

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

No.2007/PR/7/1

New Delhi, Dated: 28.01.2010

The GMs/DGs/CAOs/MDs,
All Indian Railways, Production & other Units,
Public Sector Undertakings, etc.
(As per Mailing List)


Sub: Policy Guidelines on publicity in electronic media

Railways have been undertaking publicity in electronic media by producing spots/ short films and arranging their telecast/ broadcast on *Doordarshan* and *Akashvani* within their respective jurisdictions from time to time. Due to coming up of a number of private TV/ Radio channels, a need has arisen to frame policy guidelines in this regard. Since, Railways have been following the guidelines of the Directorate of Advertising & Visual Publicity (DAVP), Ministry of Information & Broadcasting for publicity in print media, informal consultations were held with the DAVP in respect of the publicity in electronic media. Like print media, the primary objective of advertising in electronic media also is to secure the widest possible coverage at optimum cost. Like print media, **DAVP is the nodal agency** of the Government of India for advertising in electronic media also. DAVP does the **empanelment** of various TV/Radio channels & producers. It also fixes up the rates of production of TV/ Radio spots as well as the rates of advertising on various private TV/ Radio channels. In this connection, their website (<http://www.davp.nic.in>) may be referred to.

2. As per the advertising policy of the Government of India, all the advertisements to be released (in print as well as electronic media) by the central Ministries and other Organisations including Public Sector Undertakings (PSUs) are required **to be routed through the DAVP**. However, as in respect of advertising in print media, the Railways, etc are not required to route their advertisements through DAVP in respect of electronic media also due to their special needs and also the fact that it has a full fledged Public Relations set up of its own spread all over the country. However, the other **guidelines of the DAVP**, especially those in respect of **rates of production**, and **rates of advertising have to be followed** as in respect of the print media. In this regard, **the guidelines** contained in the ANNEXURE to this letter may **be followed**.

3. This issues with the concurrence of the Finance Directorate of the Ministry of Railways.

Please acknowledge receipt.



(Seema Sharma)
Director Information & Publicity
Railway Board

No.2007/PR/7/1

New Delhi, Dated: 20.01.2010

Copy to:

- (i) Chief Public Relations Officers, All Indian Railways/Production Units, etc.
- (ii) FA & CAOs, All Indian Railways/Production Units, etc.


(Seema Sharma)
Director Information & Publicity
Railway Board

No.2007/PR/7/1

New Delhi, Dated: 20.01.2010

Copy (with 46 spares) forwarded for information to the Dy. Comptroller & Auditor General of India (Railways), 224, Rail Bhavan, New Delhi.


19.01.2010
For Financial Commissioner/Railways.

Copy for information to:

- (i) CRB, FC, MT, ME, MS, MM, ML
- (ii) AM (BUDGET), SECRETARY, ADV/CC
- (iii) PS/MR.OSD/MR, EDPG/MR, PS/MSR(M), EDPG/MSR (M), PS/MSR (A), EDPG/MSR(A)
- (iv) EDF (X) I, EDF(X) II, DF(X)I, JDF (X), DPR, Dir/NRM.
- (v) F(X) I & F(X) II Branches, Railway Board.

POLICY GUIDELINES ON PUBLICITY IN ELECTRONIC MEDIA

1. **GENERAL:**
- 1.1 All the proposals relating to Railways' publicity in electronic media are to be **routed through Public Relations Department** for production and telecast/broadcast.
- 1.2 In view of the high cost of telecast/broadcast on TV/Radio Channel, **publicity in electronic media** may be undertaken **very judiciously** and on **very important issues/ occasions** only depending upon their publicity requirements and the availability of funds.
- 1.3 To meet the expenditure for electronic campaigns, **the General Managers may provide adequate funds** to the Public Relations Department. Other media such as cinema halls and local cable networks can also be explored as media for dissemination of information.
- 1.4 Zonal Railways/Units must use popular channels, which have wide coverage and larger reach to the public. Selection of such electronic media shall have to be measured on TRP or any form of authorized survey done by any approved agency, and the prevailing DAVP rates are to be adhered to in all cases. A judicious selection of the media needs to be made by the Zonal Railways. Each Zonal Railway must ensure that regional electronic media (or vernacular language channel) is favoured over and above the national media. Channels having national coverage may be used sparingly by the Zonal Railways/Units except for Zonal Headquarters located in metropolitan cities with population over 40 – 50 lakh. General Managers should ensure that minimum 60% of this budget of electronic media, is spent on publicity through the local language .
- 1.5 There should be **adequate justification** for initiating proposals for undertaking publicity campaigns on other aspects in electronic media besides the **availability of funds** (*within the overall budget for publicity*).
- 1.6 **Each proposal for production and telecast/ broadcast** should have the administrative **approval** of the General Manager of the Railway/Unit concerned.
- 1.7 To ensure a single nationwide campaign publicizing the same issue, approval of the Railway Board is required for the theme selection. The theme need only have the administrative approval of the General Manager prior to sending to Railway Board. The approval of the Railway Board shall be sought only in respect of theme in the form of a concept note.
- 1.8 Proposals to undertake public awareness campaigns on electronic media may be dealt duly taking into consideration the rate card of DAVP. After approval of Railway Board in respect of theme, the process for production cum telecast at DAVP rates may start by the Railways after finance concurrence.

1.9 Zonal Railways shall be wholly responsible for the financial aspects and the media selection keeping in mind Para 1.4 above. The entire process may be conducted in a fair and transparent manner.

2. PRODUCTION OF TV/ RADIO SPOTS

2.1 With regard to direct release of spots for telecast/ broadcast, some of the TV/ Radio channels offer **free production** of TV/ Radio spots of short duration. Such offers could be made use of wherever available.

2.2 If the TV/ Radio channels are not willing to offer free production (mentioned in **para-2.1**), it may be undertaken through the professional agencies **either at the DAVP rates or on quotation basis**. Even in the latter case, the DAVP rates may be kept in view as a guiding factor for arriving at the reasonableness of the rate/ cost of production. When the job is to be undertaken on this basis, due weightage should be given to the concept note.

2.3 General Managers are empowered to decide regarding establishment of a Standing panel of professional agencies for production of TV/Radio spot or for using professional agencies already on the panel of DAVP. Criteria for such empanelment may be fixed by the CPROs of the Zonal Railway for inviting the agencies for submission of bids and for deciding upon a procedure for final empanelment with the **concurrence of the Associate Finance and approval of the General Manager**.

3. TELECAST/ BROADCAST OF TV/ RADIO SPOTS:

3.1 Besides Doordarshan/ Akashvani, telecast/ broadcast may be done by the Railways on other TV/ Radio channels (which figure on the **panel of the DAVP**), at the **respective DAVP rates** and within their respective **jurisdictions only**. (Para 1.4 may be kept in mind)

3.2 Wherever more than one Railways/Units are served by common TV/ Radio channels, close-co-ordination must be maintained to avoid duplication on telecast/broadcast on TV/Radio.

3.3 With a view to **effecting economy** in expenditure, the **duration** of the spots, **number of channels** used for a particular spot and the **frequency of telecast/ broadcast** should be kept to the **minimum**.

3.4 Requests seeking advertisement support/ sponsorship for telecast/ broadcast of **programme on Railways** (*stated to be produced, telecast/ broadcast by the producers at their own cost*) may also be considered on merits at DAVP rates depending upon the publicity requirements and the availability of funds.

3.5 It may be ensured that **not more than one spot** (*from railway sources* such as Zonal Railway, Railway Board, Production Unit and Railway PSU) **is telecast/ broadcast in a particular commercial break**.

3.6 **Language** of a spot has to be the same as that of the TV/ Radio channels/ programme.

4. **USE OF PROFESSIONAL AGENCIES FOR TELECAST/ BROADCAST:**

- 4.1 Since DAVP rates are generally available in case of direct releases, efforts may be made to directly release the spots to the channels.
- 4.2 However, services of professional agencies may be utilized for release of railway spots to TV/ Radio channels for telecast/ broadcast provided that the Railways **do not pay any service charges** and are able to **secure DAVP rates** of the TV/Radio channels for such releases.
- 4.3 If the Railways decide to have a standing panel of professional agencies, their services may be utilized for the purpose mentioned in **para-4.2**.
- 4.4 If the Railways decide not to have a standing panel of the professional agencies, the panel of advertising agencies formed in respect of the print media can be used even for the purpose mentioned in **para-4.2**.

5. **SPECIAL PROVISIONS FOR RAILWAY PSUs:**

- 5.1 The Managing Directors of Railway PSUs should also make all efforts to avail the benefits of the DAVP rates while using electronic media.
- 5.2 However, the Managing Directors are authorized to take decisions in this regard in the **best commercial interest** of their respective PSUs, which may result in a mix of advertisements – sometimes at the DAVP rates and at others, at the commercial rates.

6. **SETTLEMENT OF BILLS PERTAINING TO TELECAST/ BROADCAST:**

- 6.1 Professional Agencies (or TV/ Radio channels in cases of direct releases) should be asked to **submit the bills** (*complete in all respects and supported with the telecast/ broadcast certificates*) as early as possible **within 60 days of the telecast/ broadcast of railway spots** and every effort should be made to **settle the bills within 60 days of their receipt**.
- 6.2 No rebate/ discount/ deduction is to be claimed/ made on the bills preferred by the professional agencies in respect of telecast/ broadcast of railway spots at DAVP rates, provided the bills are otherwise in order.

भारत सरकार
रेल मंत्रालय (रेलवे बोर्ड)

सं. 2007/पीआर/7/1

नई दिल्ली, दिनांक: .01.2010

महाप्रबंधक/महानिदेशक/मु.प्र.अ./प्रबंध निदेशक,
सभी भारतीय रेलें, उत्पादन एवं अन्य इकाइयां,
सार्वजनिक क्षेत्र के उपक्रम आदि।
(डाक सूची के अनुसार)

विषय: इलैक्ट्रॉनिक मीडिया में प्रचार पर नीति संबंधी मार्गनिदेश।

रेलों ने स्पोर्ट्स/लघु फिल्म बनाकर तथा अपने संबंधित क्षेत्राधिकारों के भीतर समय-समय पर दूरदर्शन तथा आकाशवाणी पर उनके प्रसारण की व्यवस्था करके इलैक्ट्रॉनिक मीडिया में प्रचार शुरू किया है। काफी संख्या में प्राइवेट टीवी/रेडियो चैनल आने के कारण, इस संबंध में नीति संबंधी मार्गनिदेश बनाने की आवश्यकता पैदा हुई है। चूंकि, रेलें प्रिंट मीडिया में प्रचार के लिए विज्ञापन एवं दृश्य प्रचार निदेशालय (डीएवीपी), सूचना एवं प्रसारण मंत्रालय के मार्गनिदेशों का अनुसरण कर रही हैं, इलैक्ट्रॉनिक मीडिया में प्रचार के संबंध में डीएवीपी के साथ अनौपचारिक परामर्श किया गया था। प्रिंट मीडिया के समान, इलैक्ट्रॉनिक मीडिया में भी विज्ञापन का मुख्य उद्देश्य इष्टतम लागत पर यथासंभव कवरेज करना है। प्रिंट मीडिया के समान, इलैक्ट्रॉनिक मीडिया में भी विज्ञापन के लिए डीएवीपी भारत सरकार की नोडल एजेंसी है। डीएवीपी विभिन्न टीवी/रेडियो चैनलों एवं प्रोड्यूसरों के नाम सूची में रखता है। यह टीवी/रेडियो स्पोर्ट्स के प्रोडक्शन की दरें तथा विभिन्न प्राइवेट टीवी/रेडियो चैनलों पर विज्ञापन की दरें भी निर्धारित करता है। इस संबंध में, उनकी वेबसाइट (एचटीटीपी.डब्ल्यू.डब्ल्यू.डब्ल्यू.डीएवीपी.निक.इन) को देखें।

2. भारत सरकार की विज्ञापन नीति के अनुसार, सार्वजनिक क्षेत्र के उपक्रमों (पीएसयू) सहित केन्द्रीय मंत्रालयों तथा अन्य संगठनों द्वारा रिलीज किए जाने वाले सभी विज्ञापन (प्रिंट तथा इलैक्ट्रॉनिक मीडिया) डीएवीपी के माध्यम से रिलीज किए जाने अपेक्षित हैं। बहरहाल, जैसा कि प्रिंट मीडिया में विज्ञापन के संदर्भ में होता है, रेलों आदि को उनकी विशेष आवश्यकताओं के कारण तथा इस तथ्य को देखते हुए कि उनकी संपूर्ण देश में फैली स्वयं अपनी पूर्ण विकसित जनसंपर्क स्थापना है, उन्हें इलैक्ट्रॉनिक मीडिया के संबंध में भी डीएवीपी के माध्यम से अपने विज्ञापन रिलीज करना अपेक्षित नहीं है। बहरहाल, विशेष रूप से प्रोडक्शन की दरों तथा

विज्ञापन की दरों के संबंध में डीएवीपी के अन्य मार्गनिदेशों का अनुसरण किया जाता है, जैसा कि प्रिंट मीडिया के संबंध में होता है। इस संबंध में, इस पत्र के अनुबंध में अंतर्विष्ट मार्गनिदेशों का अनुसरण किया जाए।

3. इसे रेल मंत्रालय के वित्त निदेशालय की सहमति से जारी किया जा रहा है।

कृपया पावती दें।

सीमा
21/1/10

(सीमा शर्मा)

निदेशक, सूचना एवं प्रचार
रेलवे बोर्ड

सं. 2007/पीआर/7/1

नई दिल्ली, दिनांक: .01.2010

प्रतिलिपि प्रेषित:

1. मुख्य जनसंपर्क अधिकारी, सभी भारतीय रेलें/उत्पादन इकाइयां आदि।
2. विस एवं मुलेधि, सभी भारतीय रेलें/उत्पादन इकाइयां आदि।

सीमा
21/1/10

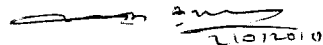
(सीमा शर्मा)

निदेशक, सूचना एवं प्रचार
रेलवे बोर्ड

सं. 2007/पीआर/7/1

नई दिल्ली, दिनांक: .01.2010

भारत के उप नियंत्रक एवं महालेखा परीक्षक, 224, रेल भवन, नई दिल्ली (46 अतिरिक्त प्रतियों सहित) को सूचनार्थ प्रतिलिपि प्रेषित।



कृते वित्त आयुक्त/रेलें