

**GOVERNMENT OF INDIA  
MINISTRY OF RAILWAYS  
(RAILWAY BOARD).**

No. 2006/TG-IV/39/21/EOI

New Delhi, dt 10.12.08.

**General Managers,  
All Zonal Railways.**

**COMMERCIAL CIRCULAR NO 70/2008**

**Sub: On Board audio/video information dissemination and entertainment system**

**Ref : Board's letter no.2006/TGIV/39/21/EOI dated 1.06.07  
(Commercial Circular No.54 of 2007)**

Instructions were issued to NR vide commercial circular no.53/2007 to invite tenders for On board audio/video information dissemination and entertainment system in all Shatabdi trains. Vide commercial circular no. 54/2007 all the other Zonal Railways were advised to take further necessary action in this regard on their respective zones.

References have been received from some of the zonal Railways to allow installation of on board audio/video information dissemination and entertainment system in Shatabdi/Mail/Express trains of their respective zones.

The matter has been examined in the Board's office and it has been decided that Zonal Railway may install such a system in trains through open tender. Some of the broad guidelines to be followed in this regard are given below.

- i) The project may be taken up by involving private parties who have expertise in this field. No investment, either initial or recurring, should be made by the Railway.
- ii) Broadly there are three basic features for on-board entertainment system, viz networking & communication, hardware and commercial marketing which the parties installing the system should possess.
- iii) The party will design the system proposing the technology and create necessary infrastructure.
- iv) The party will also be responsible for obtaining copyrights of audio/video CDs and cassettes.
- v) The party should provide a personalized audio/video service which will not interfere with other co-passengers.

- vi) The module for information, entertainment and advertisement will be designed by the party and it should be got approved by the Railways.
- vii) The Railways will in turn authorize the party to earn through commercial advertisements on LCD during the travel time on mutually agreed terms.
- viii) The parties may also be allowed to provide some value added services such as voice service, internet, satellite radio, booking of cabs/hotels etc.
- ix) The party should have expertise in audio/video system integration or information technology system integration or entertainment and media or distribution of information on e-connectivity or a combination of any of the above.
- x) A system on board (train) should ensure connectivity with base stations for updating and displaying the current status of train running and other passenger related information as supplied by Railways.
- xi) The system should consist of individual LCD screens with individual headphones preferably using Bluetooth / Wi-fi/similar technology. The system may be introduced either by providing individual LCD screens at suitable locations or hand held instruments.
- xii) The system should have on board operation and control facility to run audio/video services. Live telecast will be desirable. However, the party may be allowed to set up their own ground stations for transferring data to the trains for telecasting live programmes with a minimum time lag for news updates, films, train information, advertisement etc. It should preferably have connectivity with mobile network for real time updating of train related information and On board announcement facility be also provided.
- xiii) The overall maintenance will be done by the private party and Railways will provide only necessary space for machine on board. Deployment of manpower will be akin to various other service contracts eg bedroll/weighing machine/catering contracts.
- xiv) The project may be undertaken either by the originating or terminating Railway on mutual consultation.
- xv) Security of equipments will not be the responsibility of Railways in case of theft/vandalism or during coach maintenance. The requisite insurance cover will be arranged by the party to meet any eventuality. The party can engage its own security if they so desire, to watch their equipments during coach maintenance under the supervision of Coaching Depot Officer (CDO).

- xvi) CDO of the depot station will inform the Commercial Department if any of the coaches from the formation are sent for periodical overhauling or reports sick etc., so that the party can be informed to make necessary shifting to the alternate coaches.
- xvii) The reserve price shall be fixed by the zonal Railway with Finance concurrence.
- xviii) In order to harness optimum market potential and to ensure wider participation by industry including start up companies the clause in the tender documents on technical eligibility like turnover, the working experience i.e .the contractor should have done similar work of 35% of the reserve price in the last three preceding years, etc. may be suitably drafted.
- xix) The party will have to pay annual license fee as per the bid.
- xx) The right to provide such facility will be given for a period of five years which can be extended for further five years on successful completion of the tenure and appraisal of performance of the party by suitably escalating the license fee.
- xxi) Open tenders may be invited by the Railways under a two packet system viz. Packet 'A', containing technical conditions and the Packet 'B', containing the financial conditions as mentioned above as well as including the suitable terms & conditions according to local conditions.

It may be noted that these guidelines are not exhaustive in nature and Railway may make suitable modifications by including certain guidelines according to local conditions.

Railway may take necessary action to implement the on board audio/video information dissemination and entertainment system under intimation to this office.

This has the concurrence of Finance Directorate of the Ministry of Railways.



**(Ravinesh Kumar)**  
**Director, Traffic Commercial (G)**  
**Railway Board.**

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**Copy to :FA& CAO, All Zonal Railways**

**for Financial Commissioner, Railways**