

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

No.2006/TG-IV/39/29/Com Pub/ticket

New Delhi, dated /7- 07-09

**The General Managers,
All Zonal Railways.**

(Commercial Circular no. 22 of 2009)

**Sub: Commercial publicity on PRS/UTS tickets, Reservation Charts,
Reservation forms**

- Ref: 1. Board's letter no 2006/TG-IV/39/29/Com Pub/ticket dated 20.11.06 (Commercial Circular No. 99 of 2006)**
2. Board's letter no 2007/TG-IV/39/19/UTS ticket dated 01.08.07 (Commercial Circular No. 69 of 2007)
3. Board's letter no 2007/TG-IV/39/23/Res. Chart dated 29.08.07 (Commercial Circular No. 80 of 2007)
4. Board's letter no 2006/TG-IV/39/29/Com Pub/ticket dated 30.11.07 (Commercial Circular No. 91 of 2007)

Instructions have been issued to the Zonal Railways for utilizing UTS/PRS tickets, reservation charts and reservation forms for commercial publicity in order to enhance the earnings through this source. Board's letter no 2006/TG-IV/39/29/Com Pub/ticket dated 30.11.07 (Commercial Circular No. 91 of 2007) stipulates the procurement of the blank stationery and the advertisements thereon to be clubbed in one tender. Some of the Railways have requested for separate tenders for advertisements and procurement of the blank stationery (PRS/UTS tickets, Reservation Charts, Reservation forms) on various grounds like separate companies having the experience in two different activities, smooth supply of tickets' stationery, simple procedure in case of separate contracts, etc.

The matter has been considered and the Board has decided that:

- i) Railways may as per Commercial Circular no. 91/2007 continue to club the tenders for advertisements, procurement of blank stationery and printing of advertisements in one tender.
- ii) In case the railway fails to get any response of the tender as stipulated in para i) above separate tenders for advertisements, procurement of blank stationery and printing of advertisements

may be resorted to after recording reasons for the same and obtaining Finance concurrence.

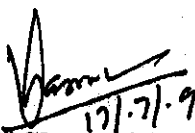
- iii) In case, the railway fails to get any offer for commercial publicity even after taking the way of separate tenders, they should approach the adjoining Railways. The adjoining Railway, where the tenders are yet to be floated, may be asked to increase their scope of tender by including that railway also.
- iv) If the adjoining railways have already finalized the tenders then the railway where such tenders have not been successful may hold the meetings with such canvassers/companies which are having such contracts on the other adjoining railways before re-tendering.

Railways should ensure that this source of revenue generation is not kept unutilized and optimum return is achieved through advertising. Quarterly feed back may be sent to Board regarding revenue generated and mode of tender finalization.

Other existing instructions will continue to be applicable.

This issues with concurrence of Finance and Stores Directorates of the Ministry of Railways.

Kindly acknowledge receipt.


(V.K.Sharma)

Director Traffic Commercial (G)
Railway Board.

No.2006/TG-IV/39/29/Com Pub/ticket

New Delhi, dated 17-07-09

Copy to:

FA & CAOs, All Zonal Railways
Director (Audit), All Zonal Railways


For Financial Commissioner. Railways

Copy to: Chief Commercial Managers, All Zonal Railways
Finance (Comm).Dte, Railway Board