthly good quality publications;

(c) if so, the details in this regard with the names of souvenirs, brochures and un-approved publications, monthly magazines which were given advertisements with amount paid during the last three financial years; and

(d) whether PGCIL would re-visit the advertisement policy so as to give sufficient advertisement support to small publications specially monthly magazines and if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI PIYUSH GOYAL): (a) Power grid releases the advertisements from time to time depending upon the availability of budget and publicity requirement/benefit for corporate image building of the company for smooth business onships among various segments of the society/stakeholders/sector/industry.

(b) and (c) The details of advertisements given by POWERGRID with amount paid during the last three financial years is given in the Statement (*See below*).

(d) Release of advertisements are reviewed periodically keeping in view the publicity requirement/ benefit for building corporate image as well as support to small publications and also the budget.

Statement

Details of advertisements given by POWERGRID with amount paid during the last three financial years

Advertisement 2012-13

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
1.	Eyeview (Journal Literature)	3,000
2.	Whispercorridor.com (Arushi Network)	300000
3.	Kalaikoodam	10,000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
4.	The Chirsandhan	35,000
5.	Anupan Rasht	25,000
6.	World Update	15,000
7.	International Centre for Excellence	20,000
8.	Katha	25,000
9.	Sanyukta Mahila Samity	25,000
10.	Next Generation	25,000
11.	Sarvjan Sukhya Sewa Samity	3,000
12.	Kanchanlata	3,000
13.	Jeevan Prerana	45,000
14.	Bhartiya Vidya Bhawan	5,000
15.	Rail Bandhu	2,00,000
16.	Power HR Forum	12,000
17.	Suryaprabha	3,00,000
18.	CMYK Printech	1,00,000
19.	Savikar	25,000
20.	Green Hope (Ratna Communications)	25,000
21.	Secular Quadat	50,000
22.	Samanjanya Sandesh	7,000
23.	Samayavadi	15,000
24.	India Foundation for Development	60,000
25.	Saptrishi	25,000
26.	Creations	10,000
27.	Janayugom Publication Limited	25,000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
28.	C. Achutha Menon Centre	100,000
29.	Kavipatra Prokash	3,000
30.	Vyapar Bharati Press	30,000
31.	PRSI Shimla	20,000
32.	Rajiv Gandhi Forum	20,000
33.	Rajiv Gandhi Excellence Awards Secretariat	50,000
34.	Deafway Foundation	6,000
35.	Utkarsh Pratishthan	100,000
36.	Confederation of Senior Citizen Association of Delhi	21,000
37.	Rashtriya Sagar Pratiyogita Aajkal	20,000
38.	Thuravoor Mahakshethra Bhakthajana Samity	50,000
39.	Vinay Nagar Sarbojanina Durga Puja Samiti	25,000
40.	Him Prakashan	10,000
41.	Pashim Vihar Bengali Association	2,000
42.	Sarbojanin Puja Parishad, Dilshad Garden	8,000
43.	Netaji Nagar Sarbojanin Puja Samiti	2,000
44.	Co-Operative Ground Durga Puja	4,000
45.	Chittaranjan Park Kali Mandir Society	5,000
46.	M.B.D Road Durga Puja Samiti	2,000
47.	Aram Bagh Puja Samity	6,000
48.	Amra Sabai	2,000
49.	Sri Sir Durga Puja Samity	4,000
50.	Sarbojani Puja Samity, E-968 Chittaranjan Park	3,000
51.	Chittaranjan Park Milan Samity, K-2027, Chittaranjan Park	3,000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
52.	Pushp Vihar Sarbojanin Puja Samity	10,000
53.	Sushant Lok Cultural Society	15,000
54.	Prachi Sarbojanin Matribandhana Welfare Society	10,000
55.	Sarbojanin Durga Puja Samity, Kalkaji	10,000
56.	Utkal Durga Puja Samity	2,000
57.	Shilp Bichitra	20,000
58.	India Women Press Corp.	30,000
59.	Chittaranjan Park Purvanchal Durga Puja Samity	10,000
60.	Sarbojanin Durgoutsav Samity, Pragati Vihar	5,000
61.	Lafz	25,000
62.	Dun and Brandstreet	75,000
63.	News Discovery	30,000
64.	Bhartiya Bhasha Evam Kender	25,000
65.	Indo Tibetan Border Police (ITBP)	100,000
66.	Saddar India	125,000
67.	Indian Drem	30,000
68.	Mass Media	25,000
69.	Vishvamukti	100,000
70.	ICAI	25,000
71.	The Bijaya Bharti	20,000
72.	Indian National Trade Union Congress	25,000
73.	Fr.Angel School	5,000
74.	Symbiosh Institute of International Business	200,000
75.	OKONOMOS (Hans Raj College University)	10,000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
76.	Mata Amitanandmaya Math	50,000
77.	Vishvamukti	40,000
78.	CITU	10,000
79.	District Volleyball Association	5,000
80.	Laxmi Kudrati Times	20,000
81.	All India Forest Sports Meet 2013	100,000
82.	Financial Pulse	50,000
83.	Vishwa Hindi Divas Sanskritik Mela	10,000
84.	Janbhawana	3,000
85.	Delhi Gymkhana Club	145,000
86.	Parivartan Jan Kalayan Samiti	10,000
87.	Indian Foundation for Rural Development Studies	35,000
88.	Natsmarat	3,000
89.	Akhil Bhartiya Rajbhasha Sammelan	15,000
90.	Dharmasastha Sewa Samiti	3000
91.	Commissionerate of Customs and Central Excise	150,000
92.	Sacred Heart Cathedrals	6,000
93.	Kamla Nehru College	10,000
94.	NIPM	20,000
95.	Pioneer	100,000
96.	Shroowat Samity	10,000

Advertisement 2013-14

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
1.	IGNISENSE Education Pvt. Ltd.	200000
2.	Lok Nayak Jayprakash (Jai Prabha)	15225
3.	Kala Samridhi	15000
4.	Krishak Sansthan	15000
5.	Kurmi Samachar	25000
6.	HR Forum	12000
7.	Abhinav Mimansa	10000
8.	Kadambini	49000
9.	Kathabriti	3000
10.	Supreme Saviour	50000
11.	PRSI (Public Relation Society of India)	40000
12.	PSENC (Public Sector Employee National Confederation)	30000
13.	Hindu	30000
14.	Rajiv Gandhi Forum	50000
15.	Bhartiya Bhasha Evam Sanskriti Kender	25000
16.	Infraline	30000
17.	Fore School of Management	20500
18.	Urja Sansar	3000
19.	Citi Today	30000
20.	Sarvjan Sukhaya Sewa Samiti	2200
21.	Vypar Bharti Press	30000
22.	Bureaucracy Today (Agency 18 Marketing Pvt.)	95000
23.	Mehfil-e-Adab Ras Rang (Lafz)	125000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
24.	Ex-ONGC Executive Welfare Association	50000
25.	Legacy India	30000
26.	All India Civil Accounts	5000
27.	Aama Samayara Srujani	25000
28.	Rastrakavi Mathlisaran Gupt	10000
29.	Delhi Siasat	60000
30.	Standing Conference of India (Scope)	17000
31.	Karnataka Hindi Academy, Bangalore	15000
32.	Kal Dirgha (Utkarsh Partisthan)	100000
33.	Kaumudi	20000
34.	Financial Pulse	50000
35.	NSFSI (National Action Forum for Social Justice)	12000
36.	Statesman Durga Pooja Magazine	40000
37.	Rotary Club of Delhi	20000
38.	AIMA (All India Management Association)	25000
39.	Bhartiya Vidya Bhawan	50000
40.	Shilpa Bichitra	20000
41.	Delhi Durga Puja Charitable Cultural Samiti	7000
42.	Rajbhasha Academy	20000
43.	Children Welfare Society	10000
44.	Thuravoor Mahakshethre Bhakthajana Samity	10000
45.	Sri Ganapathi Sachidananda Avadhoota Datta Peeth	40000
46.	The Deaf Way Foundation	10000
47.	Sarbojanin Puja Samity	2000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
48.	Sarbojanin Puja Samity	5000
49.	Chittaranjan Park Kali Mandir Society	10000
50.	Sushant Lok Cultural Society	4000
51.	Sri Sri Durga Puja	5000
52.	Indraprastha Matri Mandir Nirman Society	3000
53.	Vinay Nagar Sarbojanin Durga Puja Samity	3000
54.	Sushant Lok Durja Puja Committee	5000
55.	Co-operative Ground Durga Puja Samity	4000
56.	Nivedita Enclave Puja	5000
57.	M.B Road Durga Puja Samiti	4000
58.	Pushp Vihar Sarbojanin Puja Samiti	12000
59.	Sarojini Nagar Adjoining Areas Kali Bari Samiti	3500
60.	Sarbojanin Puja Parishad	10000
61.	Prachi Sarbojanin Maitri Bandana Welfare Society	20000
62.	Association for Learning Arts and Normative Action	600000
63.	Digvijay	15000
64.	Anupam Rasht	30000
65.	Bhartiya Bhasha evam Sanskriti Kender (InterPub)	25000
66.	Deshratna Foundation	45000
67.	DSMM Dieocese (Cathedral Church) Faridabad	25000
68.	Smart information	25000
69.	HOPE Ek Asha	10000
70.	Build India	25000
71.	Eves Institute Creation	100000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
72.	Gareeb	20000
73.	Shri Badrinarayan Mandir Nirman Samiti	10000
74.	Shri Chander Shekharji Prerana Samiti	50000
75.	Sopan -Step(India Foundation for Rural Development)	35000
76.	Natsmarat	10000
77.	ICAI	30000
78.	Pahal A Milestone	20000
79.	Abhinav Mimansa	20000
80.	Indraprastha Press Club of India	25000
81.	TADBHAY	25000
82.	UNI Publications	40000
83.	Abhivyakti (Usha and Lakshmi Mittal Institute of Management)	40000
84.	Network 18 (Forbes)	125000
85.	The Institute of Engineers (India)	50000
86.	ITBP	20000
87.	Laxmi Kudarti Times	20000
88.	Media Press Club	10000
89.	Mahamana Malviya Nagar	50000
90.	CSR Vision	35000
91.	Sarokar	40000
92.	Indian Prashasan	30000
93.	Indian Dream	15000
94.	Purvanchal Foundation	20000
95.	CSR Times	35000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
96.	The Institute of Engineers (India) Ghaziabad	50000
97.	Cultural Revenue Sports and Cultural Meet	75000
98.	Mahila Adhikar Abhiyan	20000

Advertisement 2014-2015

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
1.	Inter National Centre Excellence	15000
2.	IBBADAT, Mehfil-e-Ruhaaniyat, Old Fort Delhi	50000
3.	Legacy India	30000
4.	Financial Pluse	35000
5.	Lituminati,	10000
6.	District Volleyball Association	6000
7.	Kathabritti	4000
8.	Nai Sadi	35000
9.	Rashtra Nirman Samiti	50000
10.	St.Xavier College, Ranchi	10000
11.	Mottos India, Delhi	30000
12.	Indian Infrastructure	76650
13.	Sree Swaminatha Swami Seva Samaj	15000
14.	Lafz (Mehfil-e-Adab Ras-Rang)	75000
15.	Bureaucracy Today	150000
16.	Abhinav Meemansa	20000
17.	Jeevan Prerana	45000
18.	Press Club of India	100000
19.	Pioneer (CMYK Printech Limited)	125000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
20.	All India Management Association	25000
21.	Business Today	100000
22.	Ex-ONGC Executives Association Delhi	25000
23.	Economic and Political Weekly	30000
24.	Kaumudi	30000
25.	Shilpa Bichitra	20000
26.	Centre of Indian Trade Unions (Nandan)	17000
27.	Sanmarg Pvt. Ltd.	55000
28.	Moti Bagh Nanakpura Puja Samity	20000
29.	Sarbojanin Durgotsav Samiti	20000
30.	Bhartiya Bhasha Evam Kender	35000
31.	Statesman	45000
32.	CRPF, Half Marathon	150000
33.	Naya Path	25000
34.	Public Relation Society of India	10000
35.	IWPC (Indian Women's Press Corps.)	50000
36.	Loknaya Jayaprakash Studies Development (Jai Prabha)	30525
37.	Vaishali Cultural Association	2000
38.	Sushant Lok Cultural Society	6000
39.	Prachi Sarbojanin Matribandana Welfare Society	10000
40.	Indraprastha Matri Mandir Nirman Society	4000
41.	Delhi Durga Charitable and Cultural Samiti	5000
42.	Sarbojanin Durga Puja Samity	3000
43.	Co-operative Ground Durga Puja Samity	8000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
44.	Aikotaan Kalibari O Sewa Samiti	4000
45.	Chittaranjan Park Kali Mandir Society	5000
46.	M.B.Road Durga Puja Samity	5000
47.	India Foundation for Rural Development Studies (SOPAN Step)	35000
48.	Mahila Adhikar Abhiyan	20000
49.	Jagran Private Limited (Punarava Patrika)	15300
50.	Efforts Group, World Elders Day Celebration,	20000
51.	Bhartiya Vidya Bhawan	30000
52.	Lituminati (Weekend Innovation Lab Pvt. Ltd)	10000
53.	Whispers-in-the corridors.com (Arushi New Network)	300000
54.	Mahamana Malaviya Mission	20000
55.	Engineers Today	25000
56.	CBIP (Central Board of Irrigation and Power)	84270
57.	Kala Dirgha	50000
58.	The Mission (Guild India)	30000
59.	Delhi Association of the Deaf	10000
60.	The Cathedral Church of the Redemption	5000
61.	MUSTAQBIL	25000
62.	Just in Print Fortnightly	30000
63.	Green Post	10000
64.	Dainik Bhaskar Group	500000
65.	Enertia	52250
66.	Amar Sahara	25000

Sl. No.	Name of the Magazine/Souvenir/Brochures	Amount (in ₹)
67.	Business Standard	95000
68.	Indian Prashasan	35000
69.	Bhartiya Bhasha Evam Sanskriti Kender	25000
70.	Indian Express 500 FE	95000
71.	Legency India	30000
72.	Mata Amritanandamayi Math	50000

Losses due to load shedding

1526. SHRI KIRANMAY NANDA: Will the Minister of POWER be pleased to state:

(a) whether it is a fact that industrial, agricultural and other sectors have suffered huge losses due to frequent load shedding in different States during the last two years; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF POWER (SHRI PIYUSH GOYAL): (a) and (b) Electricity is a concurrent subject. Supply and distribution of electricity to various consumers including industrial, agricultural and other sectors in a State/UT is within the purview of the respective State Government/State Power Utility. The specific information regarding losses due to frequent load shedding in industrial, agricultural and other sectors in States have not been reported by the States. However, as reported by the States, the details of notified power cuts/ restrictions on industries and power supply to agricultural sector in the country in last two years *i.e.* 2013-14 and 2014-15 are given in Statement-I and II respectively.