

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

No. 2009/TG-IV/39/30/RO

New Delhi, dt 16.11.09

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

COMMERCIAL CIRCULAR NO. 65/2009

Sub.: Provision of Quality drinking water through commercial advertising.

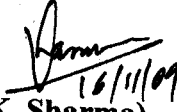
The issue of providing free quality drinking water round the clock through Reverse Osmosis process has been under consideration in Board's Office. Ministry of Railways have decided that Zonal Railways may allow parties to install & operate such machines through commercial advertising route. Railways may invite applications from interested parties for this purpose as per the broad guidelines given below:

- a) Party shall install such water vending machines at Railway stations which shall dispense only RO processed drinking water.
- b) The water provided through these machines shall not be packaged i.e. no glasses or bottles will be used by the party for this purpose.
- c) No charge shall be levied either from the passenger or from the Railway.
- d) Railway shall provide only electricity and water supply free for the processing of water.
- e) The machine provided should be tamper proof and should be made compact so as to occupy a maximum area of 12 sq ft and the height shall not exceed 8 ft.
- f) It should provide drinking water with dispensing capacity of atleast 300 litres per hour.
- g) Party shall be allowed to advertise on the machines or on the frame used for covering the machines.
- h) Railway shall specify the space allotted for installation of these machines as "additional space" in cases where the bulk advertising rights for commercial publicity are awarded.
- i) Extant guidelines on display of advertisement with respect to aesthetics, public morale etc. shall be strictly adhered to by the party.

- j) The advertising material will have to be approved from the railway authority before display. There shall be no advertising which may affect the business of the railways negatively like advertising of airlines etc.
- k) An agreement with the party shall be entered into for a period of maximum one year.
- l) The party should ensure that the machine remains functional throughout the time and any repairs, maintenance and replacement, if required, will be done by him immediately.
- m) Railway shall monitor the functioning of the machines regularly and a suitable penalty clause may be added in the agreement which may be imposed on the party on daily rate basis for the period when the same is not working.
- n) The number of such machines to be installed at a station will be decided by the Zonal Railways based on requirement.
- o) Railways shall not be responsible for any damages and liabilities arising out of claims and injury on account of water dispensed from these machines. Moreover, taxes, if any, in relation to this activity in any way will have to be borne by the party.
- p) An annual review of the performance shall be undertaken to assess the revenue involved and possibility of revenue sharing.

These arrangements will be in addition to the existing arrangements for providing drinking water.

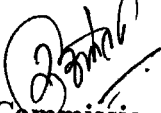
This has the concurrence of the Finance Directorate of Ministry of Railways.


(V.K. Sharma)
Director, Traffic Commercial (G)
Railway Board

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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