

**Government of India  
Ministry of Railways  
Railway Board**

File No. 2015/TG-IV/13/6

New Delhi, Date. 12/11/2015.

**GGM/Marketing,  
RailTel Corporation of India Ltd,  
10<sup>th</sup> Floor, Bank of Baroda Building,  
16, Parliament Street,  
New Delhi-110001.**

**Sub: Implementation of Railway Display Network by RailTel.  
Ref: Letter No. RCIL/2015/Mktg./RDN/1, Dated. 27.8.2015.**

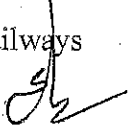
The proposal for entrusting a pilot project for establishing Railway Display Network (RDN) at various railway stations on IR has been approved in principal by Railway Board (MT, ML & FC) subject to conditions given in Annexure-I..

The proposal is initially approved for conducting "Proof of Concept" by entrusting to RAILTEL in Mumbai – Ahmedabad section of Western Railway and five (05) contiguous stations on the section between Allahabad and Manikpur (on non-RE section) of NCR region. The period of POC will be for six months and the report of the POC will be submitted by RAILTEL within one month from the date of completion of POC.

Railways will not incur any expenditure on the project. Advertisement revenue generated from the project will, however, be shared between RAILTEL and Railways in the ratio of 75: 25.

Station Managers at the identified stations should be involved in deciding the extent and location of display systems based upon footfalls and ease of visibility. The inventory of hardware provided at the station should be made available to the Station Master for record. Any addition/deletion/repair/maintenance should be done promptly and the sponsors should immediately respond to complaints of non- functioning of the system reported by the Station Managers. A provision in this regard will be made in the MOU/Agreement by RCIL.

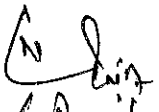
This issues with concurrence of the Finance Dte. of the Ministry of Railways

  
**Dr. S.K. Ahirwar  
Director Traffic Coml. (General)  
Railway Board**

No. 2015/TG-IV/13/6

New Delhi dt. 12.11.2015.

1. FA&CAOs, WR, & NCR, Zonal Railways.
2. Director (Audit), WR, & NCR Railways.

*fw*   
FC / Railways

**Pilot Project to Provide Rail Display Network**

- i. RAILTEL will finalise the Partner to provide the facility as per the extant guidelines.
- ii. Entire financial investment for setting up of RDN will be made by RAILTEL/Partner. IR shall not make any financial investment on this project.
- iii. The revenue sharing arrangement between Railways and RAILTEL shall be in the ratio of 25:75.
- iv. The electricity charges payable by RAILTEL would be at par with the charges payable by IRCTC.
- v. RAILTEL shall coordinate with the zonal railways and get necessary approvals for location of the display screens and for the content to be displayed at the stations. For this purpose CCM/PS will be the nodal officer at the Zonal Headquarter and Sr.DCM will be the nodal Officer at the Divisional level.
- vi. RAILTEL shall ensure that copyrights are available with it or its partner for the Non- Coml. content to be displayed on the RDN (other than Railway information).
- vii. RAILTEL shall indemnify Railways against any suit /litigation /fines for contents and information other than the railway information displayed on the screens.
- viii. RAILTEL shall complete the POC and submit report within a period of 7 months. Further proliferation of the project would be decided based upon the report of POC.

