

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
(RAILWAY BOARD)

MANUAL
FOR
PUBLIC RELATIONS DEPARTMENT

(First Edition – 2007)

(PUBLIC RELATIONS DIRECTORATE)

(September, 2007)

FOREWORD

Despite the fact that Public Relations (PR) is an extremely important activity which touches every facet of the organization, there has not been any manual to facilitate the working of PR Department as in the case of other Departments of Indian Railways. For this, the PR Department had to depend on a large number of instructions on various subjects issued from time to time. I compliment the Public Relations Directorate for taking the initiative to compile and bring out a 'Manual for Public Relations Department'. I am confident that this manual will go a long way in streamlining the multifarious activities of PR Department and will also be of great help to new entrants as well as the existing officers/ staff in efficient disposal of their day-to-day work

..

K.C. JENA
Chairman Railway Board

New Delhi, Dated: 03/9/2007

PREFACE

Public Relations (PR) is an activity very closely and inextricably linked with the ethos of an organization. The PR Department of Indian Railways has to handle multifarious activities at a highly sensitive nature very short notice emanating usually from the higher echelons of the Organisation. PR thus has important ramifications for the entire organization. For dealing with various issues involved therein, a number of instructions have been issued from time to time. However, difficulty has often been expressed about the correct interpretation of the extant instructions. Hitherto, this has involved a tedious and time consuming search through the maze of extant instructions. The problem is further compounded in the event of non-availability of such instructions, leading as it does to confusion about the proper procedure to be followed along with indecision and delays.

A pressing need has, therefore, been felt to put operative portions of the relevant instructions on all subjects at one place in the form of a Manual to enable new incumbents to learn quickly and also facilitate various functionaries in their day-to-day working, thereby obviating the need for searching and connecting the relevant instructions on an issue and deciding their applicability. The first edition of the 'Manual for Public Relations Department' is an effort in this direction. It contains **5 Chapters** indicating authority (at the end of each chapter) for the provisions contained therein. Henceforth, the relevant paragraph of the manual may be referred to straightaway without the need to refer to the authority quoted. Although this manual covers most of the day-to-day activities, incorporating instructions issued so far, it does not mean that activities not mentioned herein could not be entrusted to or undertaken by the PR Department. I am confident that this manual will be of great help to the officers/ staff of PR Department.

MATHEW JOHN
Secretary Railway Board

New Delhi, Dated: 03/9/2007

CONTENTS

CHAPTER	SUBJECT	PAGE
I	ADVERTISING IN PRINT MEDIA	6-12
Para		
1	Release of railway advertisements.....	6
2	Non-DAVP publications.....	6
3	Ad-hoc publications.....	7
4	Utilisation of advertising agencies.....	7
5	Display advertisements.....	8
6	Small/medium and regional language publications.....	9
7	Language of publications.....	9
8	Tender/auction advertisements.....	10
9	Publishing employment notices.....	11
10	Special provisions for Railway PSUs.....	11
11	Settlement of advertisement bills.....	11
II	GRANT OF PERMISSION FOR STILL/ VIDEO PHOTOGRAPHY IN RAILWAY PREMISES / TRAINS	13-16
Para		
1	Prior clearance from the Ministry of External Affairs.....	13
2	Security clearance of locations.....	13
3	Whom to submit applications.....	13
4	Grant of permission.....	14
5	Licence fee.....	15
III	GRANT OF PERMISSION FOR FILM SHOOTING IN RAILWAY PREMISES / TRAINS	16-23
Para		
1	Prior clearance from other Ministries.....	16
2	Security clearance of locations.....	16
3	Whom to submit applications.....	17
4	Grant of permission.....	17

5	Condition applicable for film shooting.....	18
6	Security Deposit.....	19
7	Comprehensive Insurance.....	20
8	Licence Fee.....	20
9	Indemnity bond & Agreement.....	21
10	Arbitration.....	22
11	Powers to relax certain conditions in specified cases.....	22
IV	MEETING & DEALING WITH THE MEDIA	24-29
Para 1	Authority to deal with the media.....	24
2	Disseminating information to media, media feedback and rejoinders.....	25
3	Publicity during accidents & other un-usual occurrences.....	25
4	Hospitality, press conferences/ receptions/ tours.....	26
V	MISCELLANEOUS PR ACTIVITIES	30-34
Para 1	Participation in exhibitions.....	30
2	Logo & mascot for Indian Railways.....	30
3	Use of photographs of the dignitaries.....	31
4	Invitations to public functions organized by Railways	31
5	Delegation of powers for organizing functions...	33
6	Official dealings with MPs/MLAs/MLCs.....	33
	APPENDICES	35-42
I	Logo of Indian Railways	35
II	Special logo for 150 th Year of Railways	36
III	Mascot of Indian Railways	37
IV	Warrant of Precedence.....	38

CHAPTER - I

ADVERTISING IN PRINT MEDIA

1. RELEASE OF RAILWAY ADVERTISEMENTS:

- 1.1 Advertising is primarily a **Public Relations function** and closely interlinked with the media at large. As such, advertisements, both 'display' and 'classified' are **to be routed through Public Relations Department** for release. Since the CPROs/Sr.PROs/PROs are equipped with the detailed information and procedures of media coverage, they are in a better position to get the maximum mileage through minimum expenditure by releasing advertisements to the selected newspapers and periodicals depending upon their circulation, rate and standing.
- 1.2 Divisions may, however, release urgent and time-bound advertisements, such as notices for accident inquiry, etc in consultation with the CPROs.
- 1.3 Advertisements should invariably be released only to the publications, which are **on the panel of the DAVP** and at **the rates (*per square cm*) fixed by the DAVP**.
- 1.4 If a publication (*having more than one edition with individual DAVP rates for each edition*) refuses to publish an advertisement at the DAVP rate of a particular edition (*in which the advertisement is intended to be published by the Railways*), advertisements **should not** be released to **any edition** of such publication, unless it is ready to accept railway advertisements at the DAVP rate (s) for the desired individual edition (s).
- 1.5 Railway advertisement **should not** be released to Railway magazines and other allied railway publications. For achieving financial self-sufficiency for such magazines, efforts could be made towards cutting down the cost of production and obtaining advertisements from outside Railway sources.

2. NON-DAVP PUBLICATIONS:

- 2.1 In exceptional circumstances, in the interest of administration (*for instance, display advertisements of image building and tender advertisements having a monetary value of Rs 10 crore and above*), advertisements may be released occasionally to the publications, which do not have DAVP rate with **prior approval of the General Manager**.
- 2.2 Ad-hoc publications, new publications with less than one year of regular publishing, DAVP publications and the publications which were earlier on the panel of the DAVP but subsequently debarred/ disqualified/ suspended are **not covered** under the powers mentioned in para-2.1.

- 2.3 Display advertisements relating to **inaugural functions** are also **not covered** under the powers in **para-2.1**.
- 2.4 For release of **advertisements** to a non-DAVP publication, a rate, **equivalent to the DAVP rate for a similar circulation**, should be offered. For this purpose, an **authentic proof of circulation** should be insisted upon. The Cost/Chartered Accountant, Statutory Auditor or Audit Bureau of Circulation (ABC) may certify circulation of a publication (up to 75000). For a circulation above 75000, only ABC certificate should be accepted.
- 2.5 In the event of **non-acceptance of the equivalent DAVP rate** by a non-DAVP publication, **advertisement should not be released** to the said publication.
- 2.6 However, if the administration is under an **obligation to publish a tender advertisement** in a non-DAVP publication (*due to any statutory or other requirement, non availability of a DAVP publication in the target area, etc*), and if the equivalent DAVP rate offered by the Railways/Units is not acceptable to the said publication, its commercial rate may be negotiated and discounted to the extent possible using the equivalent DAVP rate as the basis to arrive at a reasonable rate.

3. AD-HOC PUBLICATIONS:

- 3.1 **Release** of advertisements to ad-hoc publications such as, Souvenirs, bulletins, brochures, etc is **to be avoided**.
- 3.2 However, with a view to creating goodwill for the Railways, CPROs may **occasionally release display** advertisements to such publications subject to a **maximum of Rs. 3,000/- in each case** (*not necessarily the maximum amount in every such case*) depending upon the quality and the number of copies to be brought out with **an annual monetary ceiling of Rs. 60,000/-**.
- 3.3 Beyond the limits mentioned in **para-3.2**, each case must have **prior approval** of the General Manager

4. UTILISATION OF ADVERTISING AGENCIES:

- 4.1 The services of professional agencies may be utilised for improving the designing and artwork and ease in release of the railway advertisements to various publications.
- 4.2 For this purpose, a panel of **INS accredited** advertising agencies (**not less than two and not more than six**) may be formed for a **period of one year**

- (**extendable to one more year**). Detailed terms/conditions, criteria of selection, the number of agencies to be empanelled, etc may be formulated/decided by the respective Railways/Units
- 4.3 The advertising agencies may be invited through an advertisement published in the newspapers
 - 4.4 In addition to the CPRO, an Officer nominated by the General Manager should be associated with the selection of the advertising agencies and formation of the panel.
 - 4.5 The panel so formed should have the **approval of the General Manager**.

5. DISPLAY ADVERTISEMENTS:

- 5.1 Display advertisements should be released depending upon the publicity requirements of the Railways/Units keeping the expenditure **within their respective budget allocations** for a particular year.
- 5.2 Release of display advertisements on social and educational themes, such as, safety at railway level crossing, prevention of roof-top traveling, fire hazards and drugging/cheating of passengers, detection of unidentified objects, prevention of rail roko agitations, etc should be undertaken from time to time depending upon the requirement and the availability of funds.
- 5.3 Release of **advertisements on social and educational themes** should be restricted to the newspapers brought out from **within their respective jurisdictions**. Preference may be given to Hindi and Regional language publications for such advertisements.
- 5.4 With a view to **avoiding duplication** and un-necessary expenditure on release of advertisements of common interest, a close co-ordination must invariably be maintained between the Zonal Railways headquartered at Mumbai & Kolkata and wherever more than one Railway/Unit are served by common publications.
- 5.5 Advertisements on **inaugural functions** could be released to the newspapers brought out even from **outside the respective jurisdictions** of the Zonal Railways depending upon the importance of the occasion, the needs of exposure and target audience
- 5.6 **Production and other Units** may release image building advertisements to a few leading newspapers brought out from outside the place where these units are headquartered, depending upon the needs of exposure and target audience.

- 5.7 The **size of the advertisement** should be kept to the minimum. However, half page/full page advertisements may be released, occasionally, on the eve of inaugural functions having national importance.
- 5.8 The size of advertisement **beyond 500 square cm** should have **prior approval of the Additional General Manager/General Manager**.
- 5.9 In the event of releasing **half page/full page** display advertisements on inaugural functions of national importance, every effort should be made to **restrict the number of insertions/newspapers** to keep the expenditure within the reasonable limits
- 5.10 Requests seeking advertisement support for **special editorial features/supplements on Railways** (*stated to be brought out by the publications at their own cost*) may also be considered on merits by CPROs at DAVP rates depending upon the publicity requirements and the availability of funds.
- 5.11 Since the publications have a tendency to seek advertisement support for the same feature/supplement from a number of Railways/ Production Units/ PSUs (many a time without the knowledge of each other), **it may be ensured that all the advertisements appear in the same edition** wherein the feature is published **and that the total advertisement support (from all such sources) should not exceed 25% of the combined size of a supplement** (inclusive of the space occupied by the advertisements).

6. SMALL/MEDIUM & REGIONAL LANGUAGE PUBLICATIONS:

- 6.1 Railways should draw up a comprehensive media list of DAVP approved newspapers/periodicals for release of advertisements.
- 6.2 Advertisements may be released to these publications on 'rotation basis' to ensure that claims of small, medium as well as regional language (including Urdu) newspapers/ periodicals are also taken care of.

7. LANGUAGE OF ADVERTISEMENTS:

- 7.1 Language of an advertisement has to be the same as that of the newspapers/ periodicals.
- 7.2 As per the Official Language Policy, advertisements are to be published in Hindi also. In the event of non-availability of Hindi newspapers, other language newspapers may be used for the purpose.

8. TENDER/AUCTION ADVERTISEMENTS:

- 8.1 The tender advertisements need to be properly edited by CPROs/SR.PROs/PROs or advertising agency, if utilised, in consultation with the Department concerned to keep their size to the minimum possible and also for their correctness (*to obviate the need for issue of corrigenda*) in order to effect economy before dispatching them to the publications.
- 8.2 The selection of publications for release of tender advertisements should be done carefully and an attempt should be made to get the maximum coverage in the newspapers of the region concerned, instead of indiscriminately releasing these advertisements to a large number of newspapers or releasing them on publications having very high tariff. CPROs may use their discretion in this regard keeping in view both proper coverage as well as the need for economy.
- 8.3 The basis for selection of a particular publication for tender advertisements should be (a) need of exposure in a particular area or region (b) value of tender (c) location and proximity of probable contractors, suppliers, firms and companies dealing with different type of materials/projects/works, etc. (d) circulation and standing of the publication and (e) positive response likely to be received.
- 8.4 The headline of the tenders/auction advertisements should be based on the contents of the work/supply (instead of merely indicating 'Tender Notice'. However, it should be kept short and catchy but should not be larger than the total text material of the advertisement itself.
- 8.5 Use of 'logo' should be made only once at the beginning of the clubbed advertisements.
- 8.6 Printing in bold letters (more than 6 points) should be used very selectively. Tenders should generally be printed in **6 points font size**. However, selection of font size **beyond 6 points** is left to the **discretion of the CPROs**, who may decide after taking all precautions both for **readability and economy**.
- 8.7 Railways should discourage the tendency on the part of some newspapers and advertising agencies (through which advertisements are released), to waste valuable space. Tendency to waste space, by using large print size and keeping columns or lines quite apart, must also be curbed.
- 8.8 If advertisements are not released through the advertising agencies, the text of the advertisements, should be type-set and given to publications in the form of bromide or art-pull or positive, etc. to ensure uniformity.
- 8.9 Except global/national tenders, all other classified advertisements should be released in **'single-column format'** only. Two or more columns should be used only where tabulation work is involved or such display is absolutely necessary.

- 8.10 Detailed terms and conditions of tenders need not form part of advertisements, as they are already contained in the tender documents. Only essential items may be mentioned in brief.

9. PUBLISHING EMPLOYMENT NOTICES:

- 9.1 Advertisements relating to employment notices issued by Railway Recruitment Boards (RRBs) should be released only to the DAVP approved publications at the DAVP rates.
- 9.2 To effect economy in expenditure, unduly large sized Employment Notices and Application Forms should not be published in the newspapers. Such notices should be compressed and edited to ensure that only **brief and indicative advertisements** are released in the newspapers for wider coverage. The applicants may be advised in such advertisements to look for the detailed advertisement (including the application form) published in Employment News/Rozgar Samachar of a particular date.
- 9.3 Railway Recruitment Boards may keep close liaison with the nearest CPRO for consultations, if any, regarding the procedural and other formalities relating to release of advertisements.

10. SPECIAL PROVISIONS FOR RAILWAY PSUs:

- 10.1 The Managing Directors of Railway PSUs should also make all efforts to avail the benefits of the DAVP rates (per square cm) while releasing advertisements.
- 10.2 However, the Managing Directors are authorized to take decisions in regard to release of advertisements in the **best commercial interest** of their respective PSUs, which may result in a mix of advertisements – sometimes at the DAVP rates and at others, at the commercial rates.
- 10.3 Railway PSUs should also make payment in accordance with the space utilized in square cm.

11. SETTLEMENT OF ADVERTISEMENT BILLS:

- 11.1. Advertising agencies (and publications in cases of direct releases) should be asked **to submit the bills** (*complete in all respects and supported with the relevant documents*) as early as possible **within 60 days of the publication of the advertisement** and every effort should be made to **settle the bills within 60 days of their receipt.**

- 11.2. Payment may be made for the **space utilized in square cm** on the basis of the rates of the publications per square cm.
- 11.3. For coloured advertisements, an extra payment (over and above the rate of black & white advertisements) is to be made at the rates decided by the DAVP from time to time (the existing rate being 40%).
- 11.4. No Rebate/discount be claimed on the advertisement bills preferred by the advertising agencies in respect of railway advertisements released at DAVP rates, provided the bills are otherwise in order.

(AUTHORITY: BOARD'S LETTER NO.2006/PR/5/62 DATED 30/5/2007)

CHAPTER - II

GRANT OF PERMISSION FOR STILL/ VIDEO PHOTOGRAPHY IN RAILWAY PREMISES /TRAINS

1. PRIOR CLEARANCE FROM THE M/o EXTERNAL AFFAIRS

- 1.1 Professional **foreign journalists** (*not based in India and not having accreditation from the Government of India*), are required to **approach the External Publicity Division of the Ministry of External Affairs (MEA) for obtaining** clearance before seeking permission for **still/video photography** (for news/features *to be published/telecast outside India*).
- 1.2 However, **foreign journalists** who are based in India and **have accreditation** from the Government of India **do not require such clearance**.
- 1.3 Foreign nationals, visiting India as **tourists, etc, also do not require such clearance** for undertaking still/video photography for **personal and non-commercial use**.

2. SECURITY CLEARANCE OF LOCATIONS

- 2.1 The locations for still/video photography indicated by the applicants (*and cleared by the MEA wherever necessary*) are generally considered for grant of permission subject to the security clearance in accordance with the guidelines issued by the Ministry of Home Affairs (MHA) from time to time and circulated to the Railways/Units by the Security Directorate of the Ministry of Railways.
- 2.2 In respect of the requests of foreign nationals, security clearance shall be granted by the Security Directorate of the Ministry of Railways and in respect of the requests from Indian nationals such clearance shall be granted by the Security Departments of the respective Railways/Units.

3. WHOM TO SUBMIT APPLICATIONS

- 3.1 The requests of the **foreign nationals** (*along with the clearance wherever necessary*), seeking permission for still/video photography in Railway premises/ trains, are required to be submitted (*either directly by the applicants themselves or through their authorized representatives in India*) to the Director Information & Publicity, Public Relations Directorate, Ministry of Railways.

- 3.2 The requests of the **Indian nationals** seeking permission for still/video photography in Railway premises/ trains are required to be submitted to the Chief Public Relations Officers of the respective Railways/Units depending upon the locations for which permission is sought.
- 3.3 In both the above cases, the persons/ parties seeking such permission should clearly specify the **locations** to be covered, the **likely date(s)** of coverage and the **purpose** for undertaking still/video photography.

4. GRANT OF PERMISSION

- 4.1 Permission for still/ video photography to **Indian nationals** shall be granted by the Chief Public Relations Officers of the respective Railways/Units.
- 4.2 Permission for still/ video photography to the **foreign nationals** shall be granted by the Public Relations Directorate, Railway Board. However, if still/ video photography is to be undertaken for **commercial purposes**, approval (*in principle*) will be conveyed to the concerned Railways/Units advising them to grant permission after completing necessary formalities and charging the prescribed licence fee.
- 4.3 The **permission letter**, indicating the conditions mentioned in **para-4.5 to 4.7 and 5.7** (*wherever applicable*), shall be issued by the Public Relations Directorate Railway Board or the CPROs of the Railways/Units (*as the case may be*) directly to the individual applicants (*or their representatives*) endorsing a copy thereof to the Security Department also.
- 4.4 In respect of foreign nationals, **the Intelligence Bureau (IB)** shall also be kept informed by endorsing a copy of the permission letter to the Deputy Director/IB, Ministry of Home Affairs, North Block, New Delhi.
- 4.5 The permission letter issued under **para-4.3** is to be treated as authority enabling the applicants to take still/ video photographs in railway premises/trains till the validity period indicated therein. The rules/ procedure (if any) regulating entry into a particular railway premises, train, etc will have to be followed meticulously. It is clarified that the permission letter, allowing still/video photography, is neither a travel authority nor does it ipso-facto authorize the holder to enter any railway premises/train.
- 4.6 The holder of the permission letter is required to **give prior information** to the Station Manager/In-charge of the concerned stations/premises before undertaking still/video photography. He has to **observe safety and security regulations** in vogue on the Railways and ensure that still/video photography is confined to railway premises/trains only; it does not affect normal working of the Railways; it

does not cause inconvenience to other rail users; and it does not cover places prohibited for still/video photography by the Railways

- 4.7 The holder of the permission letter should disclose his/her identity and show the permission letter to the railway officials on demand. In addition, the foreign nationals should have **valid Passport/Visa** while visiting various locations and they shall be under an obligation to show the same on demand by the local railway authorities.

5. LICENCE FEE

- 5.1 Railways/Units may fix the licence fee for **still photography** for commercial purpose in consultation with their Associate Finance.
- 5.2 Licence fee for **video photography** shall be the same as that applicable for film shooting (*indicated in para-8 of Chapter-III*).
- 5.3 While granting permission for **still photography** for **commercial purposes**, Railways/Units may levy the licence fee fixed by them for the purpose.
- 5.4 However, if the **video photography** is to be undertaken for **professional or commercial purposes**, permission is to be granted following the guidelines pertaining to **film shooting** (*mentioned in para-11.2 (iv) of Chapter-III*).
- 5.5 However, **no licence fee** need be levied for **still photography** to be undertaken by the **tourists, rail enthusiasts**, etc for personal and non-commercial use and **professional journalists** (Indian or foreign) for news features on Railways.
- 5.6 Similarly, **no licence fee** need be levied for **video photography** (*without requiring any railway rolling stocks or special facilities*) to be undertaken by the tourists, rail enthusiasts, etc (*without using a professional video camera, tripods, lights, etc*) exclusively for **personal and non-commercial** use and **professional journalists** (Indian or foreign) for news features on Railways.
- 5.7 In the above two cases (*para-5.5 and 5.6*), **a written undertaking** should be taken from the parties to the effect that any commercial use of the shots taken shall be unlawful and that they will fully indemnify the Railways in the event of any such use and also for any other loss/ damage caused to the Railways. **A mention to this effect may be made in the permission letter also.**

(AUTHORITY: BOARD'S LETTER NO. 2006/PR/10/31 DATED 01.06.2007)

CHAPTER - III

GRANT OF PERMISSION FOR FILM SHOOTING IN RAILWAY PREMISES /TRAINS

1. PRIOR CLEARANCE FROM OTHER MINISTRIES

- 1.1 Foreign film producers, seeking permission for shooting a **feature film** to be shown/telecast outside India, are required to approach the **Ministry of Information & Broadcasting** for obtaining their **clearance** for shooting in India (at the specified locations). This is also applicable to the Indian producers undertaking the job for a foreign agency or for being shown outside India.
- 1.2 Foreign film producers, seeking permission for shooting a **documentary film** to be shown/telecast outside India, are required to approach the External Publicity Division of the **Ministry of External Affairs (MEA)** for obtaining **clearance** for shooting in India (at the specified locations). This is also applicable to the Indian producers undertaking the job for a foreign agency or for being shown outside India.
- 1.3 Foreign journalists, who are **based in India** and have **accreditation** from the Government of India, **do not require** such clearances for taking shots for news/features (*refer para-1.1 & 1.2 of Chapter-II*).

2. SECURITY CLEARANCE OF LOCATIONS

- 2.1 The locations for film shooting indicated by the applicants (*and cleared by the MEA or Ministry of Information & Broadcasting as the case may be and wherever necessary*) are generally considered for grant of permission subject to the security clearance in accordance with the guidelines issued by the Ministry of Home Affairs (MHA) from time to time and circulated to the Railways/Units by the Security Directorate of the Ministry of Railways.
- 2.2 In respect of the requests of foreign nationals, security clearance shall be granted by the Security Directorate of the Ministry of Railways and in respect of the requests from Indian nationals such clearance shall be granted by the Security Departments of the respective Railways/Units.

3. WHOM TO SUBMIT APPLICATIONS

- 3.1 The requests of the **foreign nationals** (*along with the clearance wherever necessary*), seeking permission for film shooting in Railway premises/trains, are required to be submitted (either directly by the applicants themselves or through their authorized representatives in India) to the Director Information & Publicity, Public Relations Directorate, Ministry of Railways.
- 3.2 The requests of the **Indian nationals** seeking permission for film shooting in Railway premises/ trains are required to be submitted to the Chief Public Relations Officers of the respective Railways/Units depending upon the locations for which permission is sought.
- 3.3 In both the above cases, the persons/parties seeking such permission should clearly specify the **locations** to be covered, the likely **date(s)** of coverage and the **purpose** for undertaking film shooting.

4. GRANT OF PERMISSION

- 4.1 Permission for film shooting in respect of the **Indian nationals** shall be processed and granted by the Chief Public Relations Officers of the respective Railways/Units.
- 4.2 Permission for film shooting in respect of the **foreign nationals** shall initially be processed by the Public Relations Directorate, Railway Board. After examining such requests and obtaining approval (*in principle*) of the Competent Authority, Railways/Units concerned shall be advised to process further for granting permission.
- 4.3 The foreign party concerned shall also be advised to submit an application along with a copy of the clearance of the MEA or the Ministry of Information & Broadcasting (as the case may be) and other relevant information/documents, including the script of the film and shooting schedule of sequences to the respective Zonal Railways/Units (*within whose jurisdiction shooting is to be undertaken*) for scrutiny and further processing.
- 4.4 After completion of the necessary formalities, **Zonal Railways/Units concerned shall grant actual permission** in respect of the foreign parties also.
- 4.5 In view of **para-4.1 & 4.4** above and also the fact that the Railways/Units are in a better position to assess the details of the sequences to be shot and also the actual arrangements required to be made for the purpose, the requests of the parties (*both,*

the Indian as well as the foreign) **for waiver of conditions** applicable for film shooting, shall be considered by the respective Railways/Units while processing the case for granting permission for shooting.

5. CONDITIONS APPLICABLE TO FILM SHOOTING

The conditions, mentioned hereunder, are to be followed while granting permission for film shooting.

- 5.1 **Scrutiny of script of the feature films/documentary films/features:** Zonal Railways/Units should obtain the detailed script pertaining to the sequences involving railway premises/property and the detailed programme of shooting. The script should be examined and checked from the point of view of safe/normal working of railways and safety of railway property. It should be ensured that there is no adverse publicity and the Railways are not put in a poor light. **The party should not be allowed to make any changes in respect of the names of the locations, railway stations, trains, etc. without prior specific permission of the competent authority, i.e. Railway Board. Mere fact that script has been approved, which requires change of name, should not be taken as approval.** If on the basis of the detailed script it is seen that there are sequences wherein the railway rolling stocks are likely to get damaged, permission for shooting such sequences should be withheld.
- 5.2 **Security deposit** in the form of *Cash, Bank Draft or Bank Guarantee* for any possible damage to Railway property during the film shooting (*refer para-6*).
- 5.3 Execution of **Comprehensive Insurance** against all possible risks/damage to movable/immovable Railway assets proposed to be used during the film shooting (*refer para-7*).
- 5.4 **Payment of licence-fee** for film shooting as fixed by the Ministry of Railways from time to time (*refer para-8*).
- 5.5 Payment of hire **charges for the railway rolling stocks** (if required) as per the Indian Railway Coaching Tariff fixed from time to time.
- 5.6 Execution of **Indemnity Bond & Agreement** indemnifying the Railways in case of any loss/damage to men and material in the course of shooting (*refer para-9*).
- 5.7 Observance of **safety and security regulations** during the shooting. While allowing shooting in the normal run of a train, it may be ensured that shooting by **traveling on footboards/roof tops is not allowed**. It has to be ensured further

that **no inconvenience is caused to other passengers**. Similarly, shooting should not be allowed on tracks while there is any movement of a train. During the daytime, shooting at crowded railway stations should be avoided to ensure that normal functioning of the railways is not affected adversely and there is no inconvenience to the rail users.

- 5.8 A **liaison officer** from Publicity Department should invariably be attached with the shooting team to ensure that there is no large scale departure from the original and accepted script in respect of railway sequences utilising railway properties (buildings, rolling stocks, tracks, signals, etc.) and Railway personnel. The liaison officer is also responsible to ensure that the shooting team adheres to safety and security instructions and there is nothing detrimental to the image of India or Indian Railways. In case of feature films a liaison officer each from the Commercial and Security Departments should also be attached (*in addition to that from the Publicity Department*).

6. SECURITY DEPOSIT

- 6.1 A Security Deposit in the form of ***cash/bank draft/bank guarantee*** is to be taken **in advance** from the parties desirous of shooting films.
- 6.2 In cases of shooting directly undertaken by the crew of the Films Division, Doordarshan, Film Institutes at Pune & Kolkata and other such government owned Film/TV Training Institutes (*without requiring any rolling stock for their exclusive use*) **no security deposit** is to be taken.
- 6.3 The amount of Security Deposit shall **not be uniform** but shall be decided by the General Managers in consultation with the FA & CAOs in each case depending upon the script and sequences to be shot as well as involvement of the rolling stocks.
- 6.4 This amount would be in addition to any other amount of security deposited by the party as per rules laid down in the Coaching tariff.
- 6.5 The **refund of the Security Deposit** shall be made only after completion of the shooting after ensuring that the assets and rolling stocks have been restored in tact without any damage and no damage has occurred to any other Railway property.
- 6.6 It would be the responsibility of the Liaison Officer to report immediately to the authorities, the details of any damage caused to Railway property.

7. COMPREHENSIVE INSURANCE:

- 7.1 The shooting parties are required to take **Comprehensive Insurance** against all possible risks/damage of **railway assets** (movable and immovable including rolling stocks) proposed to be used, as **also for death or injury to any person(s)** on the Railway property including Railway staff at the time of the shooting of the film **with provision for full compensation** as decided.
- 7.2 In cases of shooting directly undertaken by the crew of the Films Division, Doordarshan, Film Institutes at Pune & Kolkata and other such government owned Film/TV training Institutes (*without requiring any rolling stock for their exclusive use*) this formality is not required.
- 7.3 The insurance amount should be calculated on the basis of **current replacement value** of assets/rolling stocks involved in the shooting.
- 7.4 The parties should deposit the premium of insurance to the Railway Administration who will get the railway assets/rolling stocks/persons insured in its name.
- 7.5 The risk covered should provide for the Insurance Company to pay the insured sums without demur.
- 7.6 In the context of insurance taken out to cover all people on Railway property during the shooting of the film which may result in death or injury to any of them including Railway staff, the compensation amounts/insured amount must be arranged to be paid to the concerned persons or their legal heirs without demur.
- 7.7 A representative of the shooting party is to be associated in case damage caused is required to be assessed. Such assessment should be completed in the shortest possible time.

8. LICENCE FEE

- 8.1 For undertaking film shooting, a licence fee (as fixed by the Ministry of Railways from time to time) is to be paid in **advance** by the parties.
- 8.2 In cases of shooting directly undertaken by the crew of the Films Division, Doordarshan, Film Institutes at Pune & Kolkata and other such government owned Film/TV training Institutes (*without requiring any rolling stock for their exclusive use*) **no licence fee** is to be realised.

- 8.3 There could be cases of cancellation of shooting after payment of the licence fee. If intimation for cancellation is received before making arrangements for shooting, **full refund** of the licence fee should be made. However, **no refund** is to be made if the intimation is received after the arrangements are made.
- 8.4 The licence fee for film shooting in railway premise/trains (*as effective from 01/06/2007*) is indicated below:

S.No.	Classes of cities within whose geographical or civic limits, the railway stations or other railway installations/premises are located. (Based on the Classification for the purpose of Compensatory City Allowance Notified by the Government from time to time)	Licence fee per shooting day (<i>or part thereof</i>) per station/train (<i>or any other railway rolling stock</i>)
1	‘A-1’ and ‘A’	Rs. 1,00,000/- (Rs one lakh)
2	‘B-1’ and ‘B-2’	Rs. 50,000/- (Rs fifty thousand)
3	Other cities/places	Rs. 25,000/- (Rs twenty five thousand)
4	Moving/stabled trains (<i>or any other railway rolling stock</i>)	Rs.30,000/- (Rs thirty thousand)

9. INDEMNITY BOND & AGREEMENT:

- 9.1 An Indemnity Bond must be executed and submitted by the Producers of the film in favour of the Railways to indemnify the Railways completely against any loss or injury that might occur during the course of shooting to any part of the railway property and personnel.
- 9.2 This Bond should also make it obligatory for the party to reimburse all claims, demands, suits, losses, damage, costs, etc. to the Railways in case any loss/damage is caused to railway property and death or injury is caused to all or any people thereon including staff on duty during the course of shooting.
- 9.3 Detailed terms and conditions for use of railway premises, rolling stocks, staff and other people must be settled in all cases in advance by the Zonal Railways/Units in consultation with the FA & CAOs. There should be no scope for any ambiguity left while drafting such terms and conditions. If necessary, the advice of the legal

department may also be taken so that the interest of the Railways is fully protected.

- 9.4 Besides the security deposit and comprehensive insurance, the detailed agreements should invariably provide for an arbitration clause (*refer para-10*).
- 9.5 In cases of shooting directly undertaken by the crew of the Films Division, Doordarshan, Film Institutes at Pune & Kolkata and other such government owned Film/TV training Institutes (*without requiring any rolling stock for their exclusive use*), there is no need to execute Indemnity Bond/Agreement. However, a written undertaking should be obtained from the concerned authority at the appropriate level to the effect that any loss/damage to the Railway property/assets will be fully reimbursed by them.

10. ARBITRATION

- 10.1 There should be an arbitration clause in the agreement providing for appointment of an arbitrator only from among the **serving Railway Officers**.
- 10.2 It should also be provided that when cases are referred to an arbitrator, it must be obligatory for the arbitrator to make **a speaking award**.
- 10.3 The arbitrator should record in detail the **specific reasons** for admission or non-admission of the Railways' claims item-wise so that the Railway could examine the reasons and if the grounds set forth by the arbitrator are untenable, the award could be challenged in a court of law.
- 10.4 The arbitrator should **list out all the damaged items** (item by item) that need replacement or rectification and **assess the charges arrived at** as well as the **reasons for the quantum of amount fixed**. Such settlement would naturally cover complete haulage and other commercial charges, which need to be debited for the use of the Railway property/rolling stocks at the location.

11. POWERS TO RELAX CERTAIN CONDITIONS IN SPECIFIED CASES

- 11.1 In respect of shooting of a **feature film**, the conditions applicable for film shooting are **not to be relaxed** (irrespective of the fact whether railway rolling stocks are required or not) as these conditions were laid down following the recommendations of the Public Accounts Committee..
- 11.2 However, if shooting is proposed to be undertaken by the parties **without requiring any rolling stocks or special facilities** from the railways for their exclusive use, the **General Managers** (*with the concurrence of the FA&CAOs*)

may relax certain conditions on specific requests to this effect from the parties in cases specified below:

- (i) For shooting of a **documentary film** (not involving participation of film stars/personalities), the request for waiver of **Security Deposit** and execution of **Comprehensive Insurance** may be considered provided that the sequences to be shot are not likely to cause any loss/damage to the railway property..
- (ii) For shooting of **documentary films or features by the crew** of the television channels (*including professional foreign journalists not based in India and not having accreditation from the Government of India*) **exclusively on any aspect relating to Indian Railways** and for shooting assigned to a party by Railway Board, Zonal Railways/Units and Railway PSUs for their own productions, waiver of **Security Deposit**, execution of **Comprehensive Insurance** and payment of **licence fee** may be considered provided that the sequences to be shot are not likely to cause any loss/damage to the railway property.
- (iii) Shooting by the cameramen/ photographers, correspondents (*Indian or foreign but accredited by the Government of India or the State Governments*) for **news coverage or features on Railways** to be telecast on the respective television channels, waiver of **Security Deposit, Comprehensive Insurance, license fee**, submission/execution of **indemnity bond/agreement** may be considered provided that the sequences to be shot are not likely to cause any loss/damage to the railway property. A suitable **written undertaking at the appropriate level** should, however, invariably be taken to the effect that any loss/damage to railway property/assets will be fully reimbursed by them. General Managers (*with the concurrence of the FA&CAOs*) may authorize the **CPROs** to grant permission in such cases.
- (iv) In respect of **video photography for professional or commercial purposes** (*mentioned in para-5.4 of Chapter-II*), the procedure mentioned at (i) above may be followed.
- (v) For **video photography by tourists/rail enthusiasts** (*without using a professional video camera*) exclusively for **personal and non-commercial use** (*mentioned in para-5.6 of Chapter-II*), the procedure mentioned at (iii) above may be followed. The individuals may further undertake in writing that any commercial use of the shots taken shall be unlawful and they will fully indemnify the Railways for this (*as mentioned in para-5.7 of Chapter-II*).

(AUTHORITY: BOARD'S LETTER NO. 2006/PR/10/31 DATED 01.06.2007)

CHAPTER - IV

MEETING & DEALING WITH THE MEDIA

1. AUTHORITY TO DEAL WITH THE MEDIA

- 1.1 **At the Railway Board level**, only Ministers, Chairman, Members, Secretary Railway Board, Director Public Relations (DPR), Director Information & Publicity (DIP) or any other Officer(s) especially authorized by the Minister of Railways may give information or be accessible to the representatives of the media. Any other officer, if approached by the representatives of the media is to refer them to the DPR (*the official Spokesperson for the Ministry of Railways*) or in his absence to the Information Officer. The Chairman is to be kept informed of the press conferences, if any, being held by any Member of the Board.
- 1.2 **At the Railway/PU Headquarters level**, the General Managers and the CPROs are authorized to meet the media in a formal Press Conference or informally depending upon the importance of the nature of the information to be given. However, the General Managers may especially authorize the PHODs to give information or be accessible to the representatives of the media. Any other officer, if approached, by the media, is to refer them to the CPRO.
- 1.3 **At the Divisional level**, Divisional Railway Managers (DRMs) are permitted to meet the representatives of the media approaching them for factual information on specific subjects. They may also send news items concerning the working of the Railways (*particularly in their Division and other matters of local interest*) to the media directly or through the local office of Press Information Bureau (if available). DRMs may also hold press conferences **occasionally**. However, in respect of queries on wider policy matters concerning the Zonal Railway or the Indian Railways, the representatives of the media may politely be directed to GM/CPRO or DPR/Railway Board. In order to ensure that no unauthorized information/ material is supplied to the press, the DRMs should **generally not** delegate this work to a Divisional Officer except to ADRMs. All such information/ material should have **DRMs approval** before it is supplied to the press. Services of PROs (*wherever positioned*) may be utilized for the purpose. .
- 1.4 It is made clear that **no unauthorized person should speak to or interact with the media** as it may amount to un-becoming of a railway servant. In this connection, the provisions relating to official documents and responsibility of railway servants (*contained in Rule-11 of Railway Servants (Conduct) Rules, 1966*) may also be kept in view.

2. DISSEMINATING INFORMATION TO MEDIA, MEDIA-FEEDBACK & REJOINDERS

- 2.1 Notices of all important meetings, conferences, visits of delegations and VIPs shall, as a matter of routine, be sent to the DPR/CPROs for organizing appropriate media publicity. Even if the executive department feels that the subject matter does not warrant publicity, the decision to publicise in the media or otherwise shall be taken in active consultation with the CPRO.
- 2.2 All PHODs/DRMs must feed the PR Department regularly with information/material about activities, projects and achievements for making suitable 'handouts' and 'features' or for arranging audio-visual coverage as and when such information is available with them.
- 2.3 DPR/CPROs will be responsible to develop an appropriate **data bank** on various subjects for their use from time to time on the basis of information received and get it updated by executive departments from time to time.
- 2.4 An **annual action plan** of PR events may be made at the beginning of each financial year on the basis of major works being undertaken on the Railways and the performance targets laid down for various executive departments. In addition, the PR Department should project specific items of achievement which would be undertaken during the year and keep the concerned departments advised in advance for inflow of data at appropriate time.
- 2.5 As a routine, PR Department should ensure that concerned departments are fed with **extracts of press reports** deserving attention of the concerned PHODs/DRMs. **Rejoinders**, if necessary on any new report, must be issued **within a week** of its publication. If need be, some of the information required for such rejoinders can be collected even on telephone from the concerned executive Departments to avoid delays. PR Department as well as the concerned executive Departments shall be jointly responsible for timely rebuttals of undue press criticism.

3. PUBLICITY DURING ACCIDENTS/ OTHER UNUSUAL OCCURENCES

- 3.1 **In the event of accidents**, resulting in damage/causalities, the image of Railways invariably suffers because of adverse reactions in public and media. In such situations, Railways must **display greater responsibility** not only in relief and rescue operations but also in interacting with the media with correct and updated information.
- 3.2 Sometimes, newspapers publish **contrary versions** relating to any accidents attributing them to railway sources. It is, therefore, necessary that only the authorized officers (*mentioned in para 1.1 to 1.3*) interact with the media. Unauthorized person **should not** speak to the media (*as mentioned in para-1.4*).

- 3.3 It has **to be ensured that the media is kept informed** of the relief and rescue measures, passengers injured and dead, restorations of traffic, etc. to avoid breeding of gossip, rumours and sensational reporting in the absence of authentic information. CPROs must depute an official to monitor and scan through all the print and major electronic media reports, analyse them and take appropriate action immediately to correct any adverse trend for any report aimed at mere sensationalizing the untoward incident.
- 3.4 The media persons must be **briefed** at the accident site and if necessary, **at least once everyday** at the Divisional/ Zonal Headquarters on regular basis. For this purpose, the executive departments should ensure that the PR Department is fed with the latest information and update at top priority.
- 3.5 Appropriate **rejoinders and contradictions** must be issued and copies thereof should be sent to DPR, Railway Board for briefing the media at the national level. During such emergencies, a **close contact should be established with DPR Ministry of Railways**. It is of prime importance that PR activities have a **common strategy and one voice**.
- 3.6 Sometimes train services are disrupted badly because of other reasons such as **bandh calls, rail roko agitations, etc** by political/ pressure groups etc. for causes many a time not even remotely connected with railway operations.
- 3.7 In situations mentioned in **para-3.6**, where **advance information** of such agitations is available, zonal railways must publicise about the possibility of train services getting affected from the relevant date through suitable press notifications. These notifications must make it amply clear that the agitations and bandh calls are responsible for the cancellations/ diversions of the train services, if any. Wherever necessary advertisements can also be brought out in the newspapers, TV and Radio in this regard. Apart from conveying information, such initiatives may also generate opinion against such bandh calls/ agitations.
- 3.8 A similar action (*as mentioned in para-3.7*) may be taken for publicizing **disruption of traffic due to floods, fog, etc** regretting inconvenience caused to the passengers and stating clearly that the reasons for such disruptions are beyond the control of Railway Administrations.

4. HOSPITALITY, PRESS CONFERENCES/ RECEPTIONS/ TOURS,

- 4.1 Information boom and expansion of media networks leading to extensive reporting of various facets of railway working is at times characterized by a lack of understanding of the complexities involved therein, and therefore, reportage of one sided stories. With a view to placing such misapprehensions in the correct perspective, so as **to encourage and facilitate objective reporting**, there is a need for maintaining **cordial relations with media and creating awareness**

amongst them, through **press conferences/ receptions, conducted press tours** and also through exploring **informal relations** by extending **hospitality** for entertaining them.

- 4.2 It may be noted that all expenditure on hospitality and press conferences/ receptions/ tours should be with the **purpose of education and creation of awareness** amongst the opinion makers within the media. Therefore, the process of education and awareness needs to be undertaken in a **scientifically designed and structured manner**.

HOSPITALITY

- 4.3 Hospitality is aimed at offering courtesies; which might entail expenditure. Accordingly, DIP, DPR & CPROs have been authorized to maintain a hospitality fund for the purpose. This fund is meant for entertaining press correspondents, media personnel, agencies and persons involved in TV/Radio publicity as also advertising agencies **in or out of office** in an informal manner in small **number not exceeding 20**.
- 4.4 The nature and place of entertainment, the likely expenditure on each occasion and the actual number of invitees (*who may include officials not exceeding 50%*) will be as per the discretion of the CPROs under the general guidance of the General Managers. CPROs can also arrange personal level entertainment **at their residences** provided that it has **prior approval of the General Managers**.
- 4.5 The guests entertained should be restricted to the minimum number necessary on such occasions and entertainment done as economically as possible within the prescribed limits. Any restrictions imposed by the respective State Governments on the number of guests to be served etc. should be observed. Adequate documentation as to the purpose of the expenditure, number of media persons entertained, amount of expenditure, etc should be maintained.
- 4.6 The ceiling on expenditure is **Rs.250/- per meal per head or Rs.500/- per head per day** subject to the conditions mentioned in **para-4.7- 4.9**.
- 4.7 The rates mentioned in **para-4.6** are **inclusive of alcoholic drinks** which may be served with **prior approval** of the General Managers.
- 4.8 In respect of the **DIP/DPR** and the **CPROs of Zonal Railways**, the **annual ceiling** of expenditure on hospitality is **rupees one lakh**. They are authorized to maintain a **cash imprest** of **Rs.8000/-** for the purpose.
- 4.9 In respect of the **Production & other Units**, the **annual ceiling** of expenditure on hospitality is **Rs.50000/-**. The CPROs of these units are authorized to maintain a **cash imprest** of **Rs.4000/-** for the purpose. Wherever no officer is designated as CPRO and PR Unit is headed by a Sr.PRO or a PRO, these provisions will equally apply to them.

- 4.10 The expenditure incurred from the imprest may be recouped on submitting vouchers, cash memo or bills etc (or appending a certificate for smaller amounts less than **Rs 20**) to the Accounts Office.
- 4.11 If it is not possible or expedient to support a payment by a voucher, the expenditure incurred will be reimbursed on furnishing a **Certificate** as follows:

“Certified that the number of guests charged for is, to the best of my knowledge, correct. Certified further that the rates accepted had been previously agreed upon and are found fair and reasonable after verification and that no more than the usual charges have been claimed. It is also certified that the catering arrangements were made with due regard to the status of the guests, the availability of accommodation and/or other facilities and consideration of economy.”

PRESS CONFERENCES / RECEPTIONS / TOURS

- 4.12 Organising Press Conferences/ Tours and Receptions, etc. are accepted means of interacting with media persons. They can be invited over morning tea/ breakfast/ lunch/ evening tea/ dinner by the CPROs.
- 4.13 The ceiling for the **number of invitees** on a particular occasion (including officials) at **lunch/ dinner** is **50 (fifty)** and for **morning tea/ breakfast/ evening tea** is **60 (sixty)**. The ratio of officials to non-official guests should not exceed 50% of the total number of invitees. The limit of maximum number of invitees can be relaxed with the prior approval of the General Managers.
- 4.14 Care should be taken to ensure that the expenditure is kept to the minimum without affecting the quality of the entertainment. The expenditure per head should also be kept to the minimum possible within the prescribed ceilings.
- 4.15 The ceiling for expenditure on **meals per head per day** is **Rs.500/-** within the overall PR Budget. The expenditure on this account can be incurred by the CPROs with the **administrative approval of the AGMs/GMs** without finance concurrence. In exceptional circumstances, expenditure, **not exceeding Rs.750/- per head per day**, may be incurred for meals with **prior finance concurrence**. If the expenditure on any occasion does not exceed **Rs.25000/-**, it can be incurred by the CPROs with the administrative approval of the AGMs/GMs without finance concurrence. The expenditure **beyond Rs.25000/-** on any occasion, in addition, requires **prior finance concurrence**.
- 4.16 Ordinarily **alcoholic drinks may not be served**. However, where the General Manager considers it necessary, such drinks may be served with his **prior permission in writing**. The ceiling for serving alcoholic drinks is **Rs 50/- per**

head and the expenditure incurred on this account will be outside the **ceilings per head** mentioned in **para-4.15**.

- 4.17 When the arrangements for entertainment are made at places other than hotels, where bill for items of food presented are exclusive of tipping charges, an amount, not exceeding in any case **5%** of the total entertainment charges, may be paid as **tip**.
- 4.18 For entertaining the media (*if the party exceeds 10 (ten) in number*) and for organizing conducted press tours, **prior approval of the General Managers** is necessary..
- 4.19 The expenditure on **lodging, transportation, etc** may be incurred by CPROs with the **administrative approval of the AGMs/GMs**. The expenditure so incurred would be subjected to rendering appropriate accounts in the usual manner.
- 4.20 Wherever no officer is designated as CPRO and PR Unit is headed by a Sr.PRO or PRO, these provisions will equally apply to them.

AUTHORITY:

PARA-1-3: BOARD'S LETTERS **NO.** 2004/O&M/1/4 DATED 26.6.2004, **NO.**2002/PR/4/9 DATED 24.10.2002, **NO.**88/PR/9/7 DATED 26.9.1988, **NO.**88/PR/1/1 DATED 01.8.1988 & 25.10.1988 AND **NO.**76/PR5/2 DATED 12.6.1979; BOARD'S OFFICE ORDERS **NO.** 30 OF 1999 AND **NO.** 9 OF 2007

PARA-4: BOARD'S LETTERS **NO.**2007/PR/4/5 DATED .13.7.2007, **NO.**2003/PR/4/11 DATED 18.8.2003 AND **NO.**89/PR/4/9 DATED 24.4.1989

CHAPTER - V

MISCELLANEOUS PR ACTIVITIES

1. PARTICIPATION IN EXHIBITIONS

- 1.1 Decision relating to participation in an exhibition, organized by an outside agency, is normally taken by the respective Railways/Units, under whose jurisdiction the location of the exhibition falls, depending upon the publicity potential of the exhibition, publicity requirements of the Railways/Units and the availability of funds.
- 1.2 In respect of the Units other than Zonal Railways, the jurisdiction would normally be considered as the place where such Units are headquartered.
- 1.3 Railways/Units may incur expenditure up to **Rs. 3 lakh** (Rupees three lakh only) on participation in an exhibition subject to an **annual ceiling of Rs 9 lakh** (Rupees nine lakh only).

2. LOGO & MASCOT FOR INDIAN RAILWAYS

- 2.1 Till **09.07.03**, the logo of Indian Railways displayed **9 stars** representing 9 Zonal Railways. Due to re-organisation of the Railways in 16 Zones, then existing logo had been modified with effect **from 10.7.03** to display **16 stars** to represent 16 Zonal Railways (*Appendix-I*).
- 2.2 A CD containing the approved design in various colours (*as it is not colour specific*) & sizes, together with hard copies thereof, were sent to all the Railways/Units for official use.
- 2.3 Till **11.3.07**, all the Railways had their **individual logo**. Use of individual logo by the Railways has been **discontinued with effect from 12.3.07** with instructions to use a **common logo, i.e., IR logo**.
- 2.4 A **special logo** (*depicting BG, MG and NG railway tracks, with the words “IR” in between and the slogan “150 Glorious Years” below*) had been designed (*Appendix-II*) for official use during the 150th Year of Railways in India **with effect from 15.4.02**. CDs and hard copies were sent to all the Railways/Units. Later (on 24.4.03), use of this logo was **extended till 31.3.04** and thereafter discontinued automatically.
- 2.5 An official Mascot **“Bholu – The Guard”** (*An elephant figure named Bholu dressed in the uniform of a Train Guard, holding a hand signal lamp with green light – as shown in Appendix-III*) had also been designed for official use during

the 150th Year of Railways in India **with effect from 15.4.02** (*CDs and hard copies were sent to all the Railways/Units*). Later (on 24.4.03), this official mascot was **retained as symbol of Indian Railways for ever**.

3. USE OF PHOTOGRAPHS OF THE DIGNITARIES

- 3.1 A rigid / fixed criterion for carrying the photographs of the dignitaries in the Railway advertisements cannot be laid down to take care of all the situations.
- 3.2 It has, however, been a well established practice to invariably carry the photograph of Hon'ble Minister of Railways in the display advertisements highlighting achievements of the Indian Railways or those relating to the foundation-stone laying ceremonies, inaugural functions, etc. This practice may be continued
- 3.3 Subject to the importance of the occasion, designing constraints, space and other relevant factors, generally the photographs of the Hon'ble Ministers of State for Railways and other dignitaries may also be carried in such advertisements (*mentioned in para-3.2*).
- 3.4 As per the advice of the Cabinet Secretariat, the **photograph of Hon'ble Prime Minister need not be inserted** in the advertisements released by the Ministries/ Departments and Public Sector Undertakings **except** in the case of events of **national importance** or on **national occasions**.
- 3.5 Whenever, it is considered appropriate to put the photograph of Hon'ble Prime Minister in any advertisement, it is necessary to obtain **prior approval** from the Secretary to the Prime Minister, giving details of the proposed release including text and photographs of the dignitaries.
- 3.6 Requests seeking permission to publish the photograph of Hon'ble Prime Minister should reach the Prime Minister's Office **at least a week before** the date of publication of the advertisement. In any case, the 'last minute approach' has to be avoided.

4. INVITATION TO PUBLIC FUNCTIONS ORGANISED BY RAILWAYS

- 4.1 Invitation should invariably be sent to all the **elected representatives of the area** (*at their local and permanent addresses*) to attend the public functions organized by the Railways/ Units at the locations falling in the area/constituency represented by them. Since the Members of Rajya Sabha represent the State and not a constituency, invitations should be sent to them in the same manner if the location of the public function falls in the '**Nodal Districts**' opted by them under the Member of Parliament Local Area Development Scheme (**MPLADS**).

- 4.2 In order to bring parity between the status of the Members of both the Houses of Parliament and also in the interest of uniformity of practice, **names of Members of both the houses (Lok Sabha and Rajya Sabha), should be reflected in the invitation cards, advertisements, plaques, etc.**
- 4.3 The names and the nodal districts of the Members of Rajya Sabha is made available by the Rajya Sabha Secretariat and circulated to the Railways/Units by the PR Directorate of the Ministry of Railways from time to time. However, in the absence of complete authenticated list, websites of Rajya Sabha www.rajyasabha.nic.in and the Ministry of Statistics and Programme Implementation www.mplads.nic.in may be referred to.
- 4.4 For all important functions which are to be attended by Hon'ble Prime Minister, or Minister of Railways, Minister(s) of State for Railways, invitations should also be extended to the **Governor and the Chief Minister** of the concerned State/ Union Territory.
- 4.5 While organizing public functions, **eminent persons from public life** of the area should also be given due recognition by inviting and requesting them to be the Chief Guests or to perform the inauguration of function.
- 4.6 All courtesies, such as seating arrangements in respect of the invitees to a public function should be extended and protocol scrupulously followed so that there is no room for complaint.
- 4.7 Precedence accorded to dignitaries and officials at State/ Ceremonial/ Public function is regulated by a **Table of Precedence** (commonly known as Warrant of Precedence) notified by the President's Secretariat (*Appendix-IV*). However, the principle mentioned in **para-4.8** may be kept in mind while **drawing up the list of invitees and determining the status to be conferred** on the guests/ invitees including **seating on the dais** at State/Ceremonial/Public functions organized by the Railways..
- 4.8 **The principle** is that eminent public persons, scientists, artists and other non-officials, though not included in the Table of Precedence, may be given appropriate high positions on the basis of their high **status in public life**. This principle can be better understood in the words of Shri Jawaharlal Nehru, the first Prime Minister of India, who interalia noted in this connection as under:

“There are large number of people outside the Warrant of Precedence, who in effect are more important than those people who are in the Warrant of Precedence and who, on occasions, may rank higher than those who are included in the Warrant of Precedence. Thus many non-officials are not included in the Warrant, but on any particular function they may be given seats much higher than those who are included in the list.”

- 4.9 It is possible that eminent persons may figure in a particular article in the Warrant of Precedence by virtue of their holding some official position. However, the principle stated in **para-4.8** will hold good in regard to such dignitaries also.
- 4.10 **Small level functions** such as inauguration of PRS, extension/renovation of passenger amenities at stations, Bhoomi Pujan, etc., where high level dignitaries are not participating may be conducted through local Members of Parliament.

5. DELEGATION OF POWERS FOR ORGANISING FUNCTIONS

- 5.1 The General Managers have been delegated powers to incur expenditure on organization of functions (*within the delegated limits fixed from time to time*).
- 5.2 As per the existing delegated limits, the General Managers may incur expenditure up to **Rs 5 (five) lakh** on each **important functions** (*i.e. the functions attended by the President/ Prime Minister/ Minister of Railways*) and up to **Rs 25000/-** on each **other** ceremonial occasions (*including Railway Week celebrations*) subject to an annual ceiling of **Rs 20 (twenty) lakh** for the Zonal Railways and **Rs 10 (ten) lakh** for Production & other Units.
- 5.3 Every effort may be made to keep the expenditure within the monetary ceilings mentioned in **para-5.2**. Expenditure beyond these limits would require prior approval of Railway Board.

6. OFFICIAL DEALINGS WITH MPs/MLAs/MLCs

- 6.1 There are certain basic principles and conventions (*mentioned in para-6.2 to 6.11*) which should be followed in letter and spirit by the Railway servants while interacting with the Members of Parliament and State Legislatures. Violation of these principles/ conventions may be viewed seriously.
- 6.2 The Railway servants should show courtesy and consideration to the Members of Parliament and State Legislatures.
- 6.3 While the Railway servants should consider carefully or listen patiently to what the Members of Parliament and of the State Legislatures may have to say, they should always act according to their own best judgement.
- 6.4 Any deviation from an appointment made with a Member must be promptly explained to him to avoid any possible inconvenience. Fresh appointment should be fixed in consultation with him.
- 6.5 An officer should be meticulously correct and courteous and rise to receive and see off a Member visiting him.

- 6.6 Members of Parliament/ State Legislatures of the area are to be invariably invited to public function organized by the Railways (*as mentioned in para-4*). Proper and comfortable seating arrangements at public functions are to be made for Members who appear above officers of the rank of Secretaries to the Government of India in Warrant of Precedence.
- 6.7 Letters from members of Parliament and Members of State Legislatures must be promptly acknowledged, and a reply sent at an appropriate level expeditiously. Relevant provisions of the Manual of Office Procedure should be observed in this regard.
- 6.8 Information or statistics relating to matters of local importance must be furnished to the Members of Parliament and State Legislatures as and when asked for. If such a request is to be refused, instructions from higher authority should be taken.
- 6.9 A Railway servant should not approach Member of Parliament and State Legislatures for sponsoring his individual case.
- 6.10 References from Committees of Parliament must be attended to promptly. A senior officer at the level of Joint Secretary or equivalent should be charged with the responsibility for ensuring this.
- 6.11 The officers should not ignore telephonic messages left for them by the Members of Parliament/State Legislatures in their absence and should try to contact at the earliest the concerned Member of Parliament/ State Legislature.

AUTHORITY:

PARA-1: BOARD'S LETTER **NO.** 2003/PR/11/17 DATED 21.11.2003)

PARA-2: BOARD'S LETTERS **NO.**2007/PR/13/5 DATED 12.3.2007 & 09.4.2007, **NO.**2003/PR/13/14 DATED 10.7.2003, **NO.**2001/PR/22/31 DATED 14.3.2002 & 24.4.2003 AND **NO.**2002/G(ACC)/3/12 DATED 13.3.2002)

PARA-3: BOARD'S LETTERS **NO.**2005/PR/2/1 DATED 16.5.2005, **NO.**2004/PR/5/20 DATED 15.6.2004, **NO.**2002/PR/5/47 DATED 01.8.2002 AND **NO.**2000/PR/8/1 DATED 09.8.2000), 2000/O&M/1/1 DATED 29.9.2000

PARA-4: BOARD'S LETTERS **NO.**99/O&M/1/1 DATED 01.11.1999, **NO.**2000/O&M/1/1 DATED 27.6.2001, **NO.**2004/O&M/3/1 DATED 19.1.2004 & 18.10.2004, **NO.**2006/O&M/3/1 DATED 25.7.2006, **NO.**2006/O&M/3/5 DATED 03.10.2006, **NO.**2000/PR/12/8 DATED 10.9.2002 AND **NO.**81/PR/20/3 DATED 30.6.1981, 12.10.1984, 16.8.1985, 09.12.1986 & 21.4.1987

PARA-5: BOARD'S LETTER **NO.**F(X)II-2004/EXP/6 DATED 09.5.2005

PARA-6: BOARD'S LETTER **NO.**2000/O&M/1/1 DATED 27.6.2001

APPENDIX-I



1.361cm x 1.361cm



2.722cm x 2.722cm

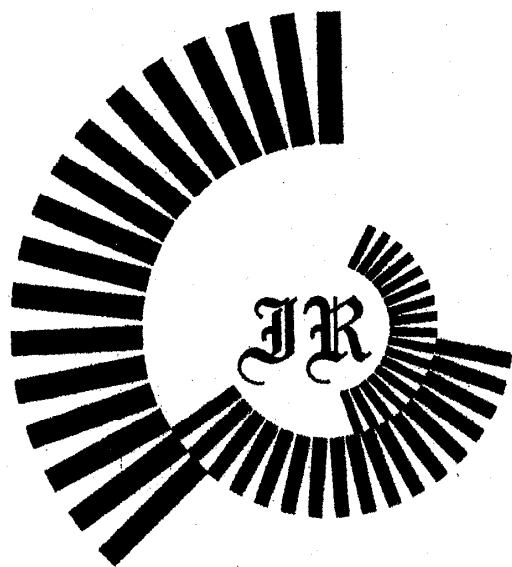


5.445cm x 5.445cm

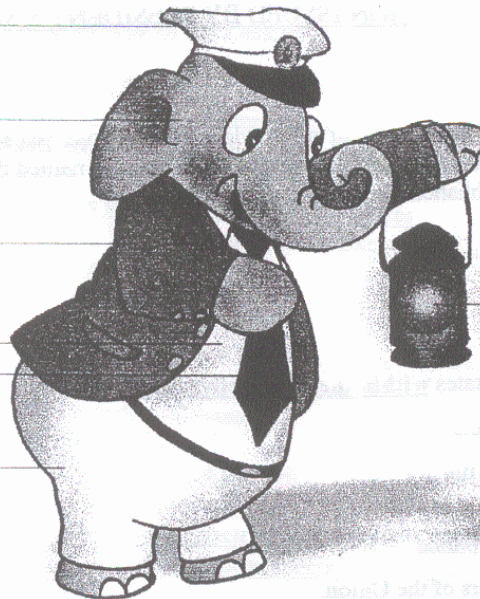


10.889cm x 10.889cm

C70 M100 Y33 K0



150 GLORIOUS YEARS



- **Face & Body:** Light Grey with light skin blush

The Uniform

- **Cap:** White with dark blue front visor and I.R. Logo in the middle
- **Coat:** Light Blue with straight collar styling, name plate and golden buttons
- **Shirt:** White
- **Tie:** Dark Blue
- **Trousers** White with Dark Blue Belt to match

- **Lamp:** Black with green light

Bholu The Guard

Colour Scheme

MINISTRY OF HOME AFFAIRS**WARRANT OF PRECEDENCE****NOTIFICATION ISSUED BY PRESIDENT'S SECRETARIAT**New Delhi, the 26th July, 1979

No.33-Pres/79 -In supersession of all previous notifications issued on the subject, the following Table, with respect to the rank and precedence of the persons named therein which has been approved by the President, is published for general information: -

1. President
2. Vice-President
3. Prime Minister
4. Governors of States within their respective States
5. Former Presidents
- 5A. Deputy Prime Minister
6. Chief Justice of India
Speaker of Lok Sabha
7. Cabinet Ministers of the Union.
Chief Ministers of States within their respective States
Deputy Chairman, Planning Commission
* Former Prime Ministers
Leaders of Opposition in Rajya Sabha and Lok Sabha
- 7A. ** Holders of Bharat Ratna decoration
8. Ambassadors Extraordinary and Plenipotentiary and High Commissioners of Commonwealth countries accredited to India
Chief Ministers of States outside their respective States
Governors of States outside their respective States
9. Judges of Supreme Court
- 9A. \$ Chief Election Commissioner
\$ Comptroller & Auditor General of India
10. Deputy Chairman, Rajya Sabha
Deputy Chief Ministers of States
Deputy Speaker, Lok Sabha
Members of the Planning Commission
Ministers of State of the Union + (and any other Minister in the Ministry of Defence for defence matters).

.....Contd/-

* Amendment vide notification No.16-Pres/92 dated 31st Jan'1992 {12/17/90-Public}

**Amendment vide notification No.48-Pres/81 dated 3rd Aug'1981 {12/1/81-Public}

\$ Amendment vide notification No.147-Pres/94 dated 8th Sep'1994 {12/5/93-Public}

+ Amendment vide notification No.63-Pres/95 dated 19th April 1991

11. Attorney General of India.
Cabinet Secretary.
Lieutenant Governors within their respective Union Territories
12. Chiefs of Staff holding the rank of full General or equivalent rank.
13. Envoys Extraordinary and Ministers Plenipotentiary accredited to India.
14. Chairmen and Speakers of State Legislatures within their respective States.
Chief Justices of High Courts within their respective jurisdictions
15. Cabinet Ministers in States within their respective States
Chief Ministers of Union Territories and Chief Executive Councillor, Delhi within their respective Union Territories
Deputy Ministers of the Union.
16. Officiating Chiefs of Staff holding the rank of Lieutenant General or equivalent rank.
17. # Chairman, Central Administrative Tribunal.
Chairman, Minorities Commission.
Chairman, Scheduled Castes and Scheduled Tribes Commission.
Chairman, Union Public Service Commission.
Chief Justices of High Courts outside their respective jurisdictions.
Puisne Judges of High Courts within their respective jurisdictions.
18. Cabinet Ministers in States outside their respective States
Chairmen and Speakers of State Legislatures outside their respective States.
Chairman, Monopolies and Restrictive Trade Practices Commission.
Deputy Chairman and Deputy Speakers of State Legislatures within their respective States.
Legislatures within their respective States.
Ministers of State in States within their respective States.
Ministers of Union Territories and Executive Councilors, Delhi, within their respective Union Territories.
Speakers of Legislative Assemblies in Union Territories and Chairman of Delhi Metropolitan Council within their respective Union Territories.
19. Chief Commissioners of Union Territories not having Councils of Ministers, within their respective Union Territories.
Deputy Ministers in States within their respective States.
Deputy Speakers of Legislative Assemblies in Union Territories and Deputy Chairman of metropolitan Council Delhi, within their respective Union Territories.
20. Deputy Chairmen and Deputy Speakers of State Legislatures, outside their respective states.
Ministers of State in States outside their respective States.
Puisne Judges of High Courts outside their respective jurisdictions.
21. Members of Parliament.
22. Deputy Ministers in State outside their respective States.

.....Contd/-

Amendment vide notification No.64-Pres/89 dated 17th July 1989 {12/3/88-Public}

23. Army Commanders/ Vice-Chief of the Army Staff or equivalent in other services
 Chief Secretaries to State Governments within their respective States.
 Commissioner for Linguistic Minorities.
 Commissioner for Scheduled Castes and Scheduled Tribes.
 Members, Minorities Commission.
 Members, Scheduled Castes and Scheduled Tribes Commission.
 Officers of the rank of full General or equivalent rank.
 Secretaries to the Government of India (including officers holding this office ex-officio).
 Secretary, Minorities Commission.
 Secretary, Scheduled Castes and Scheduled Tribes Commission.
 Secretary to the President.
 Secretary to the Prime Minister.
 Secretary, Rajya Sabha/Lok Sabha
 Solicitor General.
 @Vice-Chairman, Central Administrative Tribunal.
24. Officers of the rank of Lieutenant General or equivalent rank.
25. Additional Secretaries to the Government of India.
 Additional Solicitor General
 Advocate Generals of States.
 Chairman, Tariff Commission
 Charge d' Affairs and Acting High Commissioners a pied and ad interim
 Chief Ministers of Union Territories and Chief Executive Councillor, Delhi, outside their
 respective Union Territories.
 Chief Secretaries of State Governments outside their respective States.
 Deputy Comptroller and Auditor General
 Deputy Speakers of Legislative Assemblies in Union Territories and Deputy Chairman,
 Delhi Metropolitan Council, outside their respective Union Territories.
 Director, Central Bureau of Investigation
 Director General, Border Security Force.
 Director General, Central Reserve Police.
 Director, Intelligence Bureau
 Lieutenant Governors outside their respective Union Territories.
 @ Members, Central Administrative Tribunal.
 Members, Monopolies and Restrictive Trade Practices Commission
 Members, Union Public Service Commission
 Ministers of Union Territories and Executive Councillors, Delhi, outside their respective
 Union Territories.
 Principal Staff Officers of the Armed Forces of the rank of major General or equivalent rank
 Speakers of Legislative Assemblies in Union Territories and Chairman of Delhi, Metropolitan
 Council, outside their respective Union Territories
26. Joint Secretaries to the Government of India and officers of equivalent rank.
 Officers of the rank of Major-General or equivalent rank

.....Contd/-

@ Amendment vide notification No.64-Pres/89 dated 17th July 1989 {12/3/88-Public}

NOTES

Note 1. The order in this Table of Precedence is meant for State and Ceremonial occasions and has no application in the day-to-day business of Government.

Note 2. Persons in the Table of Precedence will take rank in order of the number of the articles. The entries in the same article are arranged alphabetically. Those included in the same article will take precedence inter se according to date of entry into that article. However, where the dignitaries of different States and Union Territories included in the same article are present at a function outside their States or Union Territories and there is difficulty in ascertaining their dates of entry, they may be assigned precedence *inter se* in the alphabetical order of the name of States and Union Territories concerned after those whose precedence is determined according to date of entry into that article.

Note 3. ^ In Article 7, former Prime Ministers will take precedence over the Cabinet Ministers of the Union and the Leaders of Opposition in the Rajya Sabha and the Lok Sabha. The Chief Ministers of States within their respective States will take precedence over the Cabinet Ministers of the Union in official functions held in the respective States.

Note 4. In Article 8: -

- (a) Ambassadors Extraordinary and Plenipotentiary and High Commissioners of Commonwealth countries accredited to India will en bloc rank above Governors of States outside their respective States;
- (b) Governors of States outside their respective States will en bloc rank above Chief Ministers of States outside their respective States.

Note 5. The Ministry of External Affairs may assign appropriate ranks to foreign dignitaries and Indian Ambassadors, High Commissioners and Ministers Plenipotentiary during their visit to India.

Note 6. ^^ Notwithstanding the procedure laid down in Note 2, the rank inter se and precedence of the persons in Article 10 shall be assigned in the following order: -

- (1) Deputy Chairman, Rajya Sabha.
- (2) Deputy Speaker, Lok Sabha.
- (3) Ministers of State of the Union and any other Minister in the Ministry of Defence for defence matters.
- (4) Deputy Chief Ministers of States.
- (5) Members of Planning Commission.

.....Contd/-

^ Amendment vide notification No.16-Pres/92 dated 31st Jan'1992 {12/17/90-Public}

^^ Amendment vide notification No.63-Pres/91 dated 19th April 1991

However, the Deputy Chief Ministers of States outside their respective States will always rank below all other dignitaries figuring in this article.

Note 7. The Chairmen of State Legislative Councils will rank above the Speakers of Legislative Assemblies in cases where they were elected on the same date.

Note 8. When Members of Parliament are invited en bloc to major State functions, the enclosures reserved for them should be next to the Chief Justice, Speaker of the Lok Sabha, Ambassadors etc.

Note 9. Speakers of Legislative Assemblies in Union Territories and Chairman of the Delhi Metropolitan Council, Delhi, will take precedence over Ministers and Executive Councillors, included in the same article.

Note 10. In Article 23: -

(a) Secretaries in the Ministry of External Affairs other than the Foreign Secretary, between themselves, will take precedence in the order of their seniority in Grade-I of the Indian Foreign Service and both of them will take precedence after the Foreign Secretary.

(b) Members of the Minorities Commission and the Scheduled Castes and Schedule Tribes Commission will always take precedence over the Secretaries of these Commissions;

(c) In official functions held at Delhi/New Delhi, Army Commanders/Vice Chief of the Army Staff or equivalent in other Services will always rank after Secretaries to the Government of India.

Note 11. In Article 25: -

(a) Additional Secretaries in the Ministry of External Affairs, among themselves, will take precedence in the order of their seniority in Grade- II of the Indian Foreign Service;

(b) Additional Solicitor General will take precedence above the Advocate General of States;

(c) Lieutenant Governors will take precedence over the Chief Ministers and Chief Executive Councillor, Delhi, and the latter will take precedence over Speakers of Legislative Assemblies and Chairman, Metropolitan Council, Delhi;

(d) Deputy Speakers of Legislative Assemblies of Union Territories and Deputy Chairman of Delhi Metropolitan Council will take precedence after Ministers of Union Territories and Executive Councillors, Delhi.

Note 12. For the purpose of Article 26, the posts equivalent to the posts of Joint Secretaries to the Government of India will be determined by the Ministry of Home Affairs.

Sd/-

(K.C. MADAPPA)

SECRETARY TO THE PRESIDENT

Note: The above Table includes all amendments made therein so far.