सत्यमेव जयते

राजभाषा स्वर्ण जयंती वर्ष
14 सितंबर,1999 – 14 सितंबर,2000

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

No.99/M(N)/204/8 16/11/2k

Chief Mech Engineers,
All Indian Railways

SUB: Commercial publicity on freight wagons.

Some of the zonal railways have asked whether tenders for publicity on wagons are required to be floated by Mech. Deptt. or by Commercial Deptt. In this connection a copy of Board(MT)'s D.O. letter No.2000/TGIV/39/1/CPTF dt. 17/5/2k is enclosed

In terms of the last para of the above letter, the matters relating to commercial publicity are required to be entrusted to the Comml. Deptt. only who have been given the assigned task. Therefore, Mech. Deptt. need not float any tender for the publicity on wagons. They may, however, assist the nodal Deptt. i.e. Comml. Deptt. in this as and when required.

Encl: as above

(V.K.MANGLIK)
Executive Director Mech Engg.(Fr.)
Railway Board

C/-(N.O.O)

EDCP, Railway Board.

(V.K.MANGLIK)
Executive Director Mech Engg.(Fr.)
Railway Board

SHANTI NARAIN

D.O. No.2000/TGIV/39/1/CPTF New Delhi, dated 17.5.2000

My dear GMs(All Zonal Railways), NR, ER, SR, CR, WR, SER, SCR, NER, NFR
By Name

Sub: Revenue generation from non-traditional sources commercial publicity.

Subsequent to the submission of recommendations of Task Force on ion of resources from non-traditional sources and the announcement of the ing the budget speech, a target of Rs.100 crores has been fixed for generation ue from commercial publicity. The railway-wise targets are as under :-

WAY	EARNING (Rs. in crores)
R	22.0
R	7.0
R	13.0
ER	1.0
R	1.0
	20.0
R	7.0
R	7.0
R	22.0

order to give necessary focus and thrust an action plan should be prepared lway by the Commercial Department.

the Zonal Railways level, CCM would be the nodal officer and at the evel, the Senior DCM would be the nodal officer for all matters related to l publicity at Headquarter and Divisional levels respectively. The AGM ORM would respectively coordinate and oversee the work in respect of blems and take action to overcome the same.

the guidance of Railways, a Commercial Publicity Policy Circular has en framed and circulated to the Zonal Railways. A copy of the same is r ready reference. These guidelines have been framed in consultation nance and Civil Engineering and Mechanical Directorates and should be veloping various proposals.

It is understood that on some of the Zonal Railways, Commercial Publicity proposals are being handled by departments other than Commercial. It is clarified that matters related to commercial publicity should be entrusted to the Commercial Department who have been given the assigned task and they would act as an nodal department and seek assistance of other departments as required.

The plan of action may kindly be advised.

Yours sincerely,

o/c sd

(Shanti Narain)

ANNEX

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

00/TGIV/39/6/TF/PP New Delhi, dated 21.4.2000

eneral Managers,
nal Railways

Sub: Commercial Publicity on freight wagons.

Board has decided that freight wagons should be utilised for commercial publicity neration of resources as a number of people have expressed interest for publicity way wagons. It has now been decided to utilise BCN wagons, BOXN wagons, wagons and NMG coaches for commercial publicity.

Since freight wagons have very good visibility as they move across the whole including the remote areas, this could become a powerful media for commercial y with potential for resource generation. Offers should be invited from public to his media and the same may be scrutinised quickly as per the enclosed guidelines.

This issues with the concurrence of Mechanical and Finance Directorates of Board.

above.

(Dr P.K. Goel)
Executive Director Passenger Mktg
Railway Board

0/TGIV/39/6/TF/PP New Delhi, dtd. 21.4.2000

Principal Director of Audit, Northern Railway, New Delhi.
FA&CAOs, All Zonal Railways.

For Financial Commissioner/Railway Board

GUIDELINES FOR OBTAINING OFFERS FOR ADVERTISEMENTS ON WAGONS

The freight wagon has a very good visibility as it moves across the whole country and the people across the whole country at level crossing gates and those travelling on trains can observe these advertisements and for this purpose PR directorate will be asked to prepare catchy advertisements for calling for the expression of interest and where the customer base of 12 million passengers will be properly projected. Newspaper advertisements will be issued asking for expression of interest for advertisements on the wagons.

Both kinds of options will be clearly indicated in the advertisements and in guidelines – one indicating the fixed area nominated for the advertisements and other giving entire wagon for advertisements leaving the fixed area where Railways own marking etc are indicated.

Separate offers will be asked for different types of wagons i.e. BCN, BOX'N', BTPNs, NMG, etc.

The message through advertisements should not be socially offensive and should be in keeping with public morality.

Advertisements will be permitted between POH to POH and the respective period will be 6 years or 4-1/2 years as per POH schedule.

Selected party will be asked to station their painters in the workshop for getting the advertisements painted. For this purpose a workshop will be specified for each party.

During the period, the wagons may move from railway to railway and there shall be no restriction regarding location/section on movement of these wagons by the party. In case these wagons carrying publicity slogans get sick/derailed/accidentated, the same will be sent for necessary repair, etc. and no refund on this account shall be considered. However IR will make efforts to put them back on circuit at the earliest. Railway will also have no liability if some part of the advertisement message gets obliterated later due to corrosion repair or replacement of the door.

The format of agreement which is followed for the commercial publicity should be adopted.

The party will deposit the full publicity fee for the number of wagons likely to be covered during the month for publicity with the concerned accounts officer.

Detailed record of number of wagons painted by parties for the purpose of publicity shall be maintained by the workshop and intimated to the accounts officer concerned ensuring that at no stage the number of wagons with publicity is higher than the number of wagons for which fee has been deposited.

The details of the number of wagons may also be given to the parties by the workshop.

The offers will be considered based on the publicity fee offered by the party as well as the number of wagons proposed to be covered. Railway reserves the right to consider more than one party for the purpose of publicity who will be allotted and assigned specific workshops for painting advertisement on the wagons.

Since the party may be executing the work in workshop premises, the normal safety and security instructions of the workshop will be observed by the party.

The party shall deposit the fee and commence the work within one month of the acceptance of offer and any clarification required should be finalised within this period. In case of delay, Railway reserves the right to allot these wagons to any other party.