

File No. T-27015/4/2018-Photo

Government of India
Archaeological Survey of India
Dharohar Bhawan, 24, Tilak Marg
New Delhi-100001

Dated: 01.10.2021

OFFICE ORDER

Subject: Revised rates for the supply of Digital Images and Video footage/Drone Video to General/Academic and commercial purpose on payment basis.

In supersession of all previous orders on the subject cited above, the following revised rates for the supply of B&W/Colour images and video footage have been approved by the Director General, Archaeological Survey of India and will be effective from the date of issue of the order.

Sl. No.	Description of the Items	General/ Academic	Commercial	Remarks
01	Soft copy of digital images in 300dpi	Rs. 25/-	Rs. 250/-	Images from photo Archival
01	CD/DVD Copy of Video footage/Drone Video of Monuments/Sites	Rs.100/-	Rs.1500/-	Max. 3 minutes clippings permitted with 3-4 cuts

1. All Scholars, Institutions and Commercial agencies should acknowledge the **ARCHAEOLOGICAL SURVEY OF INDIA** and concerned Institutions while using materials for both academic and commercial purpose.
2. Five copies of the Publication in which the photograph would appears may be sent free of cost to the **Central Archaeological Library, 24, Tilak Marg, New Delhi 110001** under intimation to the o/o the Director General Archaeological Survey of India.

TERMS AND CONDITION

1. All orders should be obtained in writing from the concerned party in the form of a letter to the Head of Office.
2. In case the party concerned does not seem to know the scheduled rates and or does not make specific mention in his/her order of his willingness to pay for the digital images, He/She should be informed of the rates and his/her confirmation of the order should be obtained in writing before the work is taken in hand. Simultaneously enquires should be made as to clear from his/her initial order.
3. All supplies should invariably be made against payment except in very special cases, where the party is very well known to ASI can take personal responsibility that payment by the party will be made without trouble. In these cases the images may be supplied/sent registered post along with a bill of cost of payment.
4. In case of local delivery, the party should be informed when the images are ready. So that he/she can take delivery thereof by depositing the money with the office.
5. Packing and posting charges should invariably be included in the bill.
6. If the images are not to be used for reproduce (rule 2) the covering letter forwarding the images should invariably mention that the copy right of the ARCHAEOLOGICAL SURVEY OF INDIA should be suitably acknowledge and two copies of the publication in which the images are to appear should be sent free of cost, to the Central Archeological Library, New Delhi, a copy of the letter should be endorsed to the Librarian Central Archeological Library, New Delhi so that the Librarian may keep a check on the receipts.
7. Orders are often received for the supply of photographs pertaining to objects in museum, art galleries and private possession. In such cases the party should be asked to apply to the proper authorities even if negatives of the concerned objects are available with the Survey, unless

the party produces a letter from the proper authorities allowing survey to make the supply. This will avoid possible complications over copyright.

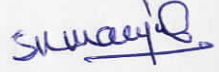
8. There should be a periodical checking for ascertaining that all amounts have been duly realized from the parties. For this purpose a register of all supplies made against payment should be maintained by the photographers with a column "Date of Realization". This register should be monthly shown to the accounts/cashier of the office, who should enter the date of realization in the column with initials. The register will be an auditable document and should be maintained with all possible care. Reminders should if necessary, be sent to parties from which the dues have not been realized within a reasonable time.
9. Normally images of erotic sculpture should not be supplied to any party, but in special case, if the party wants them for publications, the stamps of publisher, the name of the book, its size and approximate sale-price should be enquired into, and only when the Director General, ASI is satisfied that the publication will be a scholarly study and not a cheap commercial pamphlet, the digital images may be supplied.
10. Supply of unpublished images of excavation and excavated material can be considered only if period of five years has already elapsed after the completion of field work and such requests will be considered by the Director General, ASI and not by Head of office.
11. Class I or class II officers of the Archeological Survey of India may obtain free of cost, from the office the Director General, ASI the following number of digital images for the purpose noted against each.

1) Purpose	No. of Digital Images
1.) For illustrating articles etc. to be published by the ASI.	According to actual requirements
2.) For study and building up of a collection.	Not more than twenty five per Calendar year.

12. For illustrating articles, etc. to be published in a non-departmental publication with an honorarium an officer should purchase images in accordance with rule.
13. Request for images from class III technical officers of the department will be disposed of by the concerned Head of the office on their own merits provided that the limit prescribed in these rules are in no case exceeded and no free supply is made in case where the rules prescribed payment.
14. Student of Institute of Archaeology, Archaeological Survey of India may obtain, free of cost, 12 images for illustrating their essay in the final examination, on the recommendations of the Director Institute of Archaeology.

Copy to:

1. All Archaeological offices
2. All officers, HQ office, New Delhi
3. Web Section
4. Photo-Section


(Dr. Sanjay Kumar Manjul)
Joint Director General

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