

MOST IMMEDIATE

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

No.2020/NFR/11/Relief

New Delhi, Dated 28.12.2020

**Chief Commercial Managers,
All Zonal Railways
PCOM, Metro Railway, Kolkata**

**Sub: Updated Action Taken Report on relief given due to COVID-19 pandemic to all
NFR Commercial Publicity & Advertising contracts of Indian Railways.**

Ref: This office letter of even no. dated 21.08.2020, 14.10.2020 and 24.12.2020.

Please refer Board's letter under reference mentioned above. In this regard the information furnished by zones before 29.10.2020 was tabulated, which reveals that out of total No. of 1832 NFR licensees over IR only 396 submitted undertakings while some opted for EXIT & FMC clauses. Further, during the course of Video Conference with PCCM/CCM/ZRs taken by AM (M&BD) on 29.10.2020 further relief was sought by Zonal Railways. Accordingly, taking into consideration written proposals submitted by zonal railways (ZRs) the matter was reviewed by NFR Directorate, in consultation with Finance and Legal Directorate, and accordingly approval for further relief was granted by Board and necessary instructions were issued vide letter of even no. dated 24.12.2020.

2. Vide para 2(vii) of Board's letter dated 24.12.2020, the request of ZRs for providing liquidity to the NFR licensees for payment of due license fee has been agreed to by the Board in the shape of reducing the Security Deposit (SD) from six months to three months and these three months delinked license fee shall be adjusted by the Divisions against railway outstanding dues towards their due license fee and other dues. Accordingly, efforts must be made by the Division's to get undertaking from all willing licensees on priority basis and, Divisions must immediately undertake an exercise of ascertaining how much revenue would be realized by them from outstanding licensee fee from 23.06.2020 to December, 2020 and similarly in advance of the forth coming months. This exercise is most essential to ascertain the achievement of the target of FY 2020-21 from existing operational awarded NFR contracts.

3. In view of above, Zones are requested to ascertain status of operational contracts and fix time lines for taking undertakings from the NFR licensees. As indicated in the aforementioned circular, action taken as regards the quarterly review may also be intimated accordingly at the earliest.

4. This matter of taking undertakings, revenue accruals till date and projecting the revenue accrual figures for FY 2020-21 may be accorded utmost priority as Board and Hon MR are to apprise of the status. The updated position of undertakings may be relayed as per enclosed excel sheet and furnished by 29.12.2020 positively.

DA: As above.



**(P.C. VERMA)
Joint Director (NFR)
Railway Board**

GOVERNMENT OF INDIA
MINISTRY OF RAILWAYS
RAILWAY BOARD

No.2020/NFR/10/ MCDO

New Delhi, Dated 28.12.2020

Chief Commercial Managers,
All Zonal Railways
PCOM, Metro Railway, Kolkata.

Sub: NFR performance review By Hon'ble MR.

A performance review of generation of Non-Fare Revenue by Indian Railways was undertaken by Hon'ble MR with AM (M&BD) on 19.11.2020. During the course of review he expressed displeasure about the unsatisfactory generation of non-fare revenue. Inter-alia he had also sought implementation of best innovative ideas that have come forth thus far. The generation of non-fare revenue through advertisement on/under Mirror was also sought and Hon'ble MR specifically directed about implementation of the same.

2. The next NFR review will be held shortly. In view of above, each zonal railway is requested to intimate steps taken regarding implementation of advertisement on/under mirror, and e-mail in PPPT format their best 5 innovative ideas along with colored pictures with a short caption about ideas in 2-3 lines (with the name of Station/Division) for incorporating in Power Point Presentation. It has been observed that after COVID-19 pandemic some innovative ideas have also been awarded by the Railways to generate revenue, which may also be incorporated. Further, Divisions also need to ensure that ideas that found traction in other Divisions must be replicated in theirs also. In this regard CRB & AM (T&C) letter addressed to your GM's dated 14.01.2020 & 28.07.2020 may be referred wherein NFR Directorate had compiled a list of innovative measures implemented by various divisions. Division wise implementation of these measures may also be compiled and sent along with the business plan of the Zonal Railway regarding NFR. The plan should clearly bring out measures envisaged to enhance earnings under NFR and assistance, if any, sought from the Board.

3. Railways vide their letters had requested to provide liquidity to the NFR licensees so that they may be able to deposit their due license fee to the railways. The request of ZRs had been considered by Board in continuation of Board's relief letter dated 21.08.2020 and the same had been issued in detailed vide letter dated 24.12.2020. Taking the same into consideration, Member (O&BD) vide his DO letter dated 17.12.2020 addressed to your General Manager "has expected to achieve at least 60% of the total NFR earnings of the last year in the next three months, i.e. by 31st March, 2021".

4. *The above information regarding the advertisement under/on mirror, best 5 innovative ideas, division wise implementation of innovative ideas shared by NFR Dte, and business plan may please be emailed by 30.12.2020 positively without fail.*

5. **This issues with approval of competent authority.**



(P. C. VERMA)
Joint Director (NFR)
Railway Board