

File No. 104/104/2012-CRS 1690.
 Government of India
MINISTRY OF INFORMATION & BROADCASTING
 'A'- Wing, Shastri Bhawan, New Delhi – 110 001

Dated: 30th July 2012

Office Memorandum

Subject: Empanelment of Community Radio Stations with DAVP.

The undersigned is directed to refer to this Ministry's O.M. of even number dated 21.05.2012 forwarding therewith revised guidelines for empanelment of community radio stations (CRS).

2. Community Radio Stations which have completed 3 months of continuous operation for a minimum of 2 hours broadcasting per day are eligible for empanelment. CRS applying for empanelment is required to submit following documents 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 Min. of Communication & IT.
- iii) A CD containing the content telecast for the last 3 months.
- iv) Self-certification by the license holder of CRS certifying that the CRS is functional and is continuously broadcasting at least 2 hours of programmes per day since last three months.
- v) PAN number of CRS license holder.
- vi) Service tax registration number (if the aggregate value of taxable service of the organization exceeds Rs.9 Lakhs in a financial year, otherwise notarized undertaking is to be furnished).

3. It is observed that large numbers of operational CRS are unable to get empanelment on account of renewal of Wireless Operating License (WOL) from WPC Wing and Service Tax Registration.

4. This matter has been examined and it has been decided to provisionally empanel those operational CRS whose WOL has expired and they have applied for renewal of same to WPC Wing. In addition to documents mentioned in para-2 above, such CRS would be required to submit a copy of first WOL of CRS and a copy of application submitted to WPC Wing for renewal of WOL along with a Notarized undertaking on stamp paper in the prescribed format, a model copy of which is enclosed herewith.

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5. Provisional empanelment to such CRS would be given for maximum one year, before which CRS will furnish renewed WOL and complete other pending formalities for regular empanelment otherwise the provisional empanelment will automatically expire.

6. This issues with the approval of competent authority.

Encl: As above.


Inderjeet Grewal,
Deputy Director (CRS)
Tel: 2338 5021

Sh. B. Narayanan, Director
DAVP, Soochana Bhawan,
Lodhi Road, New Delhi - 110003.

AFFIDAVIT/UNDERTAKING
(On Rs.20 Stamp Paper & Notarized)

1. WHEREAS I, S/o / D/o Shri _____ in the Capacity of (Designation) have applied to Directorate of Audio Visual Publicity (DAVP), New Delhi, on behalf of (Name of the licensee) for empanelment of community radio station (Name of CRS) is operational with effect from and is broadcasting programmes for hours per day.

2. Now, therefore, I hereby undertake as follows:
 - a) I undertake that the validity of WOL of CRS has expired/is expiring on and application has been submitted in WPC Wing for renewal of WOL of above mentioned CRS. I undertake to pay requisite fee to WPC Wing and submit a copy of valid WOL to DAVP.

 - b) I undertake that the aggregate value of taxable service of the organization operating CRS does exceed Rs.9 lakhs in a financial year and that within a period of thirty days of exceeding the aggregate value of taxable service of nine lakh rupees in a financial year, the service tax registration would be obtained and provided to DAVP.

3. I certify that to the best of my knowledge and belief, the above statement is correct. I understand that the Government of India reserves the right to cancel the empanelment of CRS and can take action as per relevant laws, including cancellation of permission if at any time any statement made is found to be false and to have been made by me or any member or any officer knowing it to be false.

Signature and name of the authorized signatory
(Office Seal)

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.

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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.

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