

# **GUIDELINES FOR EMPANELMENT OF COMMUNITY RADIO STATIONS WITH BUREAU OF OUTREACH AND COMMUNICATION**

## **1. Eligibility Criteria**

- (a) The organizations having licence for setting up of Community Radio Stations (CRS) shall be considered empanelled with Bureau of Outreach and Communication (BOC).
- (b) All the organizations having license for setting up of CRS shall be listed on the website of the Ministry of Information and Broadcasting and the same shall be updated on a monthly basis by the Ministry.

## **2. Rate of Advertisements**

The rate of advertisement for empanelled organizations shall be Rs. 52/- per ten seconds of broadcast.

## **3. Payment of Bills**

- (a) Every organization will submit its bill complete in all respect to BOC, along with self-certified Broadcast Certificate and PAN details, within 30 days of completion of the campaign. The self-certified Broadcast Certificate submitted by the organization will be the basic proof of broadcast. In case a self-certified Broadcast Certificate is found to be false, the empanelment of organization may be cancelled and organization 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) The organization will be required to possess GSTN if the aggregate value of taxable service of the organization exceeds Rs. 20 lakhs in a financial year, otherwise a self-declaration to this effect is to be furnished.
- (c) Recovery shall be made in case of excess payment to organization.
- (d) Empanelment does not guarantee any business from BOC.

## **4. Other Terms and Conditions**

- (a) The organization may be debarred from Government advertisements if, at any time the organization refuses to accept and carry advertisements issued by BOC on behalf of the Ministries/Departments of Government of India, Public Sector Undertakings and Autonomous Bodies, on more than two occasions.
- (b) In case of any disagreement etc., decision of Pr. DG, BOC shall be final and binding.

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31/02/2022

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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.

*Indent:*

  
03/02/2022  
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