

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

No. RS(M)/2014/PRS&UTS ticket

New Delhi, dated: 22-04-2015

The General Manager, All Indian Railways/PUs, NF(C), CORE
The DG/RDSO/Lucknow & NAIR/Vadodara
CAOs, DMW/Patiala, WPO/Patna, COFMOW/NDLS, RCF/RBL/NDLS

Sub: Printing of advertisement on in-house printed PRS and UTS stationery
Ref: (i) Railway Board letter no. 2008/RS(Ptg)/WS/Rev.Comm dated 30-01-2009
(ii) 2006/TG-IV/39/29/Com Pub/ticket dated 17-07-2009

The instructions given below are in suppression of corresponding provision in above referred Railway Board letters.

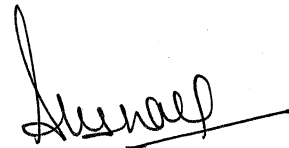
1. At present, the PRS and UTS blank ticket stationery are being purchased from trade. The advertisement on them are being taken through a composite tender by Stores or advertisement is being taken separately by commercial department. Wherever advertisements are not coming, PRS/UTS stationery are printed without advertisement so as to allow uninterrupted supply of stationery to PRS/UTS installations.

Now, in-house printing of PRS and UTS blank stationery has started on a trial basis at the printing press in E.R. Progressively, as new machines are installed, in-house printing of PRS and UTS blank stationery will be expanded to Chennai, Secunderabad, Delhi and Mumbai.

1.1 Advertisement is a location specific and time specific activity. Thus, there is a need for quick insertion of advertisement with the production schedule of stationery printing so that the physical distribution of blank stationery can be matched with temporal and location specific demand of advertisement.

Thus, the printing of in-house blank stationery should be integrated with the advertisement material proposed to be printed thereupon.

2. In order that this potentiality is fully exploited, it has been decided that wherever in-house printing of PRS and UTS blank ticket stationery rolls is taking place, the e-auction system of IREPS system can be used by the Manager (Printing Press) to solicit advertisement. The concerned Manager of the Printing Press will ensure that the demand of the advertisement in terms of timing and location is matched with the printing and distribution of blank ticket rolls. Necessary software for production planning and scheduling can be purchased by the Railways of the printing presses if found justified so as to enable



this matching. Procurement of such software will be done against regular Non-stock demand with prior vetting of associate finance based on its customised availability and utility. Suitable internet connection will also be taken for such machines so that e-auction, exchange of proof, online collaboration on the advertisement print order with the selected party, etc are facilitated.

The method of soliciting advertisement will be through the e-auction system of IREPS. The existing e-auction system may be suitably modified to enable the soliciting of advertisement.

2. Till the time the above system is put in place with required modification by CRIS etc., the existing system of composite tender of advertisement by Stores or separate stand alone advertisement tender by Commercial (or whatever is the extant practice) as per para 1 above will be continued so that there is no revenue loss to Railway.

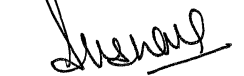
2.1 For the purpose of advertisement through e-auction, the Manager-in-charge (printing press) will exercise the same power as JAG auction conducting officer of Stores department.

2.2 The type of advertisement which can be printed will be governed by the extant policy on publication of advertisement.

2.3 In order to ensure uninterrupted supply of stationery to PRS/UTS installations, the schedule of supply of existing PRS/UTS shall be strictly adhered to even if no advertisement offer is received for that schedule of supply.

3. In case Railway decides to have social message/advertisement from other ministry/PSUs, the Railways may print the advertisement of Govt. departments and PSUs at the rates as communicated by DAVP from time to time.

This issues in consultation with the Traffic commercial directorate, with the concurrence of Finance directorate and with the approval of Board(MT).


(Sudhir Sharma)
Director, Railway Stores (M)
Railway Board

No. RS(M)/2014/PRS&UTS ticket

New Delhi, dated: 22-04-2015

1. FA&CAOs, All Indian Railways & Production Units
2. PCEs, All Indian Railways & PUs, WPO/Patna, RCF/RBL, COFMOW, DMW
3. The ADAI(Railways), New Delhi (with 10 spares copies)
4. The Director of Audit, All Indian Railways

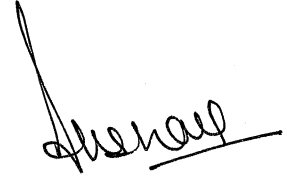

(M.K. Dubey)

for Financial Commissioner / Railways

No. RS(M)/2014/PRS&UTS ticket

New Delhi, dated: -04-2015

1. COSs, CMEs, CEEs, CSTEes, All Indian Railways & PUs, RCF/RBL/NDLS, COFMOW, CORE, WPO and RWP/Bela
2. The Directors–
 - (a) Indian Railway Institute of Sig. Engg. & Telecom, Secunderabad
 - (b) Indian Railway Institute of Mech. & Elec. Engg., Jamalpur
 - (c) Indian Railway Institute of Elect. Engg., Nasik
 - (d) Sr. Prof. (Material Management), NAIR, Vadodara
 - (e) Indian Railway Institute of Civil Engg., Pune
 - (f) Indian Railway Institute of Traffic Management, Lucknow
3. Director, Iron & Steel, 3, Koila Ghat Street, Kolkata
4. Executive Director (Stores), RDSO, Lucknow
5. Chief Commissioner, Railway Safety, Lucknow
6. Zonal Railway Training Institute, Sukadia Circle, Udaipur



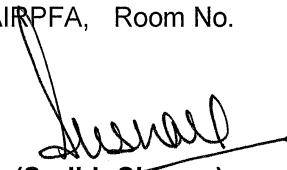
(Sudhir Sharma)
Director, Railway Stores (M)
Railway Board

No. RS(M)/2014/PRS&UTS ticket

New Delhi, dated: 22-04-2015

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



(Sudhir Sharma)
Director, Railway Stores (M)
Railway Board

Copy to:- Sr. PPSs / PPS / PS to :

1. MR, MOS(R)
2. CRB, FC, ME, ML, MM, MS, MT, SECY., DG (RHS), DG (RPF)
3. All AMs, Advisors & Executive Directors of Railway Board