

भारत सरकार **GOVERNMENT OF INDIA**
रेल मंत्रालय **MINISTRY OF RAILWAYS**
रेलवे बोर्ड **RAILWAY BOARD**

No. 2017/Trans Cell/ Mech,/MRS Directives

New Delhi, Dated: 27.12.2018

The General Manager,
All Indian Railways & Production Units, NF(C), CORE,
The DG/RDSO/Lucknow, DG/NAIR
CAOs, DMW/Patiala, COFMOW/NDLS, RWP/Bela, IROAF

Sub: Process Reforms- Empowering CDOs to permit advertisement in Coaches in lieu of goods/services

The issue of permitting advertisement in lieu of goods/service has been deliberated and following modalities have been worked out to facilitate the same.

For such offers of goods in lieu of limited advertising avenue in running trains, Board (MRS, FC & CRB) have approved following guidelines empowering CDOs to take a decision in such matters with certain safeguards as under:

1. As soon as CDO receives such request and terms and condition from an entity interested in providing goods in lieu of advertisement, CDO shall get it published on the web in order to provide equal opportunity to similar interested parties giving adequate notice of not less than 21 days.
2. On receipt of other offers for the similar service, CDOs will decide the case on merit recording proper justification and cogent reasons for deciding in favour of a particular party or parties.
3. If no offers are received within the stipulated time period after web publishing, CDO may take a call whether to permit or not permit such requests.
4. Advertisement in lieu of goods may be authorized by each CDO initially for a period of 03 months and in maximum 02 trains at a time in each depot. Based on the satisfactory performance, may extend it by another 03 months.
5. CDOs may permit placement of a maximum four numbers of thematic of products/equipment with courtesy signage per coach inside the toilet or near the exit doors. Maximum size of signage/thematic will be restricted to 6 inch X 6 inch.
6. The party shall indemnify Indian Railways against any loss or damage suffered by any travelling public or a railway staff due to use of their goods or services.

Sanjeet Kumar Chaudhary

7. The goods provided by the party shall invariably be environment friendly and confirm to various national/international standards as applicable to similar type of product during the pendency of such service.

8. The CDO shall obtain in-principle approval of the HOD concerned before commencing any such service.

This issues with the concurrence of Associate Finance of the Transformation Cell.

(A.K. Chandra)

Executive Director/Mech./Transformation

Encl: As above

Copy to:

1. General Managers/All Indian Railways
2. PFAs, All Indian Railways & Production Units
3. The ADAI (Railways). New Delhi
4. The Director of Audit, All Indian Railways

(Sanjeeb Kumar)

**Executive Director/Accounts
Transformation**

Copy to

1. The ADAI (Railways), New Delhi
2. The Director of Audit, All Indian Railways
3. The Director, Indian Railway Institute of Civil Engineering, Pune.
4. The Director, Indian Railway Institute of Mechanical and Electrical Engineering, Jamalpur.
5. The Director, Indian Railway Institute of Signal Engineering and Telecommunications, Secunderabad.
6. The Director, Indian Railway Institute of Electrical Engineering, Nasik.
7. The Executive Director, Indian Railways Centre for Advanced Maintenance Technology, Gwalior.
8. The Director, Indian Railway Institute of Transport Management, Lucknow.
9. The Registrar, Railway Claims Tribunal, Delhi.
10. The General Secretary, IRCA, New Delhi.
11. The Chief Commissioner of Railway Safety, Lucknow.
12. The Secretary, Railway Rates Tribunal, Chennai.
13. The Chairman. Railway Recruitment Board, Ahmedabad. Ajmer, Allahabad, Bangalore, Bhopal, Bhubaneshwar, Chandigarh, Chennai, Gorakhpur. Guwahati, Jammu & Srinagar, Kolkata, Malda. Mumbai, Muzaffarpur, Patna, Ranchi, Secunderabad and Trivendrum.

14. Managing Director. CRIS, Chanakyapuri, New Delhi
15. Chief Managing Directors/Managing Directors, RITES, IRCTC, RVNL, CONCOR, RailTel, IRCON, IRFC & KRCL.

Copy to:

1. The Genl. Secy., AIRF, Room No. 248, & NFIR Room No. 256-C, Rail Bhavan
2. The Secy. Genl., IRPOF, Room No. 268. FROA, Room No. 256-D & AIRPFA, Room No. 256-D Rail Bhavan

Copy to:

1. PS to MR, MOS(S), MOS(G)
2. CRB, FC, ME, MTR. MRS, MS, MT, SECY, DG(S&T), DG (RHS), DG (RPF), DG (Stores), DG(Pers)
3. All AMs, Principal Executive Director & Executive Director (T&MPP), Railway Board.
4. All Executive Directors Railway Board.



(A.K. Chandra)

Executive Director/Mech./Transformation