

**Government of India**  
**Ministry of Information and Broadcasting**  
**Directorate of Advertising and Visual Publicity**

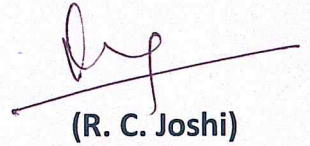
F. No 22204/1/2013/EAC/AV (Part File Volume B)

12/08/2016

**Subject: Policy Guidelines for Empanelment of Private FM Radio stations and Fixation of rates for Government Advertisements by DAVP reg:**

In pursuance of the M/o I&B's OM no 1/2/2010-MUC (Pt) dated 11.08.2016, "Policy Guidelines for Empanelment of Private FM Radio stations and Fixation of rates for Government Advertisements by DAVP" are hereby notified.

2. Hindi version will follow.
3. This issues with the approval of the Competent Authority.



(R. C. Joshi)

Director

No. 1/2/2010-MUC (Pt.)  
GOVERNMENT OF INDIA  
**MINISTRY OF INFORMATION AND BROADCASTING**

Shastri Bhawan, New Delhi, dated ...<sup>11<sup>th</sup></sup>... August, 2016

**OFFICE MEMORANDUM**

**Subject: Finalisation of 'Policy guidelines for the Empanelment of Private FM Radio Stations and fixation of rates for Government Advertisements by DAVP - 2016' - reg.**

The undersigned is directed to forward therewith an approved copy of the 'Policy Guidelines for the Empanelment of Private FM Radio Stations and fixation of rates for Government Advertisements by DAVP - 2016', with immediate effect, for necessary action.

2. DAVP is further requested to upload the above policy bilingually (i.e. in English and Hindi) in its official website.
3. This issues with the approval of the Competent Authority.

**Encl: As above.**



(S.S. Bedi)

UNDER SECRETARY TO THE GOVERNMENT OF INDIA  
TELE: 2338 4853

To,  
Directorate of Advertising and Visual Publicity (DAVP),  
(Kind Attention to: Shri K. Ganesan, Director General),  
Soochna Bhawan, Lodhi Road,  
New Delhi.

Copy to:

1. PS to HMIB.
2. PS to HMOSIB.
3. PPS to Secretary (I&B).
4. PPS to AS&FA/PPS to AS (I&B).
5. PPS to JS (P&A)/JS (B-1)/JS (B-2)/JS (Films).
6. PS to Economic Advisor (M/o I&B).
7. Shri N.V. Reddy, ADG, DAVP.
8. Shri L. Madhu Nag, Director (AV), DAVP.

**Policy guidelines for the Empanelment of Private FM Radio Stations and fixation of rates for Government Advertisements by DAVP – 2016**

1. DAVP shall be the nodal agency for release of advertisements/messages of Ministries/Departments and organizations of the Government of India for Radio broadcasting in India.
  
2. The primary objective of empanelment of Private FM Radio Stations and fixing their broadcast rates is to obtain the widest possible coverage of the intended content or message for the target audience in a cost effective manner. While releasing such advertisements, DAVP shall not take into account the political affiliation or editorial/programming policies of Private FM Radio Stations. However, DAVP will not release advertisements to such radio stations, which incite or tend to incite communal passion, preach violence, offend sovereignty and integrity of India or socially accepted norms of public decency and behavior. Since media planning for a campaign is done on the basis of publicity requirement and target audience for that campaign, the empanelment of a Private FM Radio Stations would not guarantee assured business.
  
3. Empanelment of Private FM Radio Station with DAVP for Government advertisements shall be governed by the following:
  - a) Minimum Broadcast Period - The minimum broadcast period of six month of commercial broadcast with at least 16 hours broadcast per day i.e. 7 AM to 11 PM shall be the criterion for a Private FM Radio Stations to be empanelled with DAVP.
  
  - b) DAVP shall scrutinize the following documents, which a Private FM Radio Station needs to submit at the time of application to ensure their authenticity:

i) Copy of Grant of Permission Agreement (GOPA) signed with Ministry of Information & Broadcasting.

(ii) Copy of valid Wireless Operating License (WOL) issued by WPC wing of Ministry of Communication and IT.

iii) The programme scheduling for the previous 06 months from 7 AM to 11 PM, during which the FM Stations operated. A CD containing the programmes broadcast for the last one month preceding the date of application.

iv) A cancelled cheque with company name printed on it with Indian Financial System Code (IFSC) details for National Electronic Fund Transfer (NEFT)/ Electronic Clearing Service (ECS).

v) Certificate duly signed by the Auditor/Company Secretary for the prescribed revenue details, latest profit & loss accounts, balance sheet and actual tax payment including service tax for previous financial year and the amount of advertisement revenue generated by the Private FM Radio Stations during the previous financial year preceding the date of application.

vi) The Private FM Radio Stations shall either provide the documentary proof of Broadcast Certificate (BC) or give an undertaking that they would provide the Broadcasting Certificate along with physical bills at the time of submission of application.

vii) A Demand Draft of Rs. 10,000/- in favour of Accounts Officer, DAVP as processing fee which would be non-refundable.

viii) A letter attested by Senior Management level Executive of the FM Radio Station mentioning name, designation and signature of the authorized signatory for bills/TC

ix) A signed list mentioning the name of Station, Frequency and State of operation to be provided by the Group/Holding Company/Media House to which the applicant FM Radio Station belongs.

(c) The assessment of application along with all details of applicants shall be placed before a Panel Advisory Committee (PAC) for a final decision. The Chairman of the PAC will be DG:DAVP. The other members of the PAC will be Economic Advisor, M/o I&B, ADG (AV) DAVP, one representative from AROI and Director (AV), DAVP as Member Secretary.

d) A Private FM Radio Station, once empanelled shall remain on the panel of DAVP for a period of ten years from the date of empanelment. These Private FM Radio Stations shall be required to apply afresh only in the last year of their empanelment in response to DAVP's advertisement so that their empanelment continues without any break.

e) De-Empanelment - In the event of change of nomenclature (name/brand name) of the Private FM Radio Stations, the Private FM Radio Stations shall be duty bound to inform DAVP in advance. If it is not done well in time and it comes to the notice of DAVP, then the Private FM Radio Stations will be immediately suspended and thereafter necessary action will be initiated to disqualify the Private FM Radio Stations at-least for a period of One year, so that it is not able to get any business from Government Ministries/Departments. In case of a Private FM station empanelled with DAVP going off Air, it will be solely the responsibility of the FM station to bring it to the notice of DAVP immediately.

f) Empanelled Pvt. FM Radio Station, which accept the terms and condition of DAVP to disseminate information through advertisement, shall be under contractual and social obligation to broadcast DAVP advertisements. Hence, they cannot unilaterally drop Government spots. In case a channel utilizes less than 85% of the total FCT, allocated during a quarter (April-June, July-Sept., Oct.-Dec., Jan-Mar), the FM Radio Station may be de-empanelled by DAVP for a period of one year out of the total period of 10 years. And, if it happens second time, then DAVP should suspend the Private FM Radio Stations for the remaining period of empanelment.

g) DAVP shall at any time not operate from outside this approved list of stations.

h) Calendar for empanelment of Pvt. FM Radio Station will be as follows:-

(i)	Issue of advertisement by DAVP	Within Two weeks from the approval of guidelines/ 1 <sup>st</sup> July/ 1 <sup>st</sup> January of every year
(ii)	Submission of Application by stations (online and physical both)	Within 3 weeks from the date of issue of advisory by DAVP
(iii)	Scrutiny of Application	Within 4 weeks from the last date of submission of applications.
(iv)	PAC meeting	Within 3 weeks from the date of scrutiny
(v)	Issue of Offer of Empanelment and rates	Within two weeks of PAC meeting
(vi)	Acceptance of Offer of Empanelment by Radio Stations.	Within 2 weeks of offer of empanelment
(vii)	Empanelment becoming effective	Within seven days of communication of acceptance of offer by stations.

i) The new rates according to rate formula mentioned in para 4 below would be offered to already empanelled Pvt. FM Stations on an interim basis, after they furnish the following documents to DAVP:

- Grant of Permission Agreement with sufficient validity
- Valid Wireless Operating License (WOL)
- Acceptance of New Guidelines of DAVP.

Once the already empanelled Pvt. FM Stations submit the above mentioned documents, DAVP would notify the fresh rates on an interim basis. The new rates on interim basis would be applicable till the time DAVP notifies new panel of Private FM Stations as per the calendar mentioned in the table above. Empanelment on interim basis would stand annulled from the date on which DAVP notifies new panel of Private FM Stations.

**4. Rate Structure for Govt. spot shall be governed by the following:**

**(A) (i) For A+ category cities**

*Rate per (10 Seconds) =*

$$\text{Rs. } 52/- + \frac{(\text{Listenership in a time band by IRS Q4 2012}) * 104 (\text{City Category Rate})}{1,00,000}$$

**(ii) For A category cities**

*Rate per (10 Seconds) =*

$$\text{Rs. } 52/- + \frac{(\text{Listenership in a time band by IRS Q4 2012}) * 117 (\text{City Category Rate})}{1,00,000}$$

**(iii) For B category cities**

*Rate per (10 Seconds) =*

$$\text{Rs. } 52/- + \frac{(\text{Listenership in a time band by IRS Q4 2012}) * 130 (\text{City Category Rate})}{1,00,000}$$

(iv) **For C category cities**

Rate per (10 Seconds) =

$$\frac{\text{Rs. 52/-} + \frac{(\text{Listenership in a time band by IRS Q4 2012}) * 156 (\text{City Category Rate})}{1,00,000}}{1,00,000}$$

(v) **For D category cities**

The formula for D category cities, as these are not covered by IRS, is as follows:

Rate per (10 Seconds) =

$$\frac{\text{Rs. 52/-} + \text{Rs. 10} * X (\text{Population of the city as per census 2011})}{1,00,000}$$

For A+, A, B and C cities Listenership data would be on the basis of IRS data of Quarter 4, 2012. For D category cities all stations would be offered equal rates for a particular city.

Note: All base and city category rates have been rounded off.

(B) The categorization of cities would be as per following table and population figure would be as per Census data of 2011:

Category	City Population
A+	4 Metros (Delhi, Mumbai, Kolkata, Chennai)
A	>20 lakh
B	10 lakhs – 20 lakhs
C	5-10 lakh
D	<5 lakh

(C) Classification of Time Band- There will be three time bands – 7 AM to 11 AM, 11 AM to 5 PM and 5 PM to 11 PM, uniformly for all Private FM stations.

(D) If a Private FM station does not figure in the IRS data of Quarter 4, 2012, then it would be offered a gross rate of Rs. 52/- across the three time bands.



5. As soon as requisition for release of advertisements are received from various Ministries/Departments, DAVP will prepare a suitable media plan, keeping in view the contents of message, the target audience and available funds after consideration of requirements of the client. Such media plan must conform to the guidelines in every detail. The guiding objective for preparation of media plan should be that Government advertisement/message not only reach maximum population, but also the population living in far flung and remote areas where the utility of Government message is high.

6. DAVP shall take steps to ensure that payment for all Radio Spots is made only after sufficient Broadcast Certificate (BC) is submitted by Pvt. FM stations indicating that the spots have been actually broadcast in the stipulated time band and for the stipulated duration as per Release Order.

7. DAVP may circulate these guidelines to all Departments and requisitioning agencies for information and careful compliance.

8. The Ministry of Information & Broadcasting reserves the right to review any part of the above-guidelines at any point of time keeping in view the public interest and the interest of the Government.

9. There shall be no departure permitted from the above guidelines irrespective of any specific requests or requisitions from any department. DAVP shall have no discretion in this regard.

10. These guidelines supersede all other guidelines with regard to Empanelment and Rate fixation of Pvt. FM stations.

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