य सचार ब्यूर

Bureau of Communication

DIGITAL MEDIA EMPANELMENT USER MANUAL

LIST OF THE REQUIRED DOCUMENTS

- Report of average monthly unique user count for last 6 months certified by website auditor
- ✤ 3PAS certificate engagement with CBC
- Upload Certificate to ensure that websites work owned and operated in India
- Incorporation certificate of the company/proprietorship
- Notarized certificate under name, signature and seal stating that information is correct on 100 rupees stamp (Sample File is provided in the form)
- Document for ensuring eligibility of being at least ONE year old and must be continuously in operation under the same name for a minimum of one year (On company letter head) (Sample File is provided in the form)
- Upload Technical Bid(Sample File is provided in the form)
- Upload duly signed (each page sign & stamp) of Blank Tender Document which signifies acceptance of all tender documents. (Sample File is provided in the form)
- Upload option for screenshot of homepage with Website URL
- Upload option for screenshot of homepage with Mobile App URL(In case of applying for Internet website+ Mobile app)
- PAN Card
- GST Certificate

IMPORTANT INSTRUCTIONS:

- All the mandatory fields marked with * have to be filled.
- Do not use any special character while filing the form.
- All the documents should be uploaded in **"PDF**" format.
- Ensure that all information is entered correctly.
- Online processing fee of Rs10,000/- (ten thousand) as processing fee (non-refundable) through Bhartkosh . No other payment mode will be accepted.
- After submitting online form, physical submission of Documents are required at CBC.

REGISTRATION PROCESS

STEP 1: Click on "Fresh Empanelment Registration"

- Select the "New Media" option in the "Select Vendor/Partner Category".
- Select the "Digital Media" option in the "Select Wing Type".
- Enter "Email" and "Mobile No".
- Click on *"Sign Up"* button.





STEP 2: You will receive OTP on both (Email and Mobile Number)

- Enter both received **OTP**
- Click on **"Submit**" button
- Set your password / अपना पासवर्ड सेट करें

(The best practice is to use a combination of numeric, special characters, uppercase and lowercase alphabets i.e Cental@01)



#NOTE: Once you have completed the registration, you will be notified via email and a 6-digit User Id which a combination of Alphanumeric will be sent to you.

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LOGIN PROCESS

Step 1: To log in

- Enter User Id
- Enter **Password**
- Click on "Login" button



Step 2: Click on "Digital Media Fresh Empanelment"

🏶 केंद्रीय संचार व्यूरो 🌉 Central Bureau of Communication	=	👫 Home	
	Dashboard		
Lost Login: 12-Feb-2024 : 06:33 PM	DIGITAL MEDIA FRESH EMPANELMENT		
🗈 Main Navigation Menu			
₩ Dashboard			
l Digital Media 🗸			
₽ Policies & Guidelines -			

Step 3: Click on "Apply for Fresh Empanelment" and select the "applying for category".

केंद्रीय संचार ब्यूरो Central Bureau of Communication ————————————————————————————————————	=	🕷 Home 🕘
	Empanelment Applications List	h Empanelment
AV PM	Show 10 v entries	Search:
E Main Navigation Menu	I Internet Website C open Pending	for payment Edit Application
∦ Dashboard	2 Internet Website B Submitted Pending	for payment 🖶 Application Receipt
J Digital Media 🗸	Showing I to 2 of 2 entries	Previous 1 Next
↓ Policies & Guidelines -		
केंद्रीय संचार व्यूरो Central Bureau of Communication	≡	# Home 🕘
	C Application Form for Fresh Empanelment of Digital Media	
Last Login: 12-Feb-2024 : 06:33 PM	Applying for : * ategory for : *	
	Please Select A+ Please Select Internet Website + Mobile App A+ Internet Website + Mobile App Internet Website + Mobile App A+ A+	
■ Main Navigation Menu	Internet Website (Only B & C)	
₩ Dashboard		
l Digital Media 🗸		
↓ Policies & Guidelines -		

Step 4: Read all the instructions carefully.

Tick the box, select the category and click on the "Next" button.

> If applying for **"Internet Website + Mobile App"**

(# Application Form for Fresh EmpaneIment of Digital Media			
Applying for : *			
Internet Website + Mobile App	*		
- Eligibility Criteria			
The Internet Website/mobile applicati	on- must be at least ONE year old and must be continuously in operation under	the same name (internet Website/mobile application) for a	minimum of one year. The period shall be calculated backwards from the date on which the internet Website/mobile application applies for empanelment with CBC.
Scheme for internet website ar	d mobile applications package (Category A+, A, B and C)		
Category	Average Unique User Court	t per Month	
A+	20+ million		
A	10 - 20 million		
в	5 - 10 million		
с	0.25 - 5 million	_	
I have read all the policy and a	uidelines and above eliaibility criteria *		
- Document List			
1. Documents in support of Para A1 (i)	of Digital Advertisement Policy 2023.		
2.The website/mobile application mus	t report their average monthly Unique User (UU) count for the last six months, d	ly certified by the website's/mobile application's auditors/o	uthorised representative of the entity
 Certificate of Incorporation as per p 	ara A1 (vl) of Digital Advertisement Policy 2023.		
4. Rotes in financial bid proforma - An	nexure 2 of Digital Advertisement Policy 2023.		
5.Undertaking in the form of a certifica	te as per Para A.4 (i) and acceptance to run campaigns and provide desired re	ports through Third-Party Server as per A.4 (iii) and (iv) of D $\!\!\!$	igital Advertisement Policy 2023.
6.Upload Blank Tender document			
7.Upload Technical bid document			
8.Application tees of Rs. 10,000/- per v	ebsite/mobile application (non-refundable)		
Category for: *			
A+	~		
Please Select			
A			Next
8			
1.7			

> If applying for "Internet Website (Only for B & C)"

ternet Website (Only B & C)		
	~	
Eligibility Criteria		
ne Internet Website- must be at least (ar empanelment with CBC.	ONE year old and must be continuously in operation under the same no	ame (internet Website) for a minimum of one year. The period shall be calculated backwards from the date on which the internet Website appli
cheme for internet website onl	ly package (Category B and C only)	
Category	Average Unique User Count per Month	
в	S - 10 million	
c	0.25 - 5 million	
Thave read air the policy and gu	delines and above eligibility criteria.	
Document List		
Documents in support of Para A.I (i) c	and the second second second second second second	
	or Digital Advertisement Policy 2023.	
The website/mobile application must	r Digital Advertisement Policy 2023. report their average monthly Unique User (UU) count for the last six ma	nths, duly certified by the website's/mobile application's auditors/authorised representative of the entity
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Step 5: Fill all the required details and click on "Next" button.

Vebsite URL / वेबसाइट यू.आर. एल•	Genre of Website/वेबसाइट की शैली*	Language of Website/वेबसाइट की भाषा*
Enter Website URL As www.abc.com	Select genre 🗸	Please Select
Company name / कंपनी का नाम*	Name as incorporated under company act/	
Enter Company name	कंपनी अधिनियम के तहत शामिल नाम*	_
	Enter name of owner company	
Contact Details		
Details of (CEO/COO/MD)		
Head Office		
Name / नाम*	Designation/ पद का नाम *	E-mail ID / ई मेल आईडी *
Enter Name	Select Designation 🗸	Enter Email
Mobile No. / मोबाइल नंबर *	Phone No. / फोन नंबर	
Enter Mobile	Enter Phone Number	
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Page **| 8**

City / नगर *	Pincode / पिन कोड *	
Select City 🗸	Enter Pincode	
Date of incorporation of the company/proprietorship / कंपनी के निगमन की तिथि*	Date of launch of website / वेबसाइट के लॉन्च की तारीख•	Date from which the website is in continuous operation/वह तारीख जब से वेबसाइट निरंतर संचालन में है•
ddyyyy 🗖	duyyyyy u	ddyyyy
PAN no. / पैन नंबर*	Copy of Pan Card / पैन कार्ड *	GST No. / जीएसटी संख्या *
Enter Pan No.	Choose file Browse	Enter GST No.
GST Certificate /जीरसटी प्रमाणपत्र * Choose file Browse	Average number of Unique User per month for last 6 months i.e. from July 2023 to December 2023 •	Is the website India based/क्या वेबसाइट भारत आधारित है? • Yes/हाँNo / नहीं
	Enter unique user	
		<pre> •Previcus Next • </pre>

4 NOTE: In case of "Internet Website + Mobile App" Category

• Fill in the Android App URL and iOS App URL or either one.

ebsite URL / वेबसाइट यू.आर. एल•	Android App URL/एंड्रॉइड ऐप यूआरएल * 🚯	iOS App URL/आईओएस ऐप यूआरएल * 🚯
enre of Website/Mobile Apps//वेबसाइट/मोबाइल म की शैली•	Language of Website/Mobile Apps//वेबसाइट/ मोबाइल ऐप्स की भाषा*	Company name / कंपनी का नाम*
	Bengali 🗸	
ामी अधिनियम के तहत शामिल नाम* icj		
पनी अधिनियम के तहत शामिल नाम* jcj Date of incorporation of the company/proprietorship / कंपनी के निगमन की	Date of launch of website / वेबसाइट के लॉन्च की नारीख•	Date from which the website is in continuous operation/वह तारीख जब से वेबसाइट निटंतर संचाल
ानी अधिनियम के तहत शामिल नाम* jcj Date of incorporation of the company/proprietorship / कंपनी के निगमन की तिथि *	Date of launch of website / वेबसाइट के लॉन्च की तारीख• 21-Dec-2023	Date from which the website is in continuous operation/वह तारीख जब से वेबसाइट निटंतर संचाल में है*
ानी अधिनियम के तहत शामिल नाम* icj Date of incorporation of the company/proprietorship / कंपनी के निगमन की तिथि* 21-Dec-2022	Date of launch of website / वेबसाइट के लॉन्च की तारीख* 21-Dec-2023	Date from which the website is in continuous operation/वह तारीख़ जब से वेबसाइट निरंतर संचाल में है* 21-Dec-2023
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पनी अधिनियम के तहत शामिल नाम* njcj Date of incorporation of the company/proprietorship / कंपनी के निगमन की तिथि* 21-Dec-2022 Date of launch of Mobile App / मोबाइल ऐप लॉन्च की तारीख*	Date of launch of website / वेबसाइट के लॉन्च की तारीख* 21-Dec-2023 Date from which the mobile app is in continuous operation/वह दिनांक जब से मोबाइल ऐप बिरेतट संचालन में है*	Date from which the website is in continuous operation/वह तारीख जब से वेबसाइट निरंतर संचाल में है* 21-Dec-2023 PAN no. / पैन नंबर* ABCTY1234D

Step 6: Upload all the required documents and click on **"Preview and Submit" button.**

(All documents should be in PDF format and should be 2MB each)

C Application Form for Fresh Empanelment of Digital Media				
Physical submission of documents are also required at CBC.				
Note: (1) The financial bid document should not be uploaded on website or login portal. (2) Upload documents only in PDF format. Maximum size of each document is 2 MB. Report of average monthly unique user count for last 6 months certified by website auditor / वेवसाइट ऑडिटर द्वारा प्रमाणित पिछले 6 महीनों की ओसत मासिक यूनिक यूजर काउंट की रिपोर्ट *				
Choose file	Browse	Upload		
3PAS certificate engagement with CBC / सीबीसी के साथ 3PAS प्रमाणपत्र जुड़ाव				
Choose file	Browse	Upload		
Upload Certificate to ensure that websites work owned and operated in india / यह सुनिश्चित करने के लिए प्रमाणपत्र अपलोड करें कि वेबसाइरें भारत में खामित्व और संचालन में काम करती हैं 🏾				
Choose file	Browse	Upload		
Notarized certificate under name, signature and seal stating that information is correct on 100 rupees stamp / नाम, हस्ताक्षर और मुहर के तहत नोटरीकृत प्रमाण पत्र जिसमें कहा गया है कि जानकारी Sample File	सही है * 🛓 Do	ownload		
Choose file	Browse	Upload		
Incorporation certificate of the company/proprietorship *				
Choose file	Browse	Upload		
Document for ensuring eligibility of being atleast ONE year old and must be continuously in operation under the same name for a minimum of one year (On company letter head) * 🕹 t	Download Se	ample File		
Choose file	Browse	Upload		
Upload option for screenshot of homepage with Website URL*				
Choose file	Browse	Upload		
Upload Technical Bid*				
Choose file	Browse	Upload		
Upload duly signed (each page sign & stamp) of Blank Tender Document which signifies acceptance of all tender documents.* 🛦 Sample for blank Tender Document				
Choose file	Browse	Upload		
। affirm that all the information given by me is true and nothing has been concealed / में पुष्टि करता हूं कि मेरे द्वारा दी गई सभी जानकारी सत्य है और कुछ भी छुपाया नहीं अपरेप ▲ Preview & Submit ④				

Step 7: Upload Fill all the required details and click on **"Proceed"** button. Submit the application fees i.e Rs10,000/-. You will get the payment receipt on successful payment, which you can download.

☑ Application Fees		
Payee address / आदाता का पता :-		
Amount / ব্যপ্তি *	Email ID / इंमेल आईडी *	First Name / पहला नाम *
10000	Enter Email ID	хуг
Last Name / अंतिम नाम *	Mobile No. / मोबाइल नंबर *	Address / भेजने का पता *
xyz	Enter Mobile	TEST
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city / सिटा •		
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Communication address / संचार पता :-		
Same As Payee address/ भुगतानकती के पते के समान		
First Name / पहला नाम *	Last Name / अंतिम नाम •	Mobile No. / मोवाइल नंबर *
Enter First Name	Enter Last Name	Enter Mobile
Address / पता *	Pin Code / पिन कोड *	Country / देश •
Enter Address	Enter Pincode	INDIA
1		
State / राज्य *	city / सिंही *	
Select State 🗸 🗸	Enter City	
		Proceed

IMPORTANT NOTE:

A copy of the duly filled online application form should also be submitted physically along with the technical and financial bids within the stipulated time period to:

Shri Sreerag M, Deputy Director, Digital Media Wing, CBC Room NO: 158(1st Floor), Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi,110003