

MR. CHAIRMAN: Please, don't interrupt.

श्री राधा मोहन सिंह: और 2015 से यह राशि बढ़कर लगभग तीन गुणा हो गई है। इसको 63 हजार करोड़ रुपये कर दिया गया है। यह भी राज्य को विशेष सहायता है। ...**(व्यवधान)**...

श्री सभापति: ठीक है, ठीक है। ...**(व्यवधान)**... Ambikaji, please, there is no need for further discussion.

श्री राधा मोहन सिंह: मैं रिकॉर्ड बता रहा हूँ। पांच वर्ष के अंदर उस राज्य को 21 हजार करोड़ रुपये दिए गए हैं और 2015 से 2020 तक 50 हजार करोड़ रुपये आवंटित किए गए हैं।

MR. CHAIRMAN: Let us take the next supplementary question. Mr. Tulsi.

SHRI K. T. S. TULSI: Sir, according to the statement which the hon. Minister has laid on the Table of the House, there are 13 schemes, in which moneys have been released and the total amount is ₹ 586.55 crore. My question to the hon. Minister is: Why is it that not even a rupee has been released with regard to the Prime Minister's Crop Insurance Scheme?

श्री राधा मोहन सिंह: सर, फसल बीमा योजना के अंतर्गत नुकसान के आंकड़े आते हैं और तब भारत सरकार अपना अंश देती है, लेकिन पंजाब में यह बीमा योजना नहीं चल रही है। मैं पंजाब की बात कर रहा हूँ। अगर पंजाब में यह योजना चलती और फसल के नुकसान के आंकड़े आए होते, तो हमने कितनी राशि दी, इस का जिक्र होता।

SHRI K. T. S. TULSI: There is no reference to that. ...**(Interruptions)**...

श्री राधा मोहन सिंह: जब वहां योजना चल ही नहीं रही है, तो जिक्र कैसे होगा।

श्री जयराम रमेश: सर, लगता है, मंत्रालय के अंदर थोड़ा communication gap है।

MR. CHAIRMAN: All right. Let us move to the next question.

*380. [The questioner was absent.]

Revenue generation in railways

*380. SHRI ANUBHAV MOHANTY: Will the Minister of RAILWAYS be pleased to state:

(a) whether it is a fact that Railways are planning to earn revenue from non-fare sources so that the passengers are not burdened by raising train fares;

(b) whether it is also a fact that Railways are planning to earn a revenue of about ₹ 2000 crore by way of offering branding packages of full trains; and

(c) whether only the products of the advertiser will be sold in the whole train or platform, leaving no choice to the public/passengers visiting the platform or travelling by the train?

THE MINISTER OF RAILWAYS (SHRI SURESH PRABHU): (a) to (c) A Statement is laid on the Table of the House.

Statement

(a) Yes, Sir. Railways have launched several initiatives to augment income from non-fare sources to increase total revenue. Some of the important initiatives are:

- (i) Station Development - A major programme of station redevelopment has been initiated, to monetize Railways' land and buildings through commercial exploitation of vacant land and space rights over station buildings. Approximately 400 A1 and A category stations are being taken up for re-development in a phased manner. Bids for re-development of 23 stations have been invited in the first phase. Indian Railway Stations Development Corporation Ltd. (IRSDC) has been entrusted with the task of re-development of 12 stations.
- (ii) Out of Home Advertising - The new policy on Out-of-Home Advertising has been launched in January, 2017 to exploit the advertising potential of railway stations, land adjacent to railway and other railway assets like Workshops, Level Crossing Gates, Road Under Bridges, Road Over Bridges etc. Contracts will be given for large areas for a period of 10 years and have several market friendly and innovative features like Rights based approach, permission to use digital media, use of areas hitherto unexploited, Right of first refusal, single point interface system, convenient payment schedule etc. These advertising assets contracts are being given by a transparent e-auction process. Railways have engaged RITES and Ernst and Young as the Professional Bid Process Manager to maximise revenue from its advertising assets.
- (iii) Rail Display Network (RDN) - RDN is a unique project that envisages the networking and centralised control of about 2 lakhs Digital Display Screens of different types, sizes and shapes, spread across more than 2175 A1 to D category of Railway stations across the country. The network is primarily meant for displaying information related to passenger amenities, comfort, convenience and safety. The display infrastructure created will be utilized for commercial advertising in defined time frames and format to generate substantial revenues.
- (iv) Automated Teller Machine (ATM) - Ministry of Railways have issued a new ATM Policy in January, 2017. The objective of this policy is to allow setting up ATMs, in bulk for 10 years at all major stations of the Indian Railways in one tender. The policy will lead to installation of a large number of ATMs besides generating additional non fare revenue.

- (v) Content on Demand - Ministry of Railways have issued the policy on Content on Demand and Rail Radio in January, 2017, to allow monetization of entertainment based services on trains and stations. Entertainment services will be provided through audio (Public Address systems) on trains and video systems (personal devices of the passengers) on trains and platforms, both in paid and unpaid formats to monetize passengers' free time.
 - (vi) Non Fare Revenue Policy for unsolicited revenue proposal - A new policy has been launched in January, 2017 to encourage innovative ideas for revenue generation for which no policy has been issued by the Ministry of Railways. The policy provides a structured and transparent approach in a time bound manner. All divisions and Zonal Railways have been empowered to act under the new policy. There is also a provision for short term proposal which are non-recurring and likely to lead to loss of income if not accepted in a time bound manner.
 - (vii) App based Cab Services - App based Cab Services initiative will provide enhanced convenience to the passengers as a large number of Railway passengers are increasingly using the App Based Cab Services besides generating non fare revenue for Railways.
 - (viii) Integrated Mobile App Based Services - To make train journeys convenient, Railways will launch an integrated mobile app for availing all travel-related services such as planning for a journey, ticketing, train related queries, hiring taxis, and porters, e-catering, content on demand, complaints related to the journey, train running position, station arrival alerts, booking retiring rooms, and lounges at stations among other travel related facilities. The integrated App for Passenger ticketing would help the passengers to book both reserved and unreserved tickets by downloading a single Railway App. The Integrated App will also generate non fare revenue by utilization of passenger related data available with the Indian Railways as the App will use the affiliate sale partnership model to make available services and products needed by passengers.
- (b) Yes, Sir. A new policy of Train Advertising has been issued in January 2017 with the objective of augmenting advertising revenue of Indian Railways by allowing internal and external advertisement on important trains. Several innovative and market friendly features have been included in the new policy like convenient payment terms, large package sizes, centralised single point interface system, engagement of professional agency (Ernst and Young) etc. Main features of the policy are:

- The licensee will be allowed to advertise through vinyl wrapping of train exterior which will be as per extant specification laid down by Research Designs and Standard Organisation.
- The licensee will be allowed to advertise inside the coaches up to 250 square feet at locations specified by Railway authorities which will not cover the Safety and passenger related instructions.
- Vinyl wrapping will be permitted on Windows of air-conditioned coaches also, subject to 70% visibility being achieved. Vinyl wrapping on windows of non-AC coaches will not be permitted.
- The license fee shall escalate by 10% each year after 2 years.
- The license shall be awarded for 5 (five) years starting from the Effective Date. The contract shall be further extendable by 5 (five) years subject to satisfactory performance.
- Vinyl wrapping of the trains shall be done at the primary maintenance base during the lie over period.
- There will be no prefixing and suffixing of corporate brand names in the train names
- There will be no sale of product/services by the licensee.

These contracts are being awarded by a transparent e-auction process in different packages like Rajdhani Trains, Shatabdi Trains, Suburban Trains, Superfast and Mail/Express Trains, etc.

(c) No, Sir. The train advertising policy does not provide for sale of products and is only for the purpose of informing passengers and others about products and services. Passenger will continue to have options of buying multiple products as available presently. Initiatives like the launch of Multi Purpose Stalls, availability of Ready-to-eat meals, proliferation of food courts, fast food plazas, executive lounges and e-catering will offer wider choices to passengers.

MR. CHAIRMAN: Question No. 380. Questioner is absent. Let the answer be given.

SHRI MANISH GUPTA: Sir, in his reply, the hon. Railway Minister has spoken about a new advertising policy relating to advertising in trains, both internally and externally. Sir, as per our past experience, we have seen that public space is taken up for advertising, clutters up the view, and the entire proximate environment is affected. Sir, it is in the name of earning revenue but whether that revenue will have a direct effect on passenger fares or not, is an issue which has not been focused

here. Is the Railways going to bring in safeguards to see that the beauty and dignity of the Railway system is not jeopardized by random advertising?

SHRI SURESH PRABHU: Sir, let me explain the issue. Traditionally, two-thirds of the revenue came from freight and one-third came from passenger fares. For example, in some of the developed countries, as much as 30 per cent of the revenue comes from non-fare sources. Japan gets that much. Some other countries get even 35 per cent. Railways is suffering from financial challenges and to overcome them, we created a Non-fare Revenue Directorate, which was mentioned in my Budget Speech. This Directorate is now working on a very aggressive strategy, and, in fact, there are several points, which I do not want to repeat as they are already mentioned in the body of the answer. Sir, this point is well taken that while doing this, we will not allow it to infringe upon the public good, what people enjoy by way of looking around it, and, even in terms of sound pollution, all those issues would be taken care of.

डा. अनिल कुमार साहनी: माननीय सभापति महोदय, मंत्री जी ने बहुत विस्तार से यात्रियों की सुविधाओं के बारे में विवरण दिया है। आपने "Out of Home विज्ञापन" के बारे में लिखा है कि हम 10 वर्षों तक विज्ञापन देने के लिए टेंडर बुलाएंगे। महोदय, देखने में आता है कि बहुत से माफिया टेंडर ले लेते हैं और जब लोग विज्ञापन देने के लिए जाते हैं, तो माफिया लोग तो उसे औने-पौने में ले लेते हैं, लेकिन वे उन लोगों से ज्यादा पैसा लेते हैं। इसलिए इस में पारदर्शिता लाने के लिए और ये विज्ञापन का ठेका कमजोर ठेकेदारों को भी मिले, इस बारे में आपने क्या व्यवस्था की है?

श्री सुरेश प्रभु: सर, इन सारी बातों को ध्यान में रखते हुए पूरी-की-पूरी Licencing policy हमारी वेबसाइट पर दी गयी है और आरएसपी बनाते समय भी इन्हीं चीजों का ध्यान रखा गया है ताकि hundred percent पारदर्शिता रहे। उसका misuse नहीं हो और actual users उस में सम्मिलित हों यानी advertise करने वाले लोग आएँ। सर, इन सभी बातों का इस पॉलिसी में ध्यान रखा गया है और फिर भी कोई समस्या आती है, तो आप उसे हमारे ध्यान में लाइए, हम उस में परिवर्तन करेंगे।

श्रीमती कहकशां परवीन: सभापति महोदय, अभी मंत्री जी ने अपने जवाब में कहा कि रेलवे वित्तीय चुनौतियों से जूझ रहा है। मेरा मंत्री महोदय से एक छोटा सा सवाल है कि इन वित्तीय चुनौतियों से उबरने के लिए क्या सरकार बड़े स्टेशनों के आसपास की जमीन को अतिक्रमण-मुक्त बनाकर उस जमीन पर मॉल्स का निर्माण कराएगी? अगर ऐसा चाहती है, तो अतिक्रमण मुक्त कराने के लिए क्या प्रयास किया है?

श्री सुरेश प्रभु: सर, जो पब्लिक स्पेस है, मैं मानता हूँ कि उसको मुक्त करना हर सरकार का कर्तव्य बनता है। उसका इस्तेमाल किस तरह से किया जाएगा, यह उस स्टेशन की स्थिति के ऊपर निर्भर करता है। कहीं पर लाइन बनाने के लिए भूमि की जरूरत होगी, कहीं पर जरूरत

होगी, तो वहां पर स्टेशन बनने की जरूरत होगी, कहीं पर और कुछ traffic facilities बनाने की जरूरत होगी, लेकिन मैं मानता हूं कि अतिक्रमण भूमि को मुक्त कराना हमारा जिम्मेदारी बनती है। आगे अतिक्रमण न हो, इसके लिए भी हमने कदम उठाए हैं। अतिक्रमण को हटाने के लिए, तो राज्य सरकार की सहायता की आवश्यकता है। अतिक्रमण के लिए एक policy बनाने की स्थिति में काफी एडवांस काम भी हो चुका है।

Assistance for drought affected Karnataka

*381. SHRI K. C. RAMAMURTHY: Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether 27 districts in 2015-16 and 25 districts in 2016-17 have been declared as drought affected in Karnataka;

(b) whether Government of Karnataka has sought ₹ 5250 crore for 2015-16 and ₹ 4700 crore for 2016-17;

(c) if so, the justification in approving only ₹ 2260 crore for the two years against a demand of ₹ 9950 crore;

(d) the report given by the Central Team that visited the State to assess the damage, year-wise; and

(e) the amount so far released out of the approved amount?

THE MINISTER OF AGRICULTURE AND FARMERS WELFARE (SHRI RADHA MOHAN SINGH): (a) to (e) A Statement is laid on the Table of the House.

Statement

(a) State Government of Karnataka declared 27 districts during Kharif and 12 districts during Rabi as drought affected in 2015-16. During 2016-17, the Government of Karnataka declared drought in 26 districts during Kharif and 30 districts during Rabi.

(b) to (e) Funds are available with the State Government in the form of State Disaster Response Fund (SDRF) for undertaking relief measures. Additional financial assistance over and above SDRF is considered by the Central Government from the National Disaster Response Fund (NDRF) to provide relief in natural calamities of severe nature in accordance with established procedure. The details of financial demand of the State Government of Karnataka from NDRF in the wake of drought during 2015-16 and 2016-17, the recommendation of the Central Team, approval and release of funds by the Government of India are given in the Annexure.