

**दक्षिणरेलवे/Southern Railway
चेन्नैमंडल/Chennai Division**

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प्रेस विज्ञप्ति /PRESS RELEASE

**PUBLICITY AND INNOVATIONS MEETING HELD AT
CHENNAI DIVISION**

A Meeting for promotion of Publicity and innovation was held at Chennai Division, Southern Railway on 05.02.2020, under a new scheme “**RISE WITH RAIL**”. This meeting was chaired by Shri. P.Mahesh, Divisional Railway Manager, Chennai Division.

Shri. K. Manoj, Additional Divisional Railway Manager, Chennai Division, Dr.D.Vijayamala Sr. Divisional Commercial Manager, Chennai Division and Shri R. Hari Krishnan, Divisional Commercial Manager, Chennai Division and representatives from Product Manufacturers, Service Providers, Railway Freight customers, Advertisement Agencies and various entrepreneurs participated.

Shri R.Hari Krishnan, DCM, Chennai Division welcomed the gathering. During the presentation Divisional Railway Manager invited new innovative ideas and showcased business promotion avenues available with Railways. New and Innovative ideas that could generate more non-fare revenues for Railways were discussed. Provision of amenities through Corporate Social Responsibility funds were also solicited from the participants.

Shri. Balamurugan, Assistant Commercial Manager thanked the participants for their evincing interest in the publicity and innovative efforts in Railways. He sought their co-operation in the Railway’s mission to tap the non-fare revenue potential with the available sources and facilities.

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