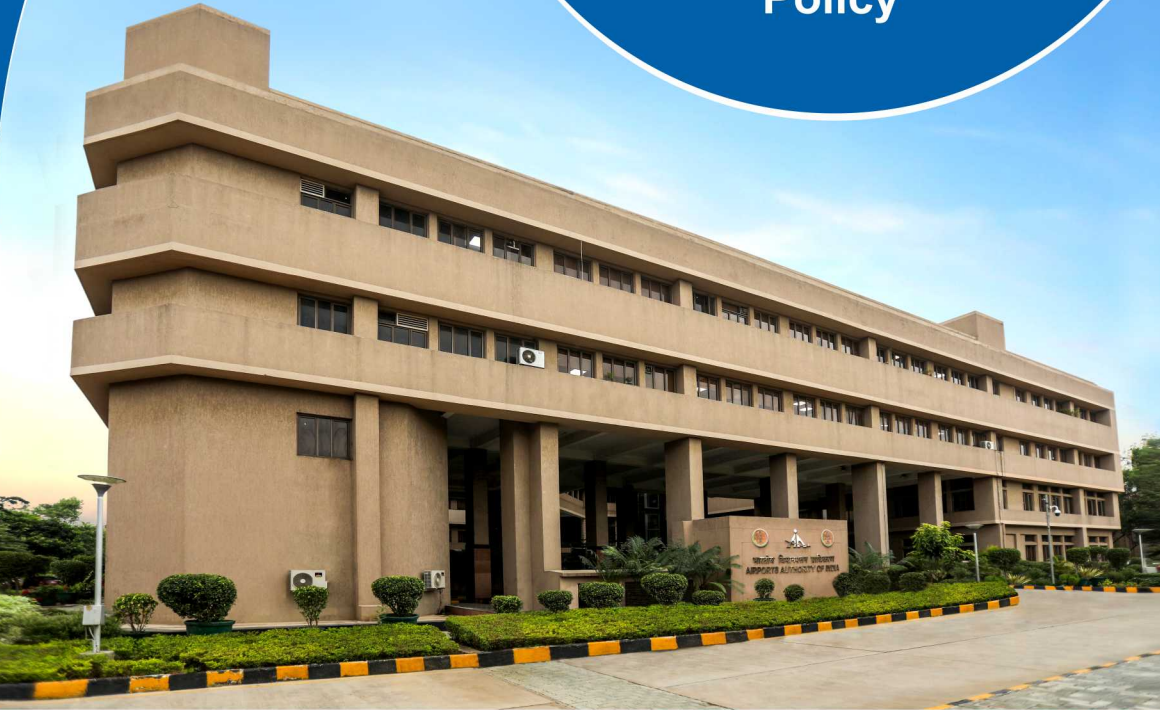




Corporate Communication Policy



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA



ATC Tower, Delhi

Airports Authority of India

Corporate Communications Directorate

Corporate Communication - Policy Guidelines

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Chennai International Airport



FOREWORD

Nelson Mandela had once said, *“Remember to celebrate milestones as you prepare for the road ahead.”*

While equipping ourselves for the future, we also celebrate the accomplishments of the past. The Airports Authority of India has a PR Directorate since last few years and it was felt that we move beyond Public Relations. Keeping in mind the ever evolving communications landscape, AAI’s PR Directorate was renamed as Corporate Communications Directorate, earlier last year. With the advent of technology, the speed of information dissemination, especially news, has changed dramatically.

With social media entering the picture, the communication scenario has changed completely. Today, news ‘breaks’ first on social media and then through the traditional news broadcast. It has become pertinent for every organisation worth its salt to be present on the social media and to take it as a serious business.

These days, media significantly influences public perception and helps mould popular opinions and hence, managing it well has become imperative. For large PSUs with multi-geography presence, media management cannot remain centralised at HQs. Hence, we decided to decentralise media management by making Airport Directors, the local representative at the stations, Spokespersons for the local issues.

Arrival of social media has ushered in a new era where creators, influencers and brands have achieved online celebrity status by amassing a network of followers who trust what they have to say. This dedicated network of online followers tunes in regularly to watch videos, read blogs, engage and listen to what you have to say. One’s target audience has instant access to information now. It is our responsibility to let them know anything and everything that concerns them. Sharing of information, if happens in the way appreciated by the consumer, has a wider reach and a greater impact. Therefore, it is important that AAI also brands itself through audio visual aids that is the call of the time.

With so much happening in the media space, the PR Policy of AAI needed revision and hence here we are with the revised Corporate Communication Policy. We expect this Communication Policy to evolve with changing times so that AAI is always at the forefront when it comes to best practices in Corporate Communications among the PSUs.

I commend the Corporate Communications Directorate for bringing out this well-thought Policy document and compliment them for a work done well!

Dr. Guruprasad Mohapatra
Chairman, AAI



Kolkata Airport



संदेश

भारतीय विमानपत्तन प्राधिकरण (भा.वि.प्रा.) एक मिनी रत्न “श्रेणी-1 पीएसयू” देश में नागर विमानन क्षेत्र का एक मुख्य आधार है जिसे संसद के अधिनियम द्वारा 1 अप्रैल, 1995 को गठित किया गया था। भा.वि.प्रा. देश में 136 हवाई अड्डों जिसमें 23 अंतर्राष्ट्रीय हवाई अड्डे, 10 कस्टम हवाई अड्डे, 80 घरेलू हवाई अड्डे तथा 23 अन्य सिविल एन्कलेव का प्रबंधन करता है और देश में हवाई दिक्कालन सेवाओं (ए.एन.एस.) का एकमात्र प्रदाता है।

निगमित संचार निदेशालय जिसे पूर्व में जन संपर्क निदेशालय के नाम से जाना जाता था भारतीय विमानपत्तन प्राधिकरण का एक प्रमुख अंग है। निदेशालय की प्रथम जन संपर्क नीति वर्ष 2011 में जारी की गई थी जिसमें विभिन्न विषयों—एन.आई.टी., गुडविल विज्ञापन, प्रायोजकता, उदघाटन एवं विशेष प्रयोजन के विज्ञापन, प्रदर्शनियों, सेमीनारों, आउटडोर प्रचार, मुद्रण एवं अन्य रचनात्मक कार्यों के लिए दिशानिर्देश जारी किए थे। अब समय के बदलाव और आर्थिक नीतियों में परिवर्तन एवं संगठन की भावी जरूरतों को पूरा करने के लिए यह आवश्यक हो गया है कि जन संपर्क नीति में प्राप्त बहुमूल्य सुझावों के आधार पर सुधार किया जाए।

निगमित संचार नीति दस्तावेजों का विकास करते हुए नई नीति में नए विषयों सोशल मीडिया (Social Media), ऑडियो-विडियो पब्लिसिटी (Audio-Video Publicity) पर दिशा-निर्देश जारी किए गए हैं। भा.वि.प्रा. के विभिन्न हवाई अड्डों पर कुशल मीडिया प्रबंधन के लिए विमानपत्तन निदेशकों को प्रवक्ता (Spokesperson) की अतिरिक्त जिम्मेदारी सौंपी गई है। निगमित संचार नीति भारतीय विमानपत्तन प्राधिकरण का एक औपचारिक दस्तावेज है जिसे सक्षम प्राधिकारी का अनुमोदन प्राप्त है। इस नीति के दायरे में शामिल सभी मामलों को तैयार करते समय इसके प्रावधानों का अनुपालन करने के लिए इसका प्रयोग किया जाएगा।

यह अच्छा नीति दस्तावेज प्रकाशित करने के लिए मैं निगमित संचार निदेशालय को बधाई देता हूँ तथा यह आशा करता हूँ कि यह दस्तावेज भारतीय विमानपत्तन प्राधिकरण में प्रणालियों एवं प्रक्रियाओं को सरल एवं कारगर बनाने में काफी उपयोगी सिद्ध होगा तथा रोज़मर्रा की गतिविधियों का अनुपक्षण एवं मानकीकरण करने में निगमित संचार निदेशालय की सहायता करेगा।

अनुज अग्रवाल
सदस्य, मानव संसाधन
भा.वि.प्रा.



Varanasi International Airport



GENERAL GUIDELINES



Pakyong Airport, Sikkim

1. GENERAL GUIDELINES

1.1 AAI will choose / select a list of newspapers, journals and other periodicals for publishing NIT / release / display of various advertisements / campaign etc. In this regard, the following procedure / criteria may be followed for selecting the newspapers and other periodicals:

1.1.1 **Effective circulation:** It may be ensured that the selected publications have wide readership from different sections of the society and also has extensive circulation. Accordingly, the list inter-alia may be categorized as:-

- a) Small having circulation upto 25,000 copies in case of Newspapers and 1,000 for Magazines.
- b) Medium having circulation upto 50,000 in case of Newspapers and 2500 for Magazines.
- c) Big having circulation more than 75,000 copies in case of Newspapers and 5000 for Magazines.
- d) Other Publications concerning civil aviation or published from remote and backward areas dealing with general subjects and other special publications concerning Corporate and Business World etc. and the magazines / souvenirs of special domain, newly launched publications offering promotional packages and publications of vernacular in nature which may not be categorized based on circulation figures mentioned above.

1.1.2 **Regularity in publications:** The publications which are published on regular basis, having at least six months current uninterrupted publication, will be preferred for advertisements; however the exceptions being souvenirs or other such special publications / special issues or ad-hoc publications.

1.1.3 **Class of Readership / target audience:** The emphasis may be made on upper middle class strata of the society for publications concerning infrastructure development and other aviation related activities. For other activities such as, lifestyle, sports, entertainment, social awareness etc.; it shall commensurate with the subject matter of the publication of the event, the exceptions being vernacular media and souvenirs or special issues and events being conducted in far flung areas.

into an agreement to that effect covering inter-alia the rates offered, premium for special positions, time period etc., in case an ordinary letter is not sufficient. This may be signed by GM (CC) after taking necessary approvals.

- 1.8 The CC Directorate shall ensure that Agency charges as per the discounted rates, if any, provided to AAI by various media. Accordingly, compilation of all the discounts given by various media shall be maintained and updated from time to time.
- 1.9 The sharing of fixed percentage of credit with the Agencies shall be exercised as per the policy in vogue in AAI.
- 1.10 CC Directorate while releasing the advertisement may ensure background of the advertisement, estimated cost of the advertisement, justified cost and availability of budget along with delegation of powers. Justification of rates / costs, wherever required shall be sought before awarding the work.
- 1.11 It shall be ensured that financial concurrence and approval for proposed advertisement are obtained well in advance to avoid post-facto sanction.
- 1.12 The sealed envelopes, wherever applicable, shall be opened in the presence of the designated committee members.
- 1.13 All the Release Orders will be signed by an executive only.
- 1.14 Media List in which the advertisements are to be released, to the extent possible, should be approved and signed by the designated official of AAI / MOCA.
- 1.15 Whenever competitive bids are invited, a comparative statement shall be maintained in the form of a Tender Register.
- 1.16 For the purpose of monitoring and accountability of expenses, a budget register may be maintained which may also highlight the projects covered under contingency.
- 1.17 CC Directorate may ensure that Advertisement Agency submits a copy of publication(s) carrying advertisement soon after the publication. The other two sets of tear-sheet shall follow separately along with the bills. All bills are required to be supported with necessary documents including tear sheets. Further, it may also be ensured by CC Directorate that the advertisement in respective media appears as per the approved schedule, style, placements etc. or else, the same may be reflected in the performance report of the agency.
- 1.18 Development of creatives for advertisements shall be undertaken free of cost from the empanelled agencies. However, if the creative has been developed for a specific advertisement, the same may be released to the Media through that agency.

- 1.19 Approval for development of creative for specific advertisement, hoarding, audio visual etc. on payment basis, shall be taken separately.
- 1.20 The request to the competent authority for release of advertisement may be processed in prescribed format which shall include (i) a copy of data sheet Form-I / Form-II (ii) depiction of utility / mileage derived out of the proposal (iii) financial implication of the proposal and availability of funds (iv) regularity in publication of magazine with circulation figures. All requests for a goodwill advertisement shall be processed through the data sheet Form-I or Form-II, as applicable, in the prescribed format where Chairman may have complete powers.
- 1.21 A Penalty may be imposed on the defaulting Advertisement Agency in case of default which may include use of bigger text, avoidable tabulation, bigger mast head, use of wrong logo not adhering to the advertisement schedule, etc. A record of such lapses by various agencies shall be maintained and communicated to the Agency. The same shall be viewed at the time of evaluating the performance of the agency for further extension of the empanelment or other such occasions. The penalty may be in the form of roster jumping, financial or other administrative nature which may be decided by the HoD of CC Directorate.
- 1.22 Penalty on an agency for performing unsatisfactory work: If any agency who has been assigned work by the CC Directorate and fails to perform satisfactorily or any person employed or hired by the Agency persistently fails to perform as per the guidelines given or otherwise found guilty of substantial violation of any provisions of terms and conditions relating to the assigned work, damage to AAI property, neglect, misconduct, disobedience, omission of any nature, etc., may attract a penalty as deemed fit by the Head of the CC Directorate. In order to further protect the interests of AAI, CC Directorate may seek depanelment / blacklisting of the agency for future assignments in AAI.
- 1.23 CC Directorate shall undertake the periodic review of the performance of empanelled agencies and initiate action against the defaulting agencies particularly the agencies not actively involved in the creative pursuits of AAI and only getting rotation based business shall be reprimanded. Continuous lapses to get involved in AAI's activities or non-responding to AAI's call for various CC works on more than three continuous occasions, may attract "depanelment" from AAI or any other penalty as deemed fit by the Head of CC Directorate.

- 1.24 Exceptions for the release of Advertisements in specialized journals: Such advertisements may be allowed in exceptional cases by the competent authority, which may be of a level higher than the regular competent authority. 'Specialized Journals' may include specialized / professional journals of any discipline, newspapers, publications, souvenirs etc. published from backward and remote areas, publications in regional languages etc. Further, the advertisements may be released depending upon AAI's requirement concerning the event / occasion / type of publication etc. irrespective of the circulation figures and other criteria.
- 1.25 In case of any issue left uncovered in these general guidelines or the policy itself, officials of CC Directorate shall take up the matter separately for obtaining a decision from the Head of the CC Directorate.
- 1.26 To meet the deadlines of the assigned work of urgent nature, the empanelled agencies may be sought based on their past performance and their expertise in handling similar tasks performed earlier. This could be done on the basis of citation of past rates available, without calling fresh quotations. However, fresh rates may be called if past rates are not valid.
- 1.27 The payment to the agencies may be released through e-payment as per the extant rules and guidelines of AAI and Government of India.
- 1.28 An MIS of various activities & budget utilization shall be maintained by the respective Managers. The format of MIS shall be finalized by the HoD of CC Directorate.
- 1.29 Standardization of various Forms, Release Orders, Registers shall be an on-going process and necessary amendments in this regard shall be brought forward by the respective officers as and when required for approval of the HoD of CC Directorate before implementing the same.
- 1.30 The CC Directorate may computerize the Records, Forms, Registers and other material so as to achieve better transparency and efficiency in day to day activities of the CC Directorate over a period of time.
- 1.31 CC Directorate may undertake any additional activities not listed in this document with the specific / prior approval of Member (HR) / Chairman.





Agatti Airport



NOTICE INVITING TENDERS (NITs) / RECRUITMENT / APPOINTMENT ADVERTISEMENTS



L.G.B. AIRPORT

Guwahati Airport

2. NOTICE INVITING TENDERS (NITs) / RECRUITMENT / APPOINTMENT ADVERTISEMENTS

- 2.0 The tenders (including global tenders) are invited by various Directorates / Departments of AAI and the same are forwarded, as per Advertisement Requisition Form-III (Revised) - *National* / Form-III (Revised) - *Global Tenders*, to Corporate Communications Department (CC Dte.) for publishing the advertisement in the newspapers.
- 2.1 Such advertisements for publication shall be released in accordance with the following guidelines:
- Media selection shall be as per the publicity area identified, decided and communicated by the Concerned Directorate. Local language newspapers should also be included in addition to Hindi and English newspapers available in the region of the work site.
 - The concerned Directorates shall, wherever possible, put-in efforts to club more than one tender, particularly when multiple tenders are planned in quick succession, as CC Dte. shall reiterate the economy instructions in this regard from time to time.
 - The concerned Directorate shall submit their request for publishing of such advertisements in CC Dte. at least three (3) days prior to the date of publishing in print media in order to prepare economical and effective media plan.
 - To exercise economy in the expenditure for publishing NIT / Recruitment / Appointment advertisements combo / bundled packages for different media and the editions of the media, as per the requirement, may be considered and the areas not covered through the combo / bundle package shall be supported through additional media, including Hindi as per Raj Bhasha policy and Vernacular media as per DAVP policy.
 - The NITs advertisement, wherever feasible, may also be released in the India Trade Journal (ITJ), a Govt. of India Publication. However, there are constraints, particularly in view of the fixed schedule of printing of the ITJ, as such, at times, it may not be feasible to publish NITs advertisement in ITJ; hence this shall be used wherever possible.
- 2.2 Such advertisements shall be released for publishing through empanelled advertising agencies listed at CHQ / the concerned station / airport, on rotation basis (alphabetically) as per Roster Register / maintained exclusively for this purpose.

- 2.3 Skipping of roster, if any, while assigning the NITs due to any administrative reasons and / or as a penalty shall be recorded in the roster register and the same shall be approved by the HOD of CC Dte.
- 2.4 Instructions for economy / austerity in press advertisement for publication of tenders shall be considered as per the policy of the authority and instructions issued in this regard from time to time shall be referred for this purpose.
- 2.5 As per Delegation of Power-2017, Competent Authority for utilizing the budget of Corporate Communications Directorate at CHQ for release of such advertisements shall be as under:

| S. No. | Authority | Delegation / Limits of Powers | Remarks |
|--------|-----------------------------|--|---|
| 1 | Chairman | Full Powers | – |
| 2 | Concerned Whole Time Member | Full Powers | – |
| 3 | HOD (CC) | Full Powers in r/o sanctioned / approved schemes / proposals | Subject to administrative approval of concerned Whole time Member for utilizing CC Budget. Moreover, economy is to be exercised to publish such advertisements. |

- 2.6 At Regional Headquarters and airports / other stations level, financial powers and administrative powers for approval of the estimate and NIT may be applied as per established guidelines and practice in this regard.





RELEASE OF GOODWILL ADVERTISEMENTS



Goa Airport

3. RELEASE OF GOODWILL ADVERTISEMENTS

3.1 As a Public Sector Undertaking (PSU), AAI, at times, has to release goodwill advertisements to various newspapers, souvenirs, magazines of corporate houses, journals of various bodies, other PSUs, Ministries and other Government Departments, Bodies representing various Technical Institutions, Bodies of Public Relations / Journalism, NGOs, Community Based Organizations (CBOs) Public Representatives and opinion makers at various levels, CSR & Sports activities of AAI & various organizations including requests from VIPs / MoCA; While processing such requests, following guidelines shall be followed:

- a) All the applicants will be requested to fill up the data sheet Form-I / Form-II or other such forms designed from time to time for evaluating the status, circulation strength, registration with professional bodies, bank details for payment action etc.
- b) Goodwill advertisements may be issued once in six months to the various Publications, Magazines, Newspapers, events in regard to the above mentioned categories (para 3.1) in general and in relation to the following:-
 - (i) Promotion of education, Indian culture, togetherness in Society, sports, health awareness, art, music, literature, travel & tourism, agriculture, yoga, meditation, science & technology etc.
 - (ii) Activities concerning Ministries, Government Departments, Defence, Tax Department, PSUs, etc.
 - (iii) Promotion of Regional Languages, Raj Bhasha & Vernacular Press.
 - (iv) Promotion of endeavour of the children of AAI's employees in any field and events related to the AAI's recognized Unions, Associations, Guild, etc.
 - (v) Upliftment of BPL / Economically Weaker Section (EWS) of the society, old infirm persons, senior citizens, physically challenged persons, orphan homes etc.
 - (vi) Health services, cause of chronic diseases such as cancer, HIV, TB, AIDS including drug abuse, alcoholism etc.
 - (vii) Upliftment of rural development in India.
 - (viii) Sustainable environment conservation activities and other CSR related activities including integrated community development, disaster management and natural calamities etc.

- (ix) Overall corporate visibility of AAI.
 - (x) Requests from religious institutions / bodies, festival celebration etc.
 - (xi) Promotion of young talent in the field of health, sports, art, culture, literature, education, entertainment, adventure sports, expeditions etc.
 - (xii) Release of Public Information material / message through Audio / Visual on AAI for sponsorships in Electronic Media, TV, Radio, FM, Films & Internet, etc. at National, Regional and local levels.
 - (xiii) NGOs / CBOs involved with the above mentioned activities and activities related to overall welfare of Society.
 - (xiv) Sensitization programmes, lectures, workshops, training, awareness camps etc. with respect to the above mentioned activities.
 - (xv) Cases that have already been approved / recommended by the Controlling Authority.
- (c) The content of the publication / magazine / souvenir / newspaper shall be general in nature for overall benefit of masses. In case of aviation related media, the content shall be aviation related particularly on Airport Infrastructure, CNS-ATM, Airport Management, Regulatory issues etc., and preference may be given for such publications.

3.2 Competent Authority with financial powers and administrative (in-principle) approval for utilizing the budget of Corporate Communications Directorate for release of goodwill advertisement in print / electronic media for publicity campaign of AAI shall be as under:

(A) At Corporate Headquarters Level:

| S. No. | Authority | Financial Powers (for approving advertisement of the value) | Remarks |
|--------|-----------------------------|---|--|
| 1 | Chairman | Full Powers | – |
| 2 | Concerned Whole Time Member | Upto ₹100,000/- | Per Reference subject to ₹10.00 lakhs during a particular financial year |

3.2.2 The annual ceiling shall be as per the approved DOP; however, for overall approval, the DOP shall be followed in all cases.

3.3 Advertisement Tariffs:

The proposal, received from various sources, for release of goodwill advertisement in various magazines / souvenirs / web portals may be approved considering the following rates; however, the Chairman, AAI will have full powers in this regards:

3.3.1 MAGAZINES: (National & International) – Colour Advertisements:

| S. No. | Circulation of Magazine | Tariff (per page) per insertion / edition as per circulation vis-à-vis category upto* | | | International |
|--------|-------------------------|---|-----------------------------|--------------|---|
| | | National | | | |
| | | Aviation | Infrastructure & Technology | Non-Aviation | |
| 1 | Upto 25,000 | ₹50,000/- | ₹40,000/- | ₹25,000/- | Upto ₹3.00 lacs (Depending upon the profile & readership of magazine) |
| 2 | 25,001-50,000 | ₹100,000/- | ₹75,000/- | ₹40,000/- | |
| 3 | 50,001-100,000 | ₹150,000/- | ₹100,000/- | ₹50,000/- | |
| 4 | 100,001 and above | ₹250,000/- | ₹150,000/- | ₹60,000/- | |

*The rates may vary depending upon profile and readership of each magazine but not beyond the prescribed limit.

Notes:

- In case of deviation in size, pro-rata rates will be applicable as per size of the advertisement e.g. Half / Quarter page.
- The rates are of colour advertisement. In case of Black & White advertisement there will be reduction of 40% on the rates mentioned for colour advt.
- In case the rate card is lower than the AAI Tariff, lower rates will be applicable.

3.3.2 WEB PORTAL:

| S. No. | Type | RATES (Per Month) per insertion | | Remarks |
|--------|----------------|---------------------------------|-------------------|---------|
| | | Aviation | Non-Aviation | |
| 1 | Static Display | Upto ₹30,000/- | Upto ₹20,000/- | - |
| 2 | Running Ticker | Upto ₹30,000/- | Upto ₹20,000/- | - |

3.3.3 SOUVENIRS released by AAI Engineers, ATC Officers' Registered Guilds, Associations, and Unions of employees: (Colour Advertisements)

| S. No. | Circulation | Tariff (per page) per insertion / edition considering Aviation Category | Remarks |
|--------|------------------|---|---|
| 1 | Upto 25,000 | ₹75,000/- | Maximum of one advertisement during calendar year |
| 2 | More than 25,000 | ₹150,000/- | |





SPONSORSHIP



Jaipur International Airport

4. SPONSORSHIPS

- 4.1 Sponsorships falling under the categories mentioned at para 3.1 & para 3.1 (b) may be considered for sponsorships by AAI.
- 4.2 The requests / proposals received from VIPs will be considered on the above lines and the same will be put up for approval of the competent authority.
- 4.3 The sponsorship amount for routine sponsorships may be within ₹2.00 lacs for local sponsorship and within ₹5.00 lacs for National, International and higher level sponsorships. However, special & specific sponsorships of higher value may be approved by the Chairman.
- 4.3(i) At **AAI CHQ**, New Delhi, **Competent Authority** for approving sponsorship proposals for publicity and image building of brand AAI shall be as under:

| S. No. | Authority | Financial Powers (for approving sponsorship of the value) | Remarks |
|--------|-----------------------------|---|--|
| 1 | Chairman | Full Powers | – |
| 2 | Concerned Whole Time Member | Upto ₹100,000/- | Per Reference subject to ₹10,00,000/- during a particular financial year |

- 4.3(ii) The annual ceiling shall be as per the approved DOP; however, for overall approval, the DOP guidelines shall be followed.
- 4.4 The sponsorships will generally be granted to an organization once in a calendar year for either of a local, national or international level event; however, Chairman, AAI will have complete powers in this regard to approve any number of sponsorships (during a calendar year) to a particular organization.
- 4.5 **Sponsoring the events organized by AAI Engineers, ATC Officers' Registered Guilds, Associations, and Unions of employees:**

| S. No. | Authority | Sponsorship Amount | Remarks |
|--------|---------------|--------------------|----------------------|
| 1 | Chairman, AAI | Upto ₹150,000/- | National Level* |
| 2 | | Upto ₹250,000/- | International Level* |

- 4.5(i) Sponsorship (*) to these organizations will be granted once in a calendar year either for local & national or international level event. However, the Chairman, AAI will have complete powers in this regard to approve any number of sponsorships during a calendar year.





Trichy Airport



RELEASE OF INAUGURAL DISPLAY OR SPECIAL PURPOSE ADVERTISEMENTS



Bhopal Airport

5. RELEASE OF INAUGURAL DISPLAY OR SPECIAL PURPOSE ADVERTISEMENTS

- 5.1 Depending upon the purpose of Advertisement, which could be inaugural display Advertisement or a special purpose Advertisement of AAI; first priority will be to release the advertisement on DAVP rates under the logo of MOCA / Government of India.
- 5.2 However, wherever DAVP rates are not feasible, the advertisement will be released at special discounted commercial rates, if any, with the prior approval of the competent authority. While releasing the display advertisement at commercial rates (where DAVP rates are not possible) discount - package as offered by the particular media will be utilized by AAI. Keeping in view the size and volume of advertisement, this could be other than the regular rate offered to AAI for release of NITs.
- 5.3 To exercise economy in this regard, the number of newspapers / media will, generally, be mix of sizes ($\frac{1}{2}$ and $\frac{1}{4}$), Colour and B&W etc. However, it shall be within the allocated budget, which shall include Hindi, English, regional languages and vernacular media. Chairman will have complete powers in this regard.
- 5.3(i) In case of Display Advertisement to be issued on the occasion of Foundation Stone Laying Ceremony and Inauguration of Airport / Terminal Building / other Airport Facilities by Hon'ble Prime Minister or Minister of Civil Aviation or Minister of State for Civil Aviation alongwith Chief Minister of the concerned State, size of the advertisement may be a mix of sizes (full and half page) or mix of sizes (half and quarter page) as directed and approved by the competent authority.
- 5.3(ii) DAVP rates shall be applicable for release of such Display Advertisements under the logo of Govt. of India / MoCA. However, commercial rates may also be considered, if DAVP rates of the specific newspaper are not available and the Display Advertisement is required to be published in that newspaper; in such cases commercial rates may be negotiated specially for this purpose.
- 5.4 The size of advertisements will depend upon the status of the usages of pictures of High Dignitaries such as President of India, Prime Minister, MOCA, other dignitaries; purpose of the Advertisement, economy etc. and this may be got approved by the competent authority.
- 5.5 To promote the small & medium newspapers and other vernacular media, the advertisement may be released to those media whose circulation is not less than 1000 copies at local / regional level and / or 2500 copies at all India level.

- 5.6 The design(s) for the advertisement shall be initially selected by a duly constituted and approved committee comprising of representatives of CC Dte, Engineering Department of the concerned Region and Planning Directorate.
- 5.7 The creative designs for Display Advertisement shall be submitted by the empanelled agencies to AAI. The three / four best designs / creatives adjudicated will be selected by a designated Committee which shall thereafter become the property of AAI and AAI will be entitled to get it improved further. These designs will be submitted to Chairman / Member (Plg.) for selecting the final design or to seek directions for further improvement. Improvement, as suggested, shall be carried out. The advertisement once approved by the Chairman / MOCA will be released through the Agency whose design has been accepted by AAI.
- 5.7(i) However, in case, any such event / programme is to be held on very short notice, HOD(CC), with the approval of the Competent Authority, may give the work to the best performing Advertising Agency (out of AAI empanelled advertising agencies) based on past experience or as directed by the Competent Authority.
- 5.8 It shall be ensured that the amount proposed initially for the release of advertisement shall not generally exceed 10% (+ / -) of the original estimated budget unless and until it is conveyed by the competent authority and the same is appropriately documented.
- 5.9 All the directions from MOCA or any other controlling authority will be preferred in writing by the dealing manager or the same shall be appropriately documented, stamped and signed.





EXHIBITIONS, SEMINARS, CORPORATE IMAGE BUILDING & MARKETING OF AIRPORTS



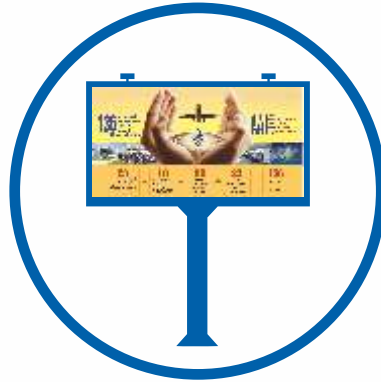
6. EXHIBITIONS, SEMINARS, CORPORATE IMAGE BUILDING & MARKETING OF AIRPORTS

- 6.1 AAI may participate in the Seminars, Conferences & Exhibitions which are broadly related to areas as mentioned at para 3.1 & 3.1(b) and specifically related with Airports, Civil Aviation, CNS / ATM Technology, Safety & Security, Cargo Development, Airport Finance, Sustainability, CSR and such other related fields of AAI functioning in particular & Civil Aviation in general. However, participation in the special / specific areas may be as approved by the Chairman.
- 6.1 (i) In addition to the aforementioned areas of activities, following aviation related fields may also be considered for AAI's participation in the Seminars, Conferences and Exhibitions:
- (i) Aviation Infrastructure, (ii) Civil Construction, (iii) Electrical & Electronics, (iv) Airport Infrastructure, (v) Infrastructure, (vi) Miscellaneous
- 6.2 In addition to the space rentals, the cost of participation in an exhibition at current market prices shall generally be within ₹15.00 lakhs for exhibitions in India and ₹30.00 - 50.00 lakhs for exhibitions abroad, which shall, however, be in proportion to space allocated to AAI and the cost of the services in the host country. Chairman, AAI will be the competent authority to approve such proposals.
- 6.2(i) Space Rentals shall be decided consequent upon negotiations, if any feasible, with organizer of the event.
- 6.2(ii) Miscellaneous expenditure, incurred on management and set up of stall in case of international events being organized abroad, shall be tentatively USD 2000 or as per the requirement, subject to final adjustment at the conclusion of the event.
- 6.2(iii) Competent Authority and Financial Powers will be as under, however, in this regard, Chairman, AAI shall have:

| S. No. | Exhibitions Type | Expenditure | Competent Authority |
|--------|----------------------------------|---------------------------|---------------------|
| 1 | International Exhibitions Abroad | Upto ₹30.00 - 50.00 Lakhs | Chairman, AAI |
| 2 | Exhibitions in India | Upto ₹15.00 Lakhs | |

- 6.3 **Procedure:** As per the size of the stall / pavilion and location of the exhibition, the Advertising Agencies, empanelled for CHQ and the concerned RHQ / Airport are asked to submit Financial Bids and Designs / Creatives (Technical Bid) for erection / set up of AAI's pavilion for the exhibition. Initially technical bids having designs / creatives, as submitted by all participating agencies, shall be opened by the duly constituted committee and four-five best designs (creatives) will be selected by the duly constituted & approved committee; the selected designs (creatives) shall thereafter become the property of AAI and AAI may get it improved further. Accordingly, the financial bids / quotations of the selected and technically qualified agencies will be opened and the work will be awarded on the basis of the following methods:
- (i) Establishing Lowest One (L1) amongst the shortlisted agencies, or
 - (ii) QCBS method
- 6.3(a) However, in case of international exhibitions where various stakeholders are involved, selection shall be as per the decision of the competent authority.
- 6.4 Post Exhibition completion certificate for successful & satisfactory completion of exhibition / event shall be obtained by the selected advertising Agency from the designated officer, deputed by the HoD, CC Directorate, and the same shall be mentioned in the Work Order. In case, the work is not found satisfactory, suitable penalty may be imposed as deemed fit by the HOD, which could also lead to depanelment of the agency.





OUTDOOR PUBLICITY, PRINTING AND CREATIVE WORKS



Imphal Airport

7. OUTDOOR PUBLICITY, PRINTING AND CREATIVE WORKS

- 7.1 The publicity material that involves element of art and visualization work including printing works, outdoor publicity, panels, hoardings, standees, posters, flags, hanging balloons, LED display, Translight material, light display boards, calendars, diaries, greeting cards, printing of invitation cards, brochures, booklets, banners, badges, stickers, mementos, gift items, Media / Conference Kits etc. shall be handled on case to case basis and assistance of the specialized agencies individuals in the field other than the empanelled agencies may be taken / co-opted as and when required.
- 7.2 The item wise lowest (L1) rates for frequent works shall be obtained from the market / Empanelled Agencies on time to time and same will be offered to suitable agencies with the approval of the HoD. Further, to cope up with urgent and time bound nature of works, based on past satisfactory performance of the agency the work with the approval of HoD, may be offered to a suitable agency at reasonable rates.





Bhubaneswar International Airport



**SPOKESPERSON
OF AAI**



Raipur Airport

8. SPOKESPERSON OF AAI

Standard Process for Effective Media Management in AAI

1. Corporate Communications Directorate

All the media queries involving policy / sensitive issues at National Level shall henceforth be attended by General Manager (CC) with the approval of concerned Whole-time Board Members / Chairman, AAI and **GM (CC) shall continue to act as official Spokesperson of AAI.**

2. **Member (ANS)** will be the official spokesperson for all the critical issues dealing with Air Navigation Services.

3. All REDs will be the spokesperson for all the matters pertaining to the respective Regional Headquarters.

4. Process for dissemination of information

i) Airport Director, Kolkata / Chennai

a) Airport Director will be **the official spokesperson** for their respective airport. Corporate Communication Executive posted at the respective airport will be responsible for media liasoning, timely and accurate dissemination of information to media in coordination with the concerned Directorate with the approval of the Airport Director.

b) In case of media queries pertaining to **sensitive / policy issues and matter of high priority**, Airport Director will forward such query to **CC Directorate** at CHQ. CC Directorate will coordinate with concerned Member / Directorate at CHQ for processing the query. CC Directorate will be responsible for dissemination of the information to media with due approval of the Chairman.

ii) Airport Directors (APDs) of Top 20 Airports except Kolkata / Chennai

a) Airport Directors will be the official spokesperson for their respective airport. APDs will nominate a **nodal officer who will work as a CC Executive** for their respective airport. The nodal officer will be responsible for timely and accurate dissemination of information to media for the respective airports with approval of the respective APD.

b) In case of media queries pertaining to sensitive / policy issues and matter of **high priority**, Airport Director will forward such query to CC Directorate at CHQ. CC Directorate will coordinate

with concerned Member / Directorate at CHQ for processing the query and preparing appropriate reply. CC Directorate will be responsible for dissemination of the information to media with due approval of the Chairman.

iii) **Airport Director (Remaining Airports)**

- a) Airport Director will be the official **spokesperson** for their respective airport and will be responsible for timely and accurate dissemination of information to media for the respective airports
- b) In case of media queries pertaining to **sensitive / policy issues and matters of high priority, Airport Director will forward such query to the Regional Executive Director of the respective region**. In case, the matter needs attention of CHQ, the query may be forwarded to CC Directorate, which will coordinate with concerned Member / Directorate at CHQ for processing the query and preparing appropriate reply.





SOCIAL MEDIA MANAGEMENT



Ahmedabad Airport

9. SOCIAL MEDIA MANAGEMENT

9.1 In order to make its presence effective and promote brand AAI amongst the targeted audience, Airports Authority of India (AAI), with its mission “to be the foundation of an enduring Indian aviation network, providing high quality, safe and customer-oriented airport and air navigation services” and to meet the following objectives, may get social media managed through an outside Social Media Agency:

- (i) Establish a mechanism so that the issues of airport users can be addressed and resolved through online.
- (ii) Enhance and sustain AAI’s effective presence on Social Media through innovative social media applications and outreach activities to engage a wider audience (i.e. users of airport services) including stakeholders.
- (iii) Integrate various social media platforms of AAI and give a new outlook to AAI’s presence on social media.
- (iv) Promote brand AAI aspiring to enhance the customer experience with each passing day.
- (v) Monitor online reputation and trends.
- (vii) Connect to a wider audience.

9.2 **Selection:** AAI may hire the social media agency through selection from the open market on the basis of Open tender for the defined & prescribed Scope of Work and Eligibility Criteria, which will be reviewed in future as per the future requirement of social media platforms. The selection will be on the basis of QCBS method or L1 or as decided by the Competent Authority.

9.3 **Scope of Work:**

9.3.1 The selected Social Media Agency shall manage Social Media of AAI as per comprehensive scope of work which will include the following social media platforms for AAI’s publicity and image building campaigns:

- (i) Twitter
- (ii) YouTube Channel
- (iii) Facebook Page
- (iv) Instagram
- (v) WhatsApp
- (vi) LinkedIn
- (vii) Any other platform which comes into operations in future.

- 9.3.2 The Agency shall chart out a result oriented comprehensive strategy that would meet all the key objectives for AAI by identifying Key Performance Indicators (KPIs) with a view to track the performance of its social media efforts and integrating various social media platforms of AAI CHQ, Regional Headquarters (RHQs) and Airports. The agency shall also develop (i) a Comprehensive Social Media Guidelines (CSMG) document, (ii) strategy for engaging with social media to amplify reach and (iii) Use of Social Media Listening Tools for gauging people / followers response on our posts / tweets / videos etc. which may include (a) number of followers, likes, shares etc. and (b) the positive or negative trends.
- 9.3.3 **Capacity building:** Provisions should be made in the scope of work and the tender document that the selected social media agency shall depute a team of qualified & experienced social media expert for imparting practical / technical training to officers of AAI to manage social media platforms and activities. The training programmes must be arranged at the locations of Corporate Headquarters and all five RHQs.
- 9.3.4 **Dedicated Resource at work location:** Tender Document should have provisions making the selected agency responsible to depute one qualified, experienced and dedicated resource, equipped with all required tools (i.e. desktop / laptop and any other required tool).
- 9.4 **Tenure:** AAI may hire the social media agency for term of two years which can be extendable for another period of one year depending upon the performance of the selected agency.
- 9.5 **Competent Authority:** Chairman, AAI shall have full powers in this regard. Moreover, depending upon the cost quoted by the selected social media agency, the Concerned Whole Time Member shall have powers as per Delegation of Powers (DoP) issued by Dte. of Finance time to time. However, overall DoP shall be followed, subject administrative approval (AA) of the Chairman, AAI.





AUDIO-VISUAL PUBLICITY



Tirupati International Airport

10. AUDIO - VISUAL PUBLICITY

10.1. In order to make its presence effective and promote brand AAI amongst the targeted audience, Airports Authority of India (AAI), with its mission “to be the foundation of an enduring Indian Aviation Network, providing high quality, safe and customer-oriented airport and air navigation services” and to meet various objectives, may strive for publicity of AAI through audio-visuals across various websites for corporate image building of brand AAI.

10.2. **Procedure:** AAI may hire a Media Agency through selection from the open market on the basis of Open tender for the defined & prescribed Scope of Work and Eligibility Criteria, which will be reviewed in future as per the requirement of corporate image building campaigns. The selection will be on the basis of QCBS method or L1 or as decided by the competent authority.

10.3. **Scope of Work:**

10.3.1 The selected Media Agency shall deliver the requisite publicity through audio-visuals as per the following scope of work:

(i) **Duration & No. of News Clips / Capsules per month:**

The Media Agency shall produce at least 30 news clips / capsules of 3 - 5 minutes each during the period of twelve (12) months w.e.f. the date of Award of Contract (AOC) for exclusive publicity of AAI featuring its achievements / events / airports / initiatives through key Social Media Websites and TV channels; but, there may be 20% deviation in number of news clips / capsules. In case number of news clips / capsules exceeds 30 (upto 20%, i.e. 6 nos. more), payment will be made on pro-rata basis. However, decision of the competent authority will be final in this regard.

(ii) **Shooting Airports during specific & odd hours and events for producing news clips / capsules:**

The Media Agency shall shoot airports during specific & odd hours such as low visibility due to heavy smog / fog, event / program at Airports, Regional Headquarters, CHQ, etc.

(iii) **Covering AAI Events, Project Launching Programs, etc. during for producing news clips / capsules:**

The Media Agency will cover AAI's events, project launching programs for developing News Clips / Capsules on:

- Specific & Innovative Initiatives,
- AAI's Corporate Events and Project Launching Events,
- AAI's achievements in the Civil Aviation Sector,

- Events for signing MoU / Agreement, interviews of Chairman and Board Members of AAI, etc.

(iv) **Recording Interview of AAI's top management:**

The Media Agency will cover Interview of the Chairman & Board Members of AAI as and when required and developing and distributing News Clips / Capsules to all social media websites, TV channels, other key media platforms, etc.

(v) **Developing News Clips / Capsules:**

The Media Agency shall develop / produce News Clips / Capsules for AAI featuring its airports, key achievements, innovative & specific initiatives, etc. using video clips / capsules / coverage of airports and events as specified vide para-(ii) - (iv) hereinbefore.

(vi) **Distribution / placing of News Clips / Capsules for AAI's Campaign:**

The Media Agency shall distribute News Clips / Capsules, so developed / produced, to various key media & such platforms for extensive publicity of AAI making the audience feel the presence of brand AAI, as delineated hereunder:

- TV Channels (News)
- Key Social Media and other major websites,
- Twitter handle of the Media Agency,
- Other medium of publicity

(vii) **World-wide Publicity to AAI's Campaign:**

The Media Agency shall provide thrust for AAI's image building and publicity campaigns globally as and when required.

(viii) **Updating / Editing AAI's Corporate Film:**

The Media Agency shall provide all inputs for developing AAI's Corporate Film as and when required.

- (ix) The Media Agency shall appoint a nodal officer and a dedicated team to closely interact with duly appointed nodal officer of AAI to cover project launching events, press conferences, events for signing MoU / Agreements, and any other initiative that AAI chooses to showcase.

10.3.2 **Work Location:** Pan India basis as per nature of job. However, it will be controlled from AAI's Corporate Headquarters, New Delhi.

10.3.3 **Dedicated Resource at work location:** Tender Document should have provisions making the selected agency responsible to depute qualified,

experienced and dedicated resource, equipped with all required tools at event location across the nation.

- 10.4. **Tenure:** AAI may hire the media agency for a period of three years extendable for another period of one year depending upon the performance of the selected agency. However, the competent authority will have full powers to review the length of the period / tenure in this regard.
- 10.5. **Competent Authority:** Chairman, AAI shall have full powers in this regard. Moreover, depending upon the cost quoted by the selected Media Agency, the Concerned Whole Time Board Member shall have powers as per Delegation of Powers (DoP) issued by Dte. of Finance time to time. However, overall DoP shall be followed, subject to Administrative Approval (AA) of the Chairman, AAI.





Puducherry Airport



DESIGN, PRODUCTION AND SUPPLY OF AAI's MAGAZINE



Trivandrum International Airport

11. DESIGN, PRODUCTION AND SUPPLY OF AAI's MAGAZINE

- 11.1 AAI with its Mission “to be the foundation of an enduring Indian aviation network, providing high quality, safe and customer-oriented airport and air navigation services” and Vision “to be the principal aviation services provider in the country till 2026” need to build its corporate image and promote the brand AAI. Thus, AAI, with a view to fulfill this endeavor, is publishing its Lounge Magazine – “Airports India”, which focuses on Aviation Infrastructure, tourist destinations, lifestyle, culture & heritage, photo-features, first person account of visitors, etc. as well as news and major developments relating to Civil Aviation, tourism in the country also AAI and its stakeholder's various activities & initiatives. This step is helping AAI to make its presence effective, promote brand AAI amongst the targeted audience and build corporate image of brand AAI. This activity is not commercial in nature, but on revenue sharing basis.
- 11.2. **PROCEDURE:** AAI will select a publishing House / Publisher from the open market on the basis of open tender for the defined & prescribed Scope of Work as per Eligibility Criteria, which will be reviewed in future as per the requirement of corporate image building. However, bids may be invited through online or also in print media.
- 11.3. **PERIOD / TERM OF CONTRACT** for Designing, Production and Supply of AAI's Magazine will generally be five (5) years, but can be revised with the approval of the competent authority at the time of tendering in future.
- 11.4. **SCOPE OF WORK:** The detailed scope of work shall include, but not limited to, the followings:
- (i) Content Development:
 - (ii) Content Designing:
 - (iii) Specifications: No. of Issues, No. of copies, Pages per issue, Languages, etc.
 - (iv) Technical Specifications: shall include Size, Paper Quality & Specifications, Colour, Binding, Printing, Cover Design, etc.
 - (v) Dedicated Personnel at work location
 - (vi) Dispatch & Supply of the magazine
 - (vii) E-Magazine (i.e. downloadable e-version)
 - (viii) Timeline for approval of contents & delivery
 - (ix) Specifications including technical specifications may, if required in view of the market trends, be revised and any such revision will be with the approval of the competent authority.
 - (x) Other Terms & Conditions related to scope of work

11.5. SELECTION METHODOLOGY:

- (A) **Eligibility Criteria:** will be decided and framed at the time of tendering as per market trends and keeping in mind the latest parameters.
- (B) **Evaluation Criteria:**
- (i) Evaluation may be done on the basis of QCBS method or H1 bid (Financial).
 - (ii) It shall include evaluation of Technical Bid and Financial Bid.
 - (iii) **Technical Bid:** Evaluation of Technical Bid will be on the basis of parameters (in practice) including presentation at the time of tendering in future.
 - (iv) **Financial Bid:** The Financial Bid shall be submitted online through CPP portal as per uploaded BOQ in the prescribed format. Quoting 'Annual Fixed Guaranteed Revenue' over and above 'Fixed Reserved Fee' (FRF) of amount payable to the AAI for each year over a period of five years.
 - (v) Fixed Reserved Fee (FRF) shall be decided as per prevailing market trends, as the activity is on the basis of revenue sharing model.

11.6 AWARD OF WORK / CONTRACT: In case of selection on the basis of QCBS method, the selected bidder shall be the applicant scoring the highest Combined Score (CS) (of Technical Score and Financial Score) and will be marked as "selected". However, in case of H1 method, it will be the bidder who submitted the highest quoted amount to pay to AAI.

11.7 EMD & SECURITY DEPOSIT: EMD and Security Deposit shall be decided as per practice at the time of procedure.

11.8. COMPETENT AUTHORITY: Chairman, AAI shall have full powers in this regard. Moreover, depending upon the quoted 'FRF, the Concerned Whole Time Board Member shall have powers as per Delegation of Powers (DoP) issued by Dte. of Finance time to time. However, overall DoP shall be followed, subject to Administrative Approval of the Chairman, AAI.





EMPANELMENT OF ADVERTISING AGENCIES



Khajuraho Airport

12. EMPANELMENT OF ADVERTISING AGENCIES

- 12.1 AAI, with a view to fulfill its mission and vision, need to build its corporate image and promote the brand AAI. Thus, AAI, with a view to fulfill this endeavor, will require to develop publicity and branding material. For the purpose, CC Dte needs Advertising Agencies on its panel for day to day requirement of designing and developing PR and branding material.
- 12.2. **Procedure:** CC Dte will select and empanel INS accredited Advertising Agencies from the open market on the basis of RFP / tender for the defined & prescribed Scope of Work as per selection methodology, which may be reviewed in future as per the requirement of corporate image building campaigns. However, bids may be invited through online and / or also in print media.
- 12.3. **Period / Term of Contract:** will be decided at the time of tendering with the approval of the competent authority.
- 12.4. **Scope of work:** The detailed 'Scope of Work' for the Advertising Agencies, applying for empanelment shall include, but not limited to, the followings:
- (i) **Conceptualization of:** creative, design and media management including release of advertisements in print media, Commercials on TV / Radio etc. for publicity of AAI for various occasions.
 - (ii) **Publicity & Branding Campaigns** on behalf of AAI and Ministry of Civil Aviation.
 - (iii) **Designing, Printing and Production of Branding & Publicity Material** (in English, Hindi and / or vernacular / regional languages) for various publicity & branding tools.
 - (iv) **Publishing of various advertisements in Print Media:**
 - (a) Designing creative for various types of advertisements and notices.
 - (b) Translation
 - (c) Providing inputs related to newspapers, etc.
 - (d) Liaisoning (by dedicated person) with newspapers & other media
 - (v) **Audio-Visuals:** Conceptualization and Production of Corporate Films, Corporate Song, TV Spots, Radio Jingles, Internet Advertisements and others.
 - (vi) **Exhibition (Local, National and International):** Conceptualizing Design, Fabrication and installation of corporate pavilions / stalls at exhibitions organized by national / international organizers;

- supervising the execution at site and complete event management in India & abroad for AAI.
- (vii) Assisting in developing & strengthening coordination of AAI with Print and Electronic media for better and regular publicity / branding of AAI.
 - (viii) Arranging publication of articles in leading news dailies / magazines and development of articles for AAI.
 - (ix) Conceptualising, designing and supervising the execution at site and managing Inaugural / Launch events, Melas, Road Shows & complete event management.
 - (x) Arranging / Providing technical / skilled manpower to AAI for PR related jobs / activities as and when required.
 - (xi) Any other work related to publicity, branding, media campaign, design, printing, production etc., if required by AAI, may also be included in the Scope of Work at the time of tendering.

12.4.1 **Work Location:** AAI's Corporate Headquarters at Delhi, or city of RHQs Office located across the country and AAI airports cities, as per nature of job.

12.5. SELECTION METHODOLOGY:

- (A) **ELIGIBILITY CRITERIA:** shall include, but not limited to, the following items subject to revision at the time tendering with the approval of the competent authority:
- (i) **Experience:** Applicant Advertising Agency must be in business for advertising and publicity jobs atleast for the last four (4) years and have enough experience of working with central govt. / State PSUs, Ministries, Govt. Departments, Corporates including civil aviation. However, the actual length of experience shall be decided at the time of tendering with the approval the competent authority.
 - (ii) The Advertising Agency should be fully accredited with the Indian Newspapers Society (INS) and no NOD (Notice of Dis-Accreditation) should have been issued by the INS during the said period.
 - (iii) **Financial Capability:** It will be decided at the time of inviting bids with the approval of the competent authority. Balance Sheet alongwith Profit & Loss Account duly signed by the Chartered Accountant shall be submitted.
 - (iv) The applicant advertising agency should have a full-fledged office equipped with infrastructural facilities and professional expertise in at least one of the Corporate Headquarters

- (CHQ) / Regional Headquarters (RHQ) city of AAI with sufficient manpower.
- (v) The applicant advertising agency should be registered with the concerned authority (in Govt. of India / State Govt.) for GST (Goods & Services Tax), PAN, etc.
 - (vi) Applicant advertising agency should have successfully completed at least two assignments involving designing, fabrication and installation of one pavilion at any exhibition conducted by national / international organizers during the requisite period of experience.
 - (vii) Complete details, Record of EPF deduction, salary payment, etc. (certified by the Company's Chartered Accountant) in respect of regular employees (minimum ten employees) are required to be furnished.
 - (viii) **Infrastructure Facilities:** Applicant advertising agency shall have all the required infrastructure (pre-reprographic facilities of latest technology) and submit documentary proof of availability of such facilities (of their own or in agreement)

(B) EVALUATION CRITERIA:

- (i) A committee, consisting of multi-disciplinary professionals (which may also include an External Expert) to be appointed by AAI exclusively for the purpose, will evaluate the proposals / Bids, declared eligible as per 12.5(A) mentioned hereinbefore, on the basis of parameters / criteria to be decided and framed at the time of tendering considering prevalent trends in the market and requirement.
- (ii) The applicant advertising agencies scoring minimum 70% marks of the total marks will be declared qualified for including in the merit list. However, the selection will be on the basis of merit and requirement of AAI as per approval of the competent authority.

12.6 Performance of the Agency:

- (i) In case, it is observed by AAI that the performance of the particular advertising agency is not satisfactory, a written notice will be issued to the agency to that effect with instructions to improve the performance within stipulated time. If the agency's performance is still not satisfactory, a penalty @ 5% of the bill amount for the 1st fault, @ 10% of the bill amount for the 2nd fault and @15% of the bill amount lastly for 3rd fault may be imposed and recovered from the security

deposit. After the 3rd default, if the agency commits further fault, there shall be no excuse and pardon and AAI will have the right to terminate the award of contract (AOC) of the agency.

- (ii) In case of unsatisfactory performance, periodic evaluation of performance of the empanelled advertising agencies will be done by CC Dte, AAI and also if such agency:
 - (i) fails to adhere to specified delivery schedule repeatedly on two occasions, or
 - (ii) does not participate in pitching at least three times in year, or
 - (iii) does not adhere to the laid down specifications, or
 - (iv) violates terms and conditions of the empanelment contract, or
 - (v) is declared insolvent.
- (iii) Unsatisfactory Performance of the advertising agencies will be dealt with as under:
 - (a) In case performance of one unit / branch of any advertising agency, empanelled with AAI, reported / found 'Unsatisfactory', AAI will terminate the contract / empanelment with the particular branch / unit of the agency. However, it will be sole discretionary to AAI whether to terminate the contract / empanelment with all units of the agency, depending on the circumstances and availability of agencies at the particular station.
 - (b) In case, empanelment of the agency is terminated due to 'Unsatisfactory Performance', the concerned agency shall not be considered for empanelment for next term atleast. However, it will be sole discretionary to the competent authority whether to depanel the agency at the particular station, where performance found reported unsatisfactory, or all stations where the agency is empanelled.

12.7 **EMD and Security Deposit:** EMD and Security Deposit shall be decided as per practice at the time of procedure.

12.8 **Number of agencies to be empanelled:** To be decided by the competent authority at the time of tendering considering the expected volume of work at that time and keeping in mind future requirement.





**OTHER CC / PR RELATED
ACTIVITIES**



Jharsuguda Airport

13. OTHER CC / PR RELATED ACTIVITIES

13.1 Positioning of Manpower for undertaking Ad-hoc tasks assigned to Corporate Communications Directorate:

For various Ad-hoc tasks assigned to CC Directorate, the requirement of manpower, both skilled and un-skilled, may be sourced from any of the Empanelled Agencies at prevalent minimum wages or from the Agency who has the valid competitive rates. This shall be undertaken with the approval of HoD, CC Directorate.

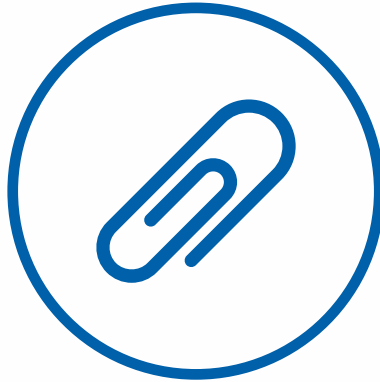
13.2 Items not covered in the Corporate Communication Policy:

Chairman, AAI will be the Competent Authority to approve a proposal for any such activity / item, which is not covered in the Corporate Communication Policy (CC Policy) or where the competence is not defined.





Srinagar Airport



ANNEXURES

- Annexure I : Sample Tender Advertisement
- Annexure II : Form - I (For Goodwill Advertisement Request)
- Annexure III : Form - II (For Sponsorship Request)
- Annexure IV : Form - III (Revised) - *NATIONAL TENDERS*
- Annexure V : Form - III (Revised) - *GLOBAL TENDERS*



Vadodara Airport

Sample for 8cm x 5cm Tender Advertisement

Masthead Hindi
 Narad font size: 15.5pt

Masthead English
 Arial font size: 9.5pt

Head Line
Hindi Krutidev 010
 font size 9.5pt
English Arial
 font size: 9pt

Body Text
 Krutidev 010
 font size: 8.5pt



8 cm

Masthead Hindi
 Narad font size: 15.5pt

Masthead English
 Arial font size: 9.5pt

Head Line
 Arial font size: 9pt

Body Text
 Font size: 7.5pt



8 cm



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA
(निगमित संचार निदेशालय)
(Corporate Communications Directorate)

फॉर्म-I / FORM-I
विज्ञापन अनुरोध हेतु / FOR ADVERTISEMENT REQUEST

| | | | | |
|--|---|--|---|--|
| 1. पत्रिका का नाम / Name of the Magazine | प्रकाशन पता / Publication Address | | | |
| | पंजीकृत कार्यालय पता / Regd. Office Address (पते का साक्ष्य संलग्न करें / Attach copy of proof of address) | | | |
| | ई-मेल पता / email address | | | |
| | अधिकृत सम्पर्ककर्ता का नाम, मोबाइल नं. तथा कार्यालय टेलीफोन नं. / Name of Authorized Contact Person Mobile & office Tel. No. | | | |
| 2. स्थापना की तारीख Date of Establishment (दिन / महीना / साल / DD / MM / YEAR) | | | | |
| 3. अवधि Periodicity of Publication | i. (a) मासिक / Monthly, (b) तिमाही / Quarterly, (c) अर्द्ध वार्षिक / Half Yearly, (d) वार्षिक / Yearly, (e) अन्य / Other | | | |
| | ii. प्रकाशन में अवरोध Interruptions in publication | | | |
| | iii. पिछले प्रकाशन की तारीख / अंक Date / Issue of Last Publication - | | | |
| 4. पंजीकृत Registered with - | (a) पंजीकरण सं. सहित आरएनआई / RNI with Regn. No. | | | |
| | (b) पंजीकरण सं. सहित आईएनएस / INS with Regn. No. | | | |
| | (c) पंजीकरण सं. सहित अन्य / Others with Regn. No. | | | |
| 5. निम्नानुसार वितरण / Circulation as per | (a) आर एन आई / RNI | | | |
| | (b) आई एन एस / INS | | | |
| | (c) ए बी सी / ABC | | | |
| | (d) पत्रिका सम्पादक / Magazine Auditor | | | |
| 6. प्रकाशन / पत्रिका का प्रकार अर्थात् Type of Publication / Magazine i.e. (a) समाचार पत्र / Newspaper (b) पत्रिका-शामिल विषयों के विवरण सहित वाणिज्यिक / व्यापारिक / Magazine / Commercial / Business with details about issues covered therein (c) जर्नल / Journal (d) स्मारिका / Souvenir (e) विशेष प्रकाशन / Special Publication – विनिर्दिष्ट करें—विमानन—निगमित व्यापार इत्यादि / specify-Aviation, Corporate, Business, etc. (f) अन्य / Other | | | | |
| | 7. ग्राहक का नाम, विज्ञापन का आकार, प्रकार तथा दी गई दरों इत्यादि सहित अन्य द्वारा स्वीकृत विज्ञापन के ब्यौरे Details of advertisement accepted by others (Govt., PSU etc.) with details of name of the client, size, type & rates etc. offered. | संगठन का नाम Name of Organization | विज्ञापन का आकार / प्रकार Size / Type of Advertisement | प्रस्तावित विज्ञापन राशि Advertisement Amount Offered |
| | | | | |
| | 8. प्रकाशन के प्रत्यक्ष विवरण / Physical Parameters of the Publication | (a) आकार सहित परिमाण Size with Dimensions | | |
| | | (b) पृष्ठों की संख्या No. of pages | | |
| | | (c) रंगीन अथवा श्याम / श्वेत Colour or B/W | | |
| 9. वितरण नेटवर्क का विस्तार / Distribution Network Spread: | (i) (a) अखिल भारतीय All India, (b) क्षेत्रीय Regional, (c) स्थानीय Local, (d) अन्तरराष्ट्रीय International (e) सुदूर व पिछड़े क्षेत्र; कृपया विनिर्दिष्ट करें Remote & Backward area – Please specify | | | |
| | (f) अन्य other | | | |
| | (ii) पाठकों की श्रेणी Class of Readership: | | | |
| | a) जनसाधारण / Masses | | | |
| | b) मध्यम वर्ग / Middle class | | | |
| | c) उच्च मध्यम वर्ग / Upper middle class | | | |
| d) देशीय / Vernacular | | | | |
| e) विशिष्ट अर्थात् विमानन, खेलकूद, जीवनपद्धति इत्यादि / Specific, e.g. Aviation, Sports Lifestyle etc. | | | | |

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AIRPORTS AUTHORITY OF INDIA
(निगमित संचार निदेशालय)
(Corporate Communications Directorate)

| | | | | | | |
|-----|---|----------------|---|---------------------|-------------------------|---|
| 10. | भाषाएं Language (a) अंग्रेजी English, (b) हिन्दी Hindi, (c) कोई अन्य Any other | | | | | |
| 11. | पत्रिका की विक्री Magazine Sold as (a) मूल्य आधारित प्रकाशन, यदि हां, मूल्य तथा बेची गई प्रतियां Priced Publication, if yes, Price and copies sold (b) मानार्थ यदि हां, ग्राहकों का प्रकार तथा निशुल्क प्रतियों का प्रतिशत Complimentary, if yes, type of centage and % of complimentary copies. | (a) | (b) | | | |
| 12. | सम्पादकीय दल (नाम व पते सहित) Editorial Team (With names and addresses) i) सम्पादक Editor | नाम / Name | पता तथा टेलीफोन नं० / Address & Telephone No. | ई-मेल Email | | |
| 13. | Details of Past Association with AAI | Year | Amount Sanctioned | Details | | |
| 14. | (i) विज्ञापन दरें Advertisement Rates (a) नियमित* / डीएवीपी दर Regular* / DAVP Rate (b) एएआई को प्रस्तावित विशेष दर Special rate offered to AAI# (c) कार्ड दर की प्रति संलग्न करें Attach a copy of the card rate (ii) एएआई को प्रस्तावित दरों की व्यवहार्यता के ब्यौरे Details in support of reasonability of rates proposed for AAI. **प्रीमियम पृष्ठ स्थिति उदाहरणार्थ विज्ञापन, दाहिनी ओर, प्रीमियम पृष्ठ 1,3,9,7...; Premium Page Position e.g. Advertisement, Right hand side Premium Page 1, 3, 9, 7... पड़िकाएं / Strips | प्रकार Type | वर्ग सें०मी० में आकार / Size in Sq. cms. | रंगीन / Coloured | श्याम / श्वेत B&W | प्रीमियम पृष्ठ की स्थिति / Premium Page position** |
| | | | (a)* | (b)# | (a)* | (b)# |
| | पूरा पृष्ठ Full Page | | | | | |
| | आधा पृष्ठ Half Page | | | | | |
| | ¼ पृष्ठ / page | | | | | |
| | पड़िकाएं / Strips | | | | | |
| 15. | ई भुगतान हेतु बैंक के ब्यौरे / Bank details for e-payments खाता धारक का नाम / Name of A/C Holder, (जिनके नाम भुगतान किया जाना है / In whose name Payment is to be made) खाता सं. / A/C No आई एफ एस सी कोड / IFSC Code बैंक का नाम / Name of the Bank शाखा / Branch address | | | | | |
| 16. | पैन / टैन / टिन सं. के ब्यौरे / Details of PAN / TAN / TIN number (प्रमाण की प्रति संलग्न करें / Attach a copy of proof) | | | | | |
| 17. | जीएसटी नं. / GST No. (प्रमाण की प्रति संलग्न करें / Attach a copy of proof) | | | | | |

टिप्पणी / Note: (i) बैंक द्वारा सत्यापित ब्यौरा संलग्न करें / Enclose original copy of bank details certified by the Bank.

(ii) आवश्यकता पड़ने पर अतिरिक्त शीट लगाएं किंतु सूचना का प्रारूप बनाए रखा जाए /

If required additional sheets can be used but the format of information shall be retained as same.

(iii) यदि जी.एस.टी. लागू न हो तो सक्षम प्राधिकारी से छूट का प्रमाण पत्र संलग्न करें /

If GST is not applicable, attach a certificate of exemption from the competent authority.

घोषणा / DECLARATION

मैं / हम घोषणा करते हैं कि हमारे समारोह में आचार संहिता के मानकों का पालन किया जाएगा। I / We do hereby declare that our Event adhere to expected standards of ethics. मैं / हम एतद्वारा घोषणा करते हैं कि उपर्युक्त ब्यौरे हमारी जानकारी व विश्वास के अनुसार सही हैं तथा उनमें कोई तथ्य छिपाया नहीं गया है। किसी भी वक्तव्य अथवा घोषणा के असत्य अथवा गलत पाए जाने पर, मैं / हम अथवा ऐजेंसी बिना किसी दावे अथवा उसके प्रति विवाद के इस विज्ञापन हेतु प्राप्त पूरी राशि भा.वि.प्रा. को ब्याज सहित लौटाने हेतु बाध्य होगी। I / We do hereby declare that particulars given above are true & correct to the best of my / our knowledge & belief and nothing has been concealed therein. If any statement or declaration found false or incorrect, I / We or agency will be liable to refund the entire amount together with interest to AAI received for this advertisement without any claim and dispute to this effect

यह डाटा शीट किसी प्रस्तावित संयोजक को कोई अधिकार प्रदत्त नहीं करती व यह कोई प्रस्ताव अथवा प्रस्ताव हेतु आमंत्रण नहीं है। भा.वि.प्रा. के पास बिना कोई कारण बताए इन शर्तों को स्वीकार अथवा अस्वीकार अथवा संशोधन अथवा बातचीत करने का अधिकार सुरक्षित है। This data sheet does not give any right to the prospective organizer and is not an offer or an invitation to accept, AAI reserves the right to the prospective or reject or modify or negotiate the terms hereof without assigning any reasons.

प्राधिकृत हस्ताक्षरकर्ता / Authorized Signatory

नाम एवं पदनाम / Name and Designation

(ऐजेंसी की रबड़ सील रबड़ Rubber Seal of the agency)

Corporate Office: GM (CC), Room No. 251, 2nd Floor, C-Block, Rajiv Gandhi Bhawan, Safdarjung Airport, New Delhi - 110003
Phone: +91-11- 24622787 | E-mail: gmcc@aaai.aero / gmccaai@gmail.com



भारतीय विमानपत्तन प्राधिकरण
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(Corporate Communications Directorate)

फॉर्म-II / FORM-II
प्रायोजन अनुरोध हेतु / FOR SPONSORSHIP REQUEST

| | | | | |
|----|--|---|---|---|
| 1 | प्रायोजन हेतु इच्छित समारोह के ब्यौरे Details of Event for which sponsorship has been sought | | | |
| | (i) आयोजनकर्ता का नाम Name of Organizer | | | |
| | (ii) समारोह का नाम Name of Event | | | |
| | (iii) समारोह स्थल Place of Event | | | |
| | (iv) समारोह की तारीख व समय Date and Time of event | | | |
| | (V) समारोह का थीम Theme of the Event | | | |
| 2 | समारोह हेतु लक्षित प्रतिभागी Target Population of the Event | | | |
| 3 | भा.वि.प्रा. के लिए प्रचार तथा डिलिवरेबल्स का ब्यौरा / Details of Publicity and deliverables for AAI | | | |
| 4 | वित्तीय प्रस्ताव के ब्यौरे Details of Financial Proposal | नियमित दरें / Regular Tariff | विशेष दरें / भा.वि.प्रा.को छूट Special Offer / Discount to AAI | |
| 5 | ग्राहक के नाम सहित प्रायोजन हेतु अन्य द्वारा स्वीकृति के ब्यौरे, तथा प्रायोजन की श्रेणी / प्रकार एवं प्रस्तावित प्रायोजन राशि इत्यादि / Details of Sponsorship accepted by others with details of name of the client, Category / type & Sponsorship Amount etc. offered. | संगठन का नाम / Name of Organization | प्रायोजन श्रेणी / Sponsorship Category | प्रस्तावित प्रायोजन राशि / Sponsorship Amount offered |
| 6 | खाता धारक का नाम / Name of A/C Holder* (जिसके नाम भुगतान किया जाना है / In whose name Payment is to be made) | | | |
| 7 | बैंक का नाम, शाखा / Name of the Bank, Branch* | | | |
| 8 | खाता सं० / A/C No (रद्द किया चेक संलग्न करें / Attach dummy cancelled cheque)* | | | |
| 9 | आई एफ एस सी कोड / IFSC Code* | | | |
| 10 | पैन / टैन सं० के ब्यौरे / Details of PAN / TAN number (प्रमाण की प्रति संलग्न करें / Attach a copy of proof) | | | |
| 11 | जीएसटी नं. / GST No. (प्रमाण की प्रति संलग्न करें / Attach a copy of proof) | | | |
| 12 | प्राधिकृत सम्पर्क व्यक्ति का नाम मोबाइल तथा कार्यालय टेलीफोन सं. / Name of Authorized Contact Person Mobile & office Tel. No. | | | |
| 13 | भुगतान एलर्ट के लिए पंजीकृत मोबाइल नम्बर / ई-मेल Registered Mobile No. / E-mail for payment alert. | | | |

टिप्पणी / Note: (i) * बैंक द्वारा सत्यापित ब्यौरा संलग्न करें / Enclose original copy of bank details certified by the Bank.
(ii) आवश्यकता पड़ने पर अतिरिक्त शीट लगाएं किंतु सूचना का प्रारूप बनाए रखा जाए /
If required additional sheets can be used but the format of information shall be retained as same.
(iii) यदि जी.एस.टी. लागू न हो तो सक्षम प्राधिकारी से छूट का प्रमाण पत्र संलग्न करें /
If GST is not applicable, attach a certificate of exemption from the competent authority.

Corporate Office: GM (CC), Room No. 251, 2nd Floor, C-Block, Rajiv Gandhi Bhawan, Safdarjung Airport, New Delhi - 110003
Phone: +91-11- 24622787 | E-mail: gmcc@aaai.aero / gmccaai@gmail.com



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मैं / हम एतद्वारा घोषणा करते हैं कि उपर्युक्त ब्यौरे हमारी जानकारी व विश्वास के अनुसार सही हैं तथा उनमें कोई तथ्य छिपाया नहीं गया है। किसी भी वक्तव्य अथवा घोषणा के असत्य अथवा गलत पाए जाने पर, मैं / हम अथवा ऐजेंसी बिना किसी दावे तथा उसके प्रति विवाद के इस विज्ञापन हेतु प्राप्त पूरी राशि भा.वि.प्रा. को ब्याज सहित लौटाने हेतु बाध्य होगी। I / We do hereby declare that particulars given above are true & correct to the best of my / our knowledge & belief and nothing has been concealed therein. If any statement or declaration found false or incorrect, I / We or agency will be liable to refund the entire amount together with interest to AAI received for this advertisement without any claim and dispute to this effect.

यह फार्म—II किसी प्रस्तावित संयोजक को कोई अधिकार प्रदत्त नहीं करती व यह कोई प्रस्ताव अथवा प्रस्ताव हेतु आमंत्रण नहीं है। भा.वि.प्रा. के पास बिना कोई कारण बताए इन शर्तों को स्वीकार अथवा अस्वीकार अथवा संशोधन अथवा बातचीत करने का अधिकार सुरक्षित है। This Form-II does not give any right to the prospective organizer and is not an offer or an invitation to offer, AAI reserves the right to accept or reject or modify or negotiate the terms hereof without assigning any reasons.

प्राधिकृत हस्ताक्षरकर्ता / Authorized Signatory

नाम / Name:

पदनाम / Designation

ई-मेल / Email:

मोबाइल नं० / Mobile No.:

(ऐजेंसी की रबड़ सील रबड़ / Rubber seal of the agency)



भारतीय विमानपत्तन प्राधिकरण
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(Corporate Communications Directorate)

फॉर्म—III / Form-III (REVISED) - NATIONAL TENDERS

निगमित संचार निदेशालय के माध्यम से प्रेस को नोटिस जारी करने हेतु
For release of Notice to Press through Corporate Communications Directorate

| | | |
|----|---|---|
| 1 | प्रेस को प्रारंभिक नोटिस भेजने वाले निदेशालय: / अनुभाग का नाम, आई ओ एन सं० व तारीख: Name of Dte. / Section initiating Notice to Press, ION No. & Date | |
| 2 | विज्ञापन की प्रकृति Nature of Advertisement | पी क्यू एन / निविदा / ए पी पी टी / अन्य एन आई टी PQN / Tender / APPT / Other NIT |
| 3 | राजस्व विज्ञापन Revenue Advertisement | (विज्ञापन जारी करने हेतु वित्तीय सहमति की प्रति संलग्न की जाए) (Copy of the concurrence by finance for release of the advertisement may be enclosed) |
| 4 | खर्च पुरा करने हेतु आकस्मिकता निधियों की उपलब्धता (पूजीगत बजट) Availability of Contingency funds to meet the expenditure (Capital Budget) | |
| 5 | Total Contingency Fund for this Project / Work | |
| 6 | Balance of Contingency Fund (As on date) | |
| 7 | परियोजना / कार्य की अनुमानित लागत Estimated Cost of the Project / Work | |
| 8 | बजट का प्रकार / Type of Budget used | पूजी / Capital / राजस्व / Revenue |
| 9 | बजट लेखाशीर्ष / Budget account head (Details) | |
| | a) WBS Element (Updated in SAP) | |
| | b) Project / Capital Link Fund Centre (Updated in SAP) | |
| | c) G / L Account | |
| | d) Cost Centre | |
| | e) Plant Code | |
| | f) Material Group code | |
| | A: Revenue Budget: It is confirmed that the details at Sl. No. 7 (c) to (f) are correct and sufficient funds are available in the above mentioned G / L account and cost centre of the department. | Signature of Concerned Finance Officer Name: _____ Designation & Office Seal _____ |
| | B: Capital Budget: It is confirmed that project has been released in SAP by the concerned Directorate. | Signature of Dealing Officer of the Concerned Deptt. Name: _____ Designation & Office Seal _____ |
| 10 | वर्तमान विज्ञापन को जारी करने हेतु उपलब्ध बजट / Max Budget available for release of this Advertisement | |
| 11 | सक्षम प्राधिकारी का अनुमोदन (डी.ओ.पी. के अनुसार महाप्रबंधक एवं उनसे उच्च अधिकारी द्वारा विधिवत अनुमोदन की प्रति संलग्न / enclose copy of approval) हस्ताक्षरित / Approval of Competent Authority (G.M. & Above as per DOP, duly Signed) | |
| 12 | सक्षम प्राधिकारी द्वारा हस्ताक्षरित पतादर्शी विज्ञापन की अनुमोदित प्रति / Approved copy of Window Advt. signed by Competent Authority | |
| 13 | स्वच्छ टंकित नोटिस की विषय वस्तु (पतादर्शी विज्ञापन) / Text of Notice neatly typed (Window Advertisement) [विषय वस्तु की दो (two) प्रतियां संलग्न (Enclosed)] | |



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA
(निगमित संचार निदेशालय)
(Corporate Communications Directorate)

| | | |
|----|--|--|
| 14 | प्रचार हेतु चिह्नित क्षेत्र (प्रकाशन दर्शाने की आवश्यकता : स्थानीय / क्षेत्रीय / अखिल भारतीय / वैश्विक नहीं है) / Identified area for publicity (need not (Local / Regional / All India mention publication) | |
| 15 | प्रामाणित किया जाता है कि विज्ञापन की पूर्ण विषय: वस्तु पहले ही सूचना प्रौद्योगिकी निदेशालय को भेज (Date of uploading on CPP Portal) दी गई है / Certified that the full text of the advert. has Already been uploaded and sent to IT Dte on (Date) | |

हस्ताक्षर / Signature

Name

(Of forwarding officer with office stamp)

Direct Phone No.

Intercom No.

Mobile No.

Email No.

List of Essential Documents to be attached:-

- (i) Approval of Competent Authority
- (ii) Approved Text in English & Hindi

(iii) **Screen Shots** of (a) **linking of WBS & Fund Centre** and (b) **Releasing of Project** (For Capital Budget) in SAP

टिप्पणी / Notes: (i) Budget available for release of this Advt. must be specified at para - 10 above. If sufficient funds are available, mention "AS PER ACTUAL".

(ii) Please ensure that all the columns of this form are filled completely and duly signed by the HOD properly.



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA
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(Corporate Communications Directorate)

फॉर्म-III / Form-III (REVISED) - GLOBAL TENDERS

निगमित संचार निदेशालय के माध्यम से प्रेस को नोटिस जारी करने हेतु
For release of Notice to Press through Corporate Communications Directorate

| | | |
|----|---|---|
| 1 | प्रेस को प्रारंभिक नोटिस भेजने वाले निदेशालय: / अनुभाग का नाम, आई ओ एन सं० व तारीख: Name of Dte. / Section initiating Notice to Press, ION No. & Date | |
| 2 | विज्ञापन की प्रकृति Nature of Advertisement | पी क्यू एन / निविदा / ए पी पी टी / अन्य एन आई टी PQN / Tender / APPT / Other NIT |
| 3 | राजस्व विज्ञापन Revenue Advertisement | (विज्ञापन जारी करने हेतु वित्तीय सहमति की प्रति संलग्न की जाए) (Copy of the concurrence by finance for release of the advertisement may be enclosed) |
| 4 | खर्च पुरा करने हेतु आकस्मिकता निधियों की उपलब्धता (पूजीगत बजट) Availability of Contingency funds to meet the expenditure (Capital Budget) | |
| 5 | Total Contingency Fund for this Project / Work | |
| 6 | Balance of Contingency Fund (As on date) | |
| 7 | परियोजना / कार्य की अनुमानित लागत Estimated Cost of the Project / Work | |
| 8 | बजट का प्रकार / Type of Budget used | पूजी / Capital / राजस्व / Revenue |
| 9 | बजट लेखाशीर्ष / Budget account head (Details) | |
| | a) WBS Element (Updated in SAP) | |
| | b) Project / Capital Link Fund Centre (Updated in SAP) | |
| | c) G / L Account | |
| | d) Cost Centre | |
| | e) Plant Code | |
| | f) Material Group code | |
| | A: Revenue Budget: It is confirmed that the details at Sl. No. 7 (c) to (f) are correct and sufficient funds are available in the above mentioned G / L account and cost centre of the department. | Signature of Concerned Finance Officer Name: _____ Designation & Office Seal _____ |
| | B: Capital Budget: It is confirmed that project has been released in SAP by the concerned Directorate. | Signature of Dealing Officer of the Concerned Deptt. Name: _____ Designation & Office Seal _____ |
| 10 | वर्तमान विज्ञापन को जारी करने हेतु उपलब्ध बजट / Max Budget available for release of this Advertisement | |
| 11 | सक्षम प्राधिकारी का अनुमोदन (डी.ओ.पी. के अनुसार महाप्रबंधक एवं उनसे उच्च अधिकारी द्वारा विधिवत अनुमोदन की प्रति संलग्न / enclose copy of approval) हस्ताक्षरित / Approval of Competent Authority (G.M. & Above as per DOP, duly Signed) | |
| 12 | सक्षम प्राधिकारी द्वारा हस्ताक्षरित पतादर्शी विज्ञापन की अनुमोदित प्रति / Approved copy of Window Advt. signed by Competent Authority | |
| 13 | स्वच्छ टंकित नोटिस की विषय वस्तु (पतादर्शी विज्ञापन) / Text of Notice neatly typed (Window Advertisement) [विषय वस्तु की दो (two) प्रतियां संलग्न (Enclosed)] | |



भारतीय विमानपत्तन प्राधिकरण

AIRPORTS AUTHORITY OF INDIA

 (निगमित संचार निदेशालय)

 (Corporate Communications Directorate)

| | |
|--|--|
| <p>14 प्रचार हेतु चिह्नित क्षेत्र (प्रकाशन दर्शाने की आवश्यकता : अखिल भारतीय + वैश्विक नहीं है) / Identified area for publicity (need not All India + Global*) mention publication)</p> <p>*FOR GLOBAL TENDER Advt.</p> <p>(a) Mention Locations (Name of city & country) of Potential Sellers/OEMs/Vendors /Consultants related to the prescribed work</p> <p>(b) Mention PACKAGE (as per CC Dte ION No. AA/CC/201/10/2019-20 dtd 12th July, 2019) for global publicity through web portal: www.globaltenders.com</p> | |
| <p>15 प्रामाणित किया जाता है कि विज्ञापन की पूर्ण विषय: वस्तु पहले ही सूचना प्रौद्योगिकी निदेशालय को भेज (Date of uploading on CPP Portal) दी गई है / Certified that the full text of the advert. has Already been uploaded and sent to IT Dte on (Date</p> | |

हस्ताक्षर / Signature

 Name

 (Of forwarding officer with office stamp)

 Direct Phone No.

 Intercom No.

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List of Essential Documents to be attached:-

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टिप्पणी / Notes: (i) Budget available for release of this Advt. must be specified at para - 10 above. If sufficient funds are available, mention "AS PER ACTUAL".

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gaGan

GSAT-8



GSAT-10



GSAT-15



ध्येय

2026 तक भा. वि. प्रा. का ध्येय है: देश में विमानन सेवाओं का प्रमुख प्रदाता बनने के लिए

- आधुनिक विमान दिक्चालन सेवाओं के उपयोग को अपनाना एवं सुविधाजनक बनाना
- हवाई अड्डा संरचना को उन्नत तथा विकसित करना
- गैर-प्रचालनात्मक एवं कम प्रचालनात्मक हवाई अड्डों में वायु सम्पर्क सुधारने में सहयोग करना
- संगठन को पुनर्गठित करना
- लागत में कमी तथा गैर-वैमानिक राजस्व को बढ़ाने के लिए नियमित प्रयासों के माध्यम से प्रमुख हवाई अड्डों पर लाभप्रद प्रचालनों पर ध्यान केंद्रित करना

Vision

AAI's Vision till 2026 is:

To be the principal aviation services provider in the country, AAI shall

- Adopt and facilitate the use of contemporary air navigation services
- Upgrade and develop airport infrastructure
- Support improving air connectivity at unserved and under-served airports
- Have a restructured organisation
- Focus on profitable operations at major airports through continuing efforts on cost reduction and enhancing non-aeronautical revenue

उद्देश्य

“एक स्थाई भारतीय विमानन नेटवर्क का आधार बनना, उच्च स्तरीय, सुरक्षित तथा ग्राहक अनुकूल हवाईअड्डे तथा विमान दिक्चालन सेवाएं उपलब्ध कराना एवं अपने सेवा क्षेत्रों में आर्थिक विकास के लिए उत्प्रेरक के रूप में कार्य करना।”

Mission

"To be the foundation of an enduring Indian aviation network, providing high quality, safe and customer-oriented airport and air navigation services, thereby acting as a catalyst for economic growth in the areas we serve."



भारतीय विमानपत्तन प्राधिकरण
AIRPORTS AUTHORITY OF INDIA

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website: www.aai.aero



airportsauthorityofindia@gmail.com



*aaiofficial



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