

वे.ए.बी.एक्स./PABX : 26588980, 26588707, 26589336, 26589745  
26589873, 26589414  
फैक्स /FAX : 011-26588662, 011-26589791, 011-26589258

ग़र / GRAM : SCIENTIFIC  
Website : www.icmr.nic.in  
E-mail : icmrhqds@sansad.nic.in



भारतीय आयुर्विज्ञान अनुसंधान परिषद  
INDIAN COUNCIL OF MEDICAL RESEARCH

स्वास्थ्य अनुसंधान विभाग (स्वास्थ्य एवं परिवार कल्याण मंत्रालय)  
डी रामलिंगस्वामी भवन, अन्सारी नगर, नई दिल्ली - 110029  
DEPARTMENT OF HEALTH RESEARCH (MINISTRY OF HEALTH & FAMILY WELFARE)  
V. RAMALINGASWAMI BHAWAN, ANSARI NAGAR, NEW DELHI 110029

क्रमांक.E 16/48/2022-प्रशासन/E.Office No.139791

दिनांक:23/10/2023

सेवा में,

निदेशक/प्रभारी निदेशक  
परिषद के सभी संस्थान/केन्द्र

**Subject : Outreach through Railway's advertising assets.**

महोदय/महोदया,

अधोहस्ताक्षरी को उपर्युक्त विषय पर श्री दादाभाई, आई.आर.टी.एस., अपर सदस्य (विपणन एवं व्यवसाय विकास), रेलवे बोर्ड, रेल मंत्रालय, रेल भवन, रायसीना रोड, नई दिल्ली के दिनांक 21.09.2023 के अर्ध शासकीय पत्र संख्या 2022/NFR/12/CPA-References की प्रति सूचना एवं आवश्यक कार्यवाही हेतु अग्रेषित करने का निदेश हुआ है।

Digitally Signed by Jagdish

Rajesh

भवदीय,

Date: 24-10-2023 16:32:30

Reason: Approved

जगदीश राजेश

सहायक महानिदेशक (प्रशासन)

अनुलग्नक:यथोक्त

प्रतिलिपि:

1. महानिदेशक/वरि.उपमहानिदेशक (प्रशा.)/वरि.वित्त सलाहकार के निजी सचिव
2. परिषद के सभी प्रभाग प्रमुख

3. उपमहानिदेशक (प्रशा.)/सहा. महानिदेशक (प्रशा.)
4. प्रमुख बीएमआई - आईसीएमआर की वेबसाइट पर अपलोड करने के अनुरोध के साथ।

---

वी. रामलिंगस्वामी भवन, पोस्ट बॉक्स नं. 4911,  
अंसाही नगर, नई दिल्ली - 110 029, भारत  
V. Ramalingaswami Bhawan, P.O. Box No. 4911,  
Ansari Nagar, New Delhi - 110 029, India

Tel: +91-11-26588895 / 26588980 / 26589794  
+91-11-26589336 / 26588707  
Fax: +91-11-26588662 | icmr.nic.in



Soc Adm

Email

DG ICMR

12/11

**Outreach through Railways' advertising assets.**

DG. OFFICE ICMR  
Diary No.: 733228  
Dated : 30/9/23

**From :** NFR Cell <nfrdterb@rb.railnet.gov.in>

Mon, Sep 25, 2023 05:46 PM

**Subject :** Outreach through Railways' advertising assets.

1 attachment

**To :** DG ICMR <secy-dg@icmr.gov.in>

Respected Sir/Madam,

Ministry of Railways has come up with a Reach through Rail' initiative to facilitate outreach campaigns by Government departments/agencies/Statutory bodies. In this regard, please find attached a DO letter from AM/M&BD, Shri B. K. Dadabhoy. In order to avail the facilities mentioned in the DO letter, Shri B. S. Kiran, Director Marketing & Business Development, Railway Board (Tel. 011 23047325, Mob. +9I 99457 99622, Email ID nfrdterb@rb.railnet.eov.in) may be approached for guidance and coordination.

Thanks & regards,

Non-Fare Revenue/Cell,  
Railway Board,  
New Delhi.

*[Handwritten signature]*

ADG(A)

Sr. N N 4 (A)

RB

**30 DO letter - Outreach through Railways' advertising assets 12.pdf**  
725 KB

13205  
17/11/23  
Diary No - 353  
18-10-23

Mr Sumet  
Sunt  
18/10



बी. के. दादाभोय, IRTS  
B. K. DADABHOY, IRTS



अपर सदस्य (विपणन एवं व्यवसाय विकास)  
रेलवे बोर्ड  
भारत सरकार  
रेल मंत्रालय  
रेल भवन, रायसीना रोड, नई दिल्ली 110001  
Additional Member (Marketing & Business Development)  
Railway Board  
Government of India  
Ministry of Railways  
Rail Bhawan, Raisina Road, New Delhi 110001

DO No. 2022/NFR/ 12/CPA-References

Dated the 21<sup>st</sup> September, 2023

Dear Shri Bahl,

**Sub: Outreach through Railways' advertising assets.**

The promotion of flagship government schemes and welfare initiatives through public announcements and awareness campaigns by use of multimedia plays a pivotal role in creating an informed public. In this regard, I would like to draw your attention to the vast untapped potential of Indian Railways (IR)'s advertising assets, which provide for a quick and efficient means to publicize government schemes and initiatives. Passenger footfalls/eyeballs on IR's network are the highest in transport sector in India.

In the above context, I urge you to use the special subsidized schemes of the Ministry of Railways mentioned below, whereby Government Departments/PSUs can use railway assets for publicizing and advertising their schemes/programs:

- i. Publicity by means of vinyl wrapping on the exterior of side walls of train coaches and locomotives at subsidized rates for a period ranging from 45 days to one year (Commercial Circulars nos. 08/2021 and 08/2023 refer); and
- ii. Advertising on hoardings of 20 ft x 10 ft size in circulating areas of railway stations by Government Departments/PSUs, at subsidized rates.

In addition to the above subsidized schemes, Government Departments/PSUs can also advertise by utilizing various railway assets, such as public address systems and the digital Rail Display Network on platforms, subject to technical feasibility, policy provisions and extant terms and conditions.

In order to avail the above for effective dissemination, you may like to advise your officers to get in touch with our nodal officer, Shri B. S. Kiran, Director/Marketing & Business Development, Railway Board (Tel. 011 23087325, Mob. +91 99457 99622, Email ID [nfrdterb@rb.railnet.gov.in](mailto:nfrdterb@rb.railnet.gov.in)) for guidance and coordination.

With best wishes,

Yours sincerely,

(B. K. DADABHOY)

Shri Rajiv Bahl,  
Secretary,  
Department of Health Research  
Ministry of Health & Family Welfare  
2nd Floor, IRCS Building, 1, Red Cross Road, New Delhi – 110001