

No.104/102/2009-CRS | 455
Government of India
Ministry of Information & Broadcasting
CRS Section

Room No.116 A-Wing
Shastri Bhawan
New Delhi-110 001

Dated 21st May 2012

OFFICE MEMORANDUM

Subject : Guidelines for Empanelment of Community Radio Stations with DAVP, revised rates of advertisement and comprehensive guidelines for sponsored programmes on Community Radio –reg.

DAVP may refer to this Ministry's letter No.1/50/2006-MUC(Vol.II) dated 03.02.2011 on the above subject.

2. Government of India had constituted a Committee to consider the revision or rates for advertisement and sponsored programmes on CRS. Recommendations of Committee have been accepted by competent authority in the Ministry.
3. Accordingly, the revised Guidelines for Empanelment of Community Radio Stations (CRS) and Comprehensive Guidelines for sponsored programmes are enclosed herewith.
4. The rate of airtime for the CRS empanelled with DAVP will be Rs.4/- per second and such rate will be valid for a period of 1 year, after which it may be reviewed.
5. DAVP is requested to place the revised Guidelines for Empanelment of Community Radio Stations and comprehensive Guidelines for sponsored programmes on CRS on DAVP website.
6. This issues with the approval of competent authority.


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Deputy Director
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*Issued on 24/5/2012
PBF
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Comprehensive Guidelines for sponsored programmes on Community Radio

Policy guidelines notified in December 2006 allow Central & State Governments and other organisations to sponsor programmes on CRS and broadcast public interest information. But, in the absence of comprehensive guidelines and rates for such programmes, Ministries/Departments desirous to use the potential of CRS are facing difficulties to sponsor programmes. Now the Government has finalized the guidelines for sponsored programmes.

ii) Central & State Governments may provide 30 minutes sponsored programmes with FCT of 150 seconds using the DST program rates as a reference, which DST uses for its Science for Women and HEALER (Health Education through Local Radio) programmes. The rates for such sponsorship will follow the DST programme rates, and all contracts for sponsored programming will be for a minimum of one year duration. Thus, the rates will be as follows:

- a. For 90 programmes across one year: Rs.6000/half hour programme.
- b. For 180 programmes across one year: Rs.5000/half hour programme.
- c. For 360 programmes across one year (daily shows): Rs.4000/half hour programme.
- d. CR stations will produce sponsored programmes locally, in the local language or dialect according to the theme given by the sponsoring ministry/department. No state or central government Ministry or department should offer canned or ready-to-air programmes for broadcast over Community Radio Stations, as this would negate the very concept of local and community-centered programming.
- e. The sponsored programmes can be taken only up to 50% of the total broadcast time. For example If a station is broadcasting for 6 hours , the sponsored programmes can be taken only up to three hours of broadcast time including repeat broadcasts.

iii) All government sponsored programmes will be released through DAVP, which will act as a single point agency for both the sponsoring department and the CRS. All payments will be routed through DAVP.

iv) Equal rights to sponsored content will be shared by the sponsoring ministry/department and the concerned CR station. After the stipulated number of broadcasts, the programmes may be released into the public domain and should be freely sharable with other radio stations for rebroadcast with attribution. The producing station may re-broadcast the programmes beyond its contractual obligations, but the re-broadcast(s) will necessarily be free of cost and cannot then be sponsored by any other entity.

Andent:

Guidelines for Empanelment of Community Radio Stations

1. Eligibility Criteria

The CRS should have completed three months of continuous operation for a minimum of two hours broadcasting per day on the date of applying for empanelment.

2. Process of Empanelment

- i) The empanelment of CRS will be considered by DG, DAVP on case to case basis and when an application is received.
- ii) The application shall be processed in accordance with the eligibility criteria laid down in the guidelines and a decision will be taken about the empanelment within 30 days from the date of receipt of complete application from the organisation.

3. Documents to be submitted along with application

- i) Copy of Grant of Permission Agreement (GOPA) signed with Ministry of I&B.
- ii) Copy of valid Wireless Operating License (WOL), issued by WPC Wing of Ministry of Communication & IT.
- iii) A CD containing the content telecast for the last three months.
- iv) Self-certification by the head of CRS certifying that the CRS is functional and is continuously broadcasting at least two hours of programmes per day since last three months.

4. Rate of Advertisement

The spot rate for CRS empanelled with DAVP will be Rupee 4 (rupee four) per second will continue for 1 year.

5. Other terms and conditions

- a) Empanelment and Advertisement rates will be valid for 1 year, after which it may be reviewed.
- b) Communities Radio Stations will undertake in writing that DAVP approved rates accepted by them are their lowest rates and exclusive to DAVP and cannot be offered to any other agency. DAVP reserves the right to review empanelment rates if this condition is violated.

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- c) A Channel may be debarred from Govt. advertisements from DAVP if at any time it refuses to accept and carry advertisements issued by DAVP on behalf of the Ministries/ Departments of Government of India, Public Sector Undertakings and Autonomous Bodies, on more than two occasions.
- d) Notwithstanding any of the provisions mentioned above for empanelment of channels and their rates and other terms and conditions, in case of any disagreement etc., decision of DG, DAVP will be final and binding.

6. **Payments of Bills**

- a) Every channel will submit its bill complete in all respects to DAVP along with self certified Broadcast Certificate within 30days of completion of the campaign. The self certified Broadcast Certificate submitted by the CRS channel will be the basic proof of broadcast. In case a self certified Broadcast Certificate is found to be false, the empanelment of CRS may be cancelled and channel may be debarred from getting Government advertisement for the duration of permission and may also be liable for action as per relevant laws "including cancellation of permission".
- b) Recovery shall be made in case of excess payment to channel.
- c) Empanelment does not guarantee any business from DAVP.

Andent-
