

**GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAILWAY BOARD**

No.2004/TG-IV/39/Comml.Pub.Erng.

New Delhi
July 23, 2004

The General Managers
All Zonal Railways

Copy to: Chief Commercial Managers, All Zonal Railways

(Commercial Circular No.23)

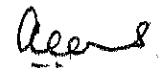
Sub: Increasing earnings through commercial publicity

- Ref:**
1. Board's letter No.99/TG-IV/39/1/MR/Comml.Pub. dt.09.5.2000
(Commercial circular No.24 of 2000)
 2. Board's letter No.2000/TG-IV/39/17/CP/WR dt.24.10.2000
(Commercial circular No.48 of 2000)
 3. Board's letter No.2001/TG-I/Comml.Contract dt.31.10.2001
(Commercial circular No.71 of 2001)

Vide above mentioned circulars, Railway Board had issued guidelines to Zonal Railways about improving earnings from commercial publicity at stations, trains, level crossings etc. Keeping these guidelines in view, the Zonal Railways have to make efforts to maximise the earnings on this account. Some of the important measures for enhancing the earnings are given below:-

1. Take up all 'A' and 'C' category stations, to begin with, for giving sole advertising rights by calling open tenders. The bigger stations can be divided in convenient zones if there is no demand for whole station sole rights. Efforts should be made to cover maximum number of stations on this basis. Process of fixing reserve price and calling for tenders should be completed within 15 days. Running contracts for individual sites may not be terminated while calling for tenders. It should be made clear in tender documents that the existing contracts will continue till expiry giving specific dates of expiry for each site.
2. If no satisfactory offers are being received for a site on tender basis as per laid down instructions, the same may then be offered on first-come-first-serve basis so that there is no revenue loss. The main idea is that important advertisement sites should not be kept vacant for unreasonable periods. It may also be noted that even after giving a site on first-come-first-serve basis, its value enhancement may be tested regularly by calling open offers. The running contract need not be terminated for calling open offers.
3. Meetings may be organized urgently with those in the advertisement business so as to maximize the revenue.
4. Enhance commercial publicity earnings at least by 30% over last year.

The above mentioned measures may please be implemented within 15 days and feedback sent to Board by 10.8.2004 certain.


(A.K. GOYAL)
Executive Director
Passenger Marketing