

Subject: Advertising policy for display of advertisements on the buses of Haryana Roadways.

Haryana Roadways, a departmental passenger transport undertaking of the State Govt., has about 3882 buses 31.8.2013, operating services all over the State as well as to important destinations in the neighboring States. These buses cover about 12 lac Kms daily and carry about 12 lac passengers every day. It has constructed modern bus stands at 97 important places where all basic amenities for the passengers have been provided. The department has also constructed bus queue shelters at small bus stops for the convenience of the travelling public. Our buses have a major share of operation from ISBT, Delhi.

This policy document concerns utilization of available advertising space on the buses of Haryana Roadways in the best possible manner.

Objectives:

- i) To achieve optimum utilization of the advertising potential of the Haryana Roadways buses in the best possible manner.
- ii) To earn best possible revenues by utilizing the commercial potential of the buses.
- iii) To select the advertisement spaces and quality of advertisements in an aesthetic manner so that the advertisements add to the beauty/get up of the buses.
- iv) To ensure that all possible care is taken to implement the laws, court orders and local bye-laws etc. concerning putting up of advertisements.
- v) To ensure that no objectionable advertisements are allowed to be put up on the buses.

The following advertising space may be utilized on the buses of Haryana Roadways:-

- a. Back panels, sides of buses and plates in-side the buses should be utilized for display of advertisements on the buses. No advertisements should be put on AC/Super Luxury buses. However, back panels should not be offered on the buses fitted with rear engines.
- b. 10% of the ordinary buses may be reserved for putting up Govt. advertisements free of charge through DPR, Haryana only.
- c. The DPR Haryana being the nodal agency for publicity of Government's achievements / schemes etc. in respect of all the departments (including Boards, Corporations etc.), the DPR may be asked to utilize the advertising space on the rest of the buses for Govt./Semi Government advertisements on payment of DAVP rates. The DPR will make payment of advertisement charges in respect of these 90% buses in lump-sum to the Transport Department on a yearly basis whether the advertising space on these buses is utilized by them or not.
- d. The size of the advertisements on the sides, back panels and in-side the buses will be as under:-

Long route buses	
Haryana Shakti, Tata, Ashok Leyland & CNG New Model	<p>1. Conductor side: i) 295"x18 ½" (Stretch panel) Between front & rear door ii) 295"x25" Aluminium panels)-Skirt panel -do- Less space at rear wheel arch 46 ½"</p> <p>2. Driver side of bus: i) 356"x18 ½" (Stretch panel) Driver door to rear end of bus ii) 356"x25" (Aluminium panels) --do-- (Less space at both the wheel arch i.e. 46 ½" each)</p> <p>3. Rear of bus: i) 59 ½"x18 ½" Between these two sizes rubrail is fitted ii) 59 ½"x8"</p> <p>4. Inside the bus i) 110"x25" Above front passenger door ii) 42"x25" Opp. to front passenger door iii) 59"x25" Above rear passenger door iv) 59"x25" Opp. rear passenger door v) 60"x8" Rear inside Dome</p>
Haryana Gaurav	<p>Driver Side: 222"x18"</p> <p>Conductor Side: 222"x18"</p> <p>Back panel 76"x18"</p>

City Service buses			
(City Type Buses)	Conductor side		
i) Ashok Leyland	i) 164"x18 ½" Stretch Panel ii) 152"x18 ½" Stretch Panel iii) 164"x25" iv) 152"x25"	Centre Door to rear of bus Front Door to Centre Door Centre Door to rear of bus Front door to centre door (-46½" one wheel Arch)	Skirt/Alum. -do-
	2. Driver Side i) 356"x18 ½" ii) 356"x25"	Stretch panel Skirt /aluminium panel(-2 No's of size 4)	
	Back Side i) 59½"x18 ½" ii) 63 ½"x7 ½"	Above Rubrail Below Rubrail	
	3. Inside the bus i) 391"x18" ii) 60"x8"	Both side above window frame of bus Rear inside Dome	
	Conductor Side i) As per Ashok Leyland sizes (mentioned above colum.except wheel arch size)		
ii) TATA Bus	Driver side i) 373"x18 ½" ii) 373"x25"	Stretch panel Aluminium / skirt panel (-2 No's of wheel arch size 48")	
	Back of buses i) 59½"x18 ½" ii) 63 ½"x7 ½"	Above rubrail Below rubrail	
	In-side the bus 391"x18" 60"x8"	Above the window frame both side Rear inside Dome	
CNG old Model (New model CNG sizes are as of Haryana Shakti Bus)	A. Conductor Side: i) 390"x18 ½" ii) 390"x23" B. Driver Side: i) 366"x18 ½" ii) 366"x23" C. Back side: i) 81"x57" D. Inside of bus: i) 92"x23"	Stretch panel Aluminum panel/skirt panel (-2 Nos of wheel Arch of 46 ½) Stretch panel Aluminum panel/skirt panel (-2 Nos of wheel Arch of 46 ½)	

Mode of payment:

The DPR, Haryana will make payment of advertisement charges at the DAVP rate in respect of 90% buses in lump-sum to the Transport Department on a yearly basis whether the advertising space on these buses is utilized by them or not. The mode of payment will be by transfer of funds to Receipt Head,"1055-Road Transport-201-Haryana Roadways-97-Haryana Roadways. CHD-97-Misc. receipt in 1st week of April every year for the whole year along with the service tax. However, for the current financial year may be asked to deposit by 17.10.13.

Payment of Taxes:

All taxes/levies due to the Govt. of India, State Govt., other Govts. or Administrations or local authorities (including the service tax, fees and other levies imposed during the period or levied in the future) on the buses offered to the DPR for displaying advertisements in the said buses through Audio/Video will have to be paid by the DPR and not by the Transport Department, Haryana. The DPR shall be liable to make their own arrangement at their own cost to pay the publicity charges or taxes to the Govt. of India, State Govt., other Govts, or Administrations or authorities, where such charges are being levied. In case of non payment of such taxes or charges the advertisements being displayed in the buses plying in that area will be stopped, for which the DPR shall not be entitled to any compensation. The DPR shall be themselves responsible for any consequences on account of nonpayment of any taxes/levies. The DPR will submit proof of payment of such taxes/levies to the department as & when required.

The payment of service tax, cess and surcharge thereon are any other further payment of taxes due are arising out of the above contract is the sole and exclusive liability of the DPR, Haryana and will be duly paid by DPR, Haryana in case the Transport Department is made liable for the deposit of the tax then the DPR, Haryana will make the payment of the taxes to

the Transport Department so as to enable the Transport Department to deposit the tax due thereon. In case of any further interest, cess, penalty or such other charges becoming due on account of late payment or any other default on account of payment of the taxes mentioned above be solely and immediately paid by the DPR, Haryana failing which the penalty etc. will be paid by the DPR, Haryana.

In case display of advertisement on vehicles is not permitted under the law of any state/central Govt. any other authority, the advertisements on Haryana Roadways buses shall not be displayed in case of such routes and the DPR shall not be entitled to any compensation whatsoever on that account.

Other Terms and Conditions:-

1. **Quality of Advertisement Boards:** The advertisements boards should be put up by DPR by pasting of superior vinyl sheets with very high standard of printing & colours. The Vinyl should be pasted on rust proof metallic or fiber sheets.
2. **Rear Panel:** The rear panel may be fixed, subject to the condition that there is no interference with respect to the back lights or any other features specified under the Motor Vehicles Act, 1988.
3. **Replacement of spoiled boards:** Any advertisement board which gets spoiled after some time will have to be replaced within a week of the notice given by the GM, failing which the GM will have the right to remove the spoiled advertisement boards at the cost and risk of the DPR.
4. **Advertisements with approval of GM:** The advertisements would be displayed with the approval of the General Manager concerned and any advertisement found objectionable would not be allowed.
5. **Advertisements not allowed:** No advertisements relating to intoxicants, liquor, cigarettes, biddies, tobacco products, lottery etc. would be allowed on the buses. If any other advertisements are disallowed by the law of the land or by court orders or if any advertisements are banned by the Govt./Department in public interest, such advertisements would also not be allowed.
6. **Fixing & display of advertisement boards:** The responsibility for fixing and display of advertisement panels would be that of the DPR which will be done by them with the written approval of the concerned General Manager, Haryana Roadways indicating the period of display of each advertisement alongwith number of buses (long route buses or city type buses separately). The bus numbers would be allotted by the GM. The advertisement panels should be fixed with rust proof material without making any damage to the bus body.
7. **No detention of buses allowed:** No detention of buses would be allowed for putting up advertisements on the buses and DPR will have to put up the advertisement boards during the period, the buses are parked in the depot.

Removal of advertisement boards:

The Public Relations Department would get the boards fabricated themselves and put up on the buses in consultation with the General Manager of Haryana Roadways. The advertisements will also be removed by the DPR Department at their own cost after the expiry of the period for which these have been put up in consultation with the General Manager of concerned depot.