

**Policy for the period of 01.03.2019 to 29.02.2020**

**POLICY FOR PROMOTING SOCIAL CAUSES AT METRO STATIONS UNDER DMRC'S CORPORATE SOCIAL RESPONSIBILITY**

**1.0 Objectives**

Delhi Metro Rail Corporation Ltd., being a socially responsible organization, accords high priority to social issues. Various awareness programmes have been conducted by DMRC from time to time to educate its stakeholder. Some of the activities undertaken by DMRC are mentioned hereunder: -

1. For creating knowledge about HIV/AIDS/STI among labour engaged in the construction work of Delhi Mass Rapid Transit System, awareness programmes have continually been conducted from time to time. The medium used to spread awareness include banners, posters, street plays, songs, group discussions, counselling and magic shows.
2. DMRC is providing medical facilities and education services to its labourers and their children.
3. Community Interaction Programmes have been conducted from time to time to consult local residents, Resident Welfare Associations and Project Affected Persons.
4. A Children's Home, to accommodate 125 children, at Tis Hazari having 5 dormitories, two classrooms, a playground, an amphitheatre, a library and a mess has been constructed by DMRC. The children home is provided with all necessary furniture and is managed by Salaam Balak Trust.
5. A 'Winter Age Home' has been opened in Kalkaji near Govindpuri Metro Station, New Delhi and it is being run from November to March every year since 2011 in collaboration with the NGO 'Help Age India' for the welfare of Senior Citizens.

With a view to continue support the activities of reputed Societies / NGOs / **Trusts / Reputed National / International Organizations**, following policy is proposed for promotion of social causes / activities at the metro stations under DMRC's Policy on Corporate Social Responsibility for a period of 1 year from 01.03.2019 to 29.02.2020.

**2.0 Eligibility**

The applicant Organization shall fulfil the following eligibility criteria: -

- 2.1 Should be registered under the Societies / Trust Act for at least 3 years.
- 2.2 Should be working in the field of social service in India.
- 2.3 Should be a non-profit making society.
- 2.4 Should have a certification under section 80-G of Income Tax Act.
- 2.5 Should not be blacklisted or earned adverse comments from any Government / Regulatory authorities at any point of time.
- 2.6 Should not have any criminal case pending against it or any of its office bearers.
- 2.7 Organization with the following would be given preference: -
  - 2.7.1 Have FCRA Registration / Clearance
  - 2.7.2 National or International awardees.
  - 2.7.3 Working with Central Govt. or any of the State Govt. on the date of application
- 2.8 Reputed National / International Organizations may also apply to carry out non-commercial social campaigns at the metro stations.

***The decision of DMRC shall be final on allowing Societies / NGOs / Trusts, Reputed National / International Organizations to carry out the social campaigns.***

- 2.9 The permission to Government/ Government aided organization may be granted to conduct the campaigns with relaxation in security deposit and other documents as per clause no. 2.0 on case to case basis.

### 3.0 **Media Type and Locations**

Eligible organizations, based on above Eligibility criteria, may be allowed to use the following means to promote social causes/activities: -

#### 3.1 **Stations**

3.1.1 Banners (max. permitted size 6 ft x 4 ft) at earmarked locations.

3.1.2 Standees (max. permitted size 5 ft x 3 ft) at earmarked locations.

3.1.3 Canopy up to a max. size of 6 x 6 sq ft and height of 10 ft.

#### 4.0 **Designation of Stations**

The following most utilised stations and event corners\* have been designated to carry out promotion of social cause/ activities

Sl. No	Station	Line	Sl. No.	Station	Line
1	Shahdara	Line-1	17	Azadpur	Line 2/7
2	Kashmere Gate	Line-1/2/6	18	Netaji Subhash Place	Line 1/7
3	Vishwavidyalaya	Line- 2	19	Vasant Vihar	Line 8
4	Chandni Chowk <i>(Only banners &amp; standees)</i>	Line-2	20	Greater Kailash	Line 8
5	Chawri Bazar <i>(Only banners &amp; standees)</i>	Line-2	21	Event corner at Rajiv Chowk	Line-2/3
6	New Delhi <i>(Only banners &amp; standees)</i>	Line-2	22	Event corner at Kashmere Gate	Line-1/2/6
7	Rajiv Chowk <i>(Only banners &amp; standees)</i>	Line-2/3	23	Event corner at Mandi House	Line- 3/6
8	Uttam Nagar East	Line-3	24	Event corner at Inderlok	Line- 1/5
9	Janakpuri West	Line-3	25	Event corner at Central Secretariat	Line- 2/6
10	Anand Vihar ISBT	Line-4	26	Event corner at Malviya Nagar	Line- 2
11	Inderlok	Line-1/5	27	Event corner at Dwarka	Line- 3
12	Welcome	Line 1/7	28	Event corner at Vishwavidyalaya	Line- 2
13	Jahangir Puri	Line-2	29	Event corner at Escorts Mujesar	Line- 6
14	Akshardham	Line 3	30	Event corner at Vaishali	Line- 4
15	Lajpat Nagar	Line 6/7	31	Event corner at Huda City Centre	Line- 2
16	Kalkaji Mandir	Line 6/8			

\*Event corners will be allotted as per availability.

Any other stations as earmarked for the purpose due to any special circumstances.

## **5.0 Time Period and Other Guidelines**

The criteria are as under: -

- 5.1 The promotion will be generally permitted for a period of 10 days in a Calendar year. For this purpose, a month will be divided into 3 different periods in a month viz. 01–10, 11–20 and 21–28/29/30/31.
- 5.2 Two organisations can be permitted for promotional activity at maximum 15 stations mentioned at clause 4.0 above, including event corners (max. 5 event corners), at a time. **Selected Stations/Event corners will be allotted as per availability.** An organization will generally be permitted for once a year only.
- 5.3 Generally up to 10 stations, from any one group mentioned above, will be permitted to an Organization.
- 5.4 Generally up to 3 banners will be permitted at a station.
- 5.5 Generally up to 3 standees will be permitted at a station.
- 5.6 Generally up to 2 canopies will be permitted at a station. Up to 2 authorized people will be permitted to man a canopy.
- 5.7 Distribution of pamphlets/brochures would be permitted from the canopy placed in the circulating area of the station. The distribution of pamphlets/brochures may lead to littering. It shall be the sole responsibility of the organization involved in promotional activity to keep the station premises clean.
- 5.8 No activity will be permitted on station's platform.
- 5.9 Cleanliness and hygiene at the site shall be maintained by the Organization concerned at their sole responsibility.
- 5.10 Train travel will not be permitted for the purpose of campaign.

In case the applicant organization wants to carry out the project for more than 10 days then they may apply for the same but the permission will be accorded by DMRC on case to case basis based on merit.

## **6.0 Material and Associated Cost**

- 6.1 The activity shall be done at the risk and cost of the applicant organization.
- 6.2 The cost of information material and labour shall be borne by the applicant organization concerned.
- 6.3 No material / information should be displayed or distributed prior to the written approval of DMRC.
- 6.4 The banner / canopy / standee should be aesthetic in appearance.
- 6.5 The material used should be fire resistant.

## **7.0 Indemnity Bond**

The eligible organization shall submit an indemnity bond on a stamp paper of appropriate value, duly notarized, indemnifying DMRC completely against any loss, injury, damage caused to metro commuters, DMRC's men, material & property and to their men & material during the campaign period and undertake to bear all cost incurred as a result of such incidence. The format is at Annexure–A which is required to be submitted before the start of campaign.

## **8.0 Security Deposit**

The eligible organization shall deposit, in advance, refundable security deposit of Rs.25,000/- with DMRC in form of Demand Draft issued from any nationalized bank of India in favour of DMRC Ltd. payable at Delhi. The same shall be returned to the organization after the successful completion of the campaign following all terms and conditions.

- 8.1 Government /Government aided organizations may be granted permission to conduct the campaigns with relaxation in security deposit on case to case basis.

## **9.0 Application Process**

- 9.1 Generally, the applications will be accepted on first cum first serve basis. The application form is at Annexure–B.
- 9.2 After receipt of applications, details will be filled in the priority register as at Annexure–C
- 9.3 The applicant organization will be required to submit the following supporting documents for assessing their eligibility: -

- 9.3.1 Registration Certificate
- 9.3.2 Bylaws and objectives of the organization
- 9.3.3 Certification under section 80-G of Income Tax Act
- 9.3.4 Trust Deed or Memorandum and articles of association (if any)
- 9.3.5 Other documents as mentioned in this policy.
- 9.4 The applicant organization will be required to submit details of the proposed promotional activity for DMRC's approval at least 45 days in advance of the campaign.
- 9.5 DMRC reserves the right to call for additional information / clarification.
- 9.6 DMRC reserves right to allow promotional activities from eligible organization depending upon the merit and priority of the activity and social cause without adhering to the principle of 'first cum first serve'.
- 9.7 In case of multiple applications, DMRC reserves right to accord priority.

## **10.0 Execution**

- 10.1 DMRC will scrutinize the papers submitted by the applicant organization to assess the eligibility of the organization as per the eligibility criteria.
- 10.2 A letter of consent will issued only to the eligible organization.
- 10.3 The applicant organization will be required to accept the letter of consent and deposit security deposit of Rs.25,000/- and indemnity bond prior to the start of the campaign.
- 10.4 The organization shall submit the list of the staff along with copies of their ID cards and address proof who are proposed to be deployed at the station. For the purpose, copy of the following may be submitted: -
  - 10.4.1 Aadhar card
  - 10.4.2 Voter ID Card
  - 10.4.3 Telephone Bill
  - 10.4.4 Passport
  - 10.4.5 Driving License
  - 10.4.6 PAN Card
  - 10.4.7 Student Identity Card, with photograph, issued by recognized School/College for their students.
  - 10.4.8 Nationalized Bank Passbook with photograph
  - 10.4.9 Central Government or State Government ID Cards.
- 10.5 The pass section of Security cell of DMRC will issue photo entry permit for these staff conforming to the validity period of the activity.
- 10.6 The representative of the organization will contact with the Station Manager(s) to carry out the activity. In no case the activity shall hamper or obstruct the passenger movement. The locations decided by DMRC shall be final and binding.
- 10.7 The organization shall remove men and material from the site immediately after the completion of activity allowed in letter of consent. DMRC reserves right to forfeit security deposit and recover damage charges in case the site is not vacated by the organization as stipulated in the letter of consent.
- 10.8 In case of any loss or damage to DMRC property, DMRC may deduct the value of the loss/damage from the security deposit of the organization.
- 10.9 After completion of the activity and vacation of site by the organization, it may request for refund of the security deposit along with filled Campaign Start / Completion Certificate duly signed and stamped by the Station Manager / Station Controller of the concerned station as at Annexure-D.
- 10.10 DMRC will refund the security deposit within 15 days of making such request after deducting any amount if due on account of loss / damage / delay in vacation of site.
- 10.11 If the organization does not remove the material within 48 hours of the campaign the security will be forfeited and DMRC reserves the right to remove the material from the site.

## **11.0 DMRC's Logo & Name**

- 11.1 The organization shall not be allowed to use DMRC's name and Logo for any other purpose, including other campaigns except,
- 11.2 Right to use DMRC's name and Logo in the proposed information material shall rest with DMRC Ltd.

## **12.0 Exclusions**

The eligible organization will generally not be allowed the following: -

- 12.1 Advertising.
- 12.2 Announcements.
- 12.3 Banners inside trains.
- 12.4 Religious messages.
- 12.5 Use of Inflammable material.
- 12.6 Anything prohibited by law of land.
- 12.7 Election Campaign

This policy shall remain valid for a period of one year i.e. from 01.03.2019 to 29.02.2020.

**For any further information or queries please contact:**

**Sr. Dy. General Manager/Operations/Co-ordination**

**4th Floor, B Wing,**

**Metro Bhawan, Barakhamba Road,**

**New Delhi- 110001**

**EPABX : 011-23417910, Extension -534774**

**Email : abnandan@dmrc.org**

**INDEMNITY BOND**  
**[ON STAMP PAPER OF APPROPRIATE VALUE]**

I, [Name of the Official], [Designation], [Organization] having Registered Office at \_\_\_\_\_ have been authorized by Delhi Metro Rail Corporation Ltd. to carry out social awareness campaign at [name of metro stations] for a period of \_\_\_\_\_ days from \_\_\_\_\_ to \_\_\_\_\_. I hereby indemnify Delhi Metro Rail Corporation, its Representatives and Officials completely against any loss, injury, damage caused to metro commuters, DMRC's men, material & property and to our men & material as well during the said campaign period and undertake to bear all cost incurred as a result of such incidence.

Signature \_\_\_\_\_  
Name \_\_\_\_\_  
Designation \_\_\_\_\_

**APPLICATION FOR SOCIAL AWARENESS CAMPAIGN AT DMRC**

S/N	ITEM	DETAILS
<b>ORGANIZATION DETAILS</b>		
1.	Name of the Organization	
2.	Name of the Key Person	
3.	Contact No.	
4.	Registered Office of the Organization	[Provide Address]
5.	Whether Registered under Societies Act	Yes / No
6.	Date of Registration under Societies Act	
7.	Place of Registration under Societies Act	
8.	Details of Social Service campaigns conducted by the Organization	Provide name of Campaign(s), Period, Locations, etc.
9.	Whether Profit Making Organization	Yes / No
10.	Do the organization possess certificate under section 80-G of Income Tax Act	Yes / No
11.	Attach copy of certificate for 10.) above	
12.	Whether blacklisted or earned adverse comments from any Government / regulatory authority	Yes / No
13.	Whether any criminal case pending against the organization or any of its office bearers	Yes / No
14.	Whether the organization possess FCRA Registration / Clearance	Yes / No
15.	Attach copy of 14.) above	
16.	Whether presently working with Central / State Govt.	Yes / No
17.	Provide details for 16.) above	
<b>CAMPAIGN DETAILS</b>		
18.	Name / Theme of the campaign	

19.	Period, Month & Year of the campaign (as per 5.1 of the Policy)	
20.	Stations (earmarked at 4.0 in the Policy) where campaign is required to be carried out	
21.	Whether campaign material attached with the application	Yes / No

The organization agree to abide by all the terms and conditions and to deposit Rs.25,000/- as interest free refundable security deposit which will be returned after the campaign period is over to the entire satisfaction of DMRC.

Signature  
On behalf of the organization





**Campaign Start / Completion Certificate**  
**(Under DMRC Policy for Corporate Social Responsibility)**

Station Name / Line: \_\_\_\_\_  
 Name of Applicant Organization: \_\_\_\_\_

* Campaign Start Details	Date	No. of Banners Installed	No. of Standees Placed	No. of Canopy Placed	Sign Of Applicant Organization Representative	Sign Of SM / SC	Station Stamp

* Campaign Completion Details	Date	No. of Banners Removed	No. of Standees Removed	No. of Canopy Removed	Sign Of Applicant Organization Representative	Sign Of SM / SC	Station Stamp

Remarks By SM / SC of Concerned Station Regarding Compliance of Clause 10.6 to 10.11 by Applicant Organization

\* All fields are required to be updated properly.

**Note:** - This certificate is to be submitted by applicant organization along with request for refund of security deposit.