

No. 104/102/2009-CRS
Government of India
Ministry of Information & Broadcasting
(CRS CELL)

New Delhi, the 29th October, 2009

4/11/2009

ORDER

Subject: AV Advertisement policy of India for telecast/broadcast through TV/Radio channels regarding.

The Advertisement rates for Community Radio Stations (CRS) have been finalized by the Ministry on the recommendations of the Empanelment Advisory Committee. The recommendations are as under:

- i) The CRS should have completed 3 months of continuous operation for a minimum 2 hours broadcasting per day.
- ii) The empanelment of CRS will be considered by DG, DAVP on case to case basis as and when a request is received till further orders.
- iii) The rate for airtime for the CRS empanelled with DAVP will be Re. 1/- per second and such rate will be valid for a period of 1 year initially.

2. Operational CRS may seek advertisements/sponsored programmes from Central & State Governments and other organizations on the basis of above guidelines.


(ABHILASH L. K. I.)
DIRECTOR

To

1. Secretaries of all Central Government Ministries /Chief Secretaries of all State Governments.
2. All Operational Community Radio Stations (as per list attached)
3. All LOI Holders (as per list attached)
4. All members of Screening Committee (as per list attached)