

GUIDELINES FOR AUCTION OF SATURDAY JUBILEE FILM SLOT

A. ELIGIBILITY CRITERIA:-

1. A person/entity holding the telecast Rights (Terrestrial) of the film up to the date of telecast of the film shall be eligible to participate in the auction for telecast of the films on Doordarshan National Network (Documentary evidence to be produced for the same).

B. BIDDING PROCESS AND OTHER TERMS AND CONDITIONS:

1. The bidders should submit copies of last three years' Income Tax Returns.
2. A person/entity participating in the bid should not have been blacklisted by Doordarshan.
3. The complete application shall be accompanied by a non-refundable processing fees of Rs. 10,000/- (Ten Thousand only) in favour of PB(BCI) DG, Doordarshan, payable at New Delhi.
4. The bidders applying for on-line auctioning shall be subject to scrutiny/short-listing by the Doordarshan and only then they shall be termed as Qualified Bidders and shall be eligible to participate in online auctioning on a date/time notified through mail and put up on the website.
5. The Qualified bidders shall have to pay an Earnest Money Deposit (EMD) of the Minimum Reserve Price (MRP) of Rs.60.00 lakhs, same day, two hours before auction. Auctioning will be done through online mode only and shall be done separately for each slot/week. The DG, Doordarshan, however reserves the right to modify the MRP which will be notified before the auction.
6. The qualified bidders shall have to pay a non-refundable auctioning fee for every auction only to the auction house as decided by Doordarshan (see terms and conditions for participating in e-auction).

7. The EMD of the unsuccessful qualified bidders shall be returned after the auctioning process is complete.
8. In order to give adequate time to the successful bidder to market the Commercial Time (CT) of the films, the auction will be conducted at least 6 weeks before the date of telecast.
9. The bidder must have clear and unencumbered rights of the film proposal for telecast supported by relevant documents which shall be subject to scrutiny by the Doordarshan.
10. The successful bidder must furnish the balance Bid Amount, 7 days prior to the telecast of the film, failing with which the EMD amount shall be forfeited without notice and the bid cancelled.
11. The film proposed by the successful bidder should have been certified by the Central Board of Film Certification with unrestricted exhibition certificates only. The successful bidder must submit duly notarized copies of the censor certificates and other documents pertaining to films telecast at the Film Section, Directorate General: Doordarshan within 7 days of award of auction. The schedule of the film along with required documents regarding telecast rights shall be scrutinized and approved by Director General: Doordarshan. The successful bidder shall be given an advance time window of 4 weeks so as to enable him to furnish the details of films telecast along with the legally valid documents pertaining to film rights (Agreement/Link-agreement).
12. The successful bidder must transfer the balance bid amount through **RTGS/ECS to Doordarshan's Account No.11084233516, MICR Code No. 110002087, IFSC Code No. SBIN0000691 at SBI Main Branch, Parliament Street, New Delhi** within a period of 21 days from the date of telecast of film, failing with which the EMD amount shall be encashed by Doordarshan.
13. The Prasar Bharati shall run eight free promos of 20 seconds duration each, the film every week, four on DD-National Channel in prime time and the rest in non-prime time.

14. The successful bidder must provide the best print of the Films in DVC pro 50 format or any other format prescribed by Doordarshan from time to time at least three weeks before the date of telecast. The film shall be withdrawn from telecast in case it does not meet the prescribed technical standards or content quality.
15. Proposals for telecast of films dubbed in Hindi from other languages shall not be considered under this scheme.
16. Doordarshan reserves the right to either re-schedule or postpone or cancel the telecast of a scheduled film if programme exigencies or change in circumstances, so require. In case of non-telecast of the scheduled film, the successful bidder shall be refunded the bid amount for the particular slot(s) within a period of 15 days from the date of the scheduled telecast. For refund made after 15 days, interest at the prevalent rate shall be paid to the successful bidder.
17. FREE COMMERCIAL TIME:
 - (a) The amount of FCT permitted to the successful bidders will be as per the TRAI guidelines which permit 12 minutes of Advertisement + promotion in every clock hour. However, Doordarshan shall retain 2 minutes per hour for promoting its own programmes as well as social messages and the successful bidder will be allowed 10 minutes per hour as Commercial Time. Any violation to the aforesaid shall be penalized severely as per commercial regulations of Doordarshan.
 - (b) Commercial Time (CT) can be used for marketing at rates they determine for promotion of either goods or services or brand image of any organization in accordance with Doordarshan's Commercial Code and guidelines.
 - (c) Feature Film may be sponsored either in the name of the company manufacturing a product and/ or providing a service or in the name of the products manufactured by the sponsored Company.
 - (d) The bidder shall be entitled to utilize, such period of time, to be known as 'Commercial Time' (CT) as may be specified, from time to time, by Doordarshan in its Commercial Rate Card. The bidder can utilize the CT before or after or in between the telecast of film. He shall, in addition be entitled to a credit line of 10 seconds each at the beginning and at the end of the film. The credit line shall include only

the name of the sponsor/product, as the case may be written and /or spoken. The bidder shall however, be allowed to use in the credit line with logo, font style, music/sound effects, etc. as described in Doordarshan's Commercial Rate card.

- (e) In case of lapse of unutilized commercial time the successful bidder shall have no claim for either carrying forward or encashment of the same.
- (f) The commercial spots used during telecast shall be strictly in accordance with the commercial code of Doordarshan and all the advertisements should be in accordance with the legislations affecting advertisement in the Country for the time being in force, as amended from time to time, inter alia, the following Acts and the Rules framed there under:-
 - (i) Cable Television Networks (Regulation) Act, 1995.
 - (ii) Cinematograph Act, 1952.
 - (ii) Drugs and Cosmetics Act, 1940.
 - (iii) Drugs Control Act, 1950.
 - (iv) Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954,
 - (v) Copyright Act, 1957.
 - (vi) Trade and Merchandise Marks Act, 1958.
 - (vii) Prevention of Food Adulteration Act, 1954.
 - (viii) Pharmacy Act, 1948.
 - (ix) Prize Competition Act, 1955.
 - (x) Emblems and Names (Prevention of Improper Use) Act, 1950.
 - (xi) Consumer Protection Act, 1986.
 - (xii) Indecent Representation of Women (Prohibition) Act, 1986.
 - (xiii) AIR/Doordarshan Code.
 - (xiv) Code of Ethics for advertising in India issued by the Advertising Standards Council of India.
 - (xv) Code of Standards in relation to the advertising of medicine and treatments.
 - (xvi) Standards of practice for Advertising Agencies.

18.The successful bidder shall be exclusively liable for the payment of royalty to the right holder of the film telecast in the auctioned slot.

19.All Tax Liabilities shall be borne by the bidder.

20. The successful bidder must submit Indemnity Bond indemnifying Doordarshan from all litigations that may arise.
21. In case of any dispute regarding the interpretation of the guidelines, or there being any ambiguity, incongruity or otherwise, the decision of the Director General Doordarshan shall be final.
22. The film proposed for telecast must conform to the rules and guidelines framed by the Prasar Bharati as amended.
23. Notwithstanding anything contained in these guidelines Director General: Doordarshan shall have the rights to amend/modify the above guidelines and to cancel the proposed telecast of the film without assigning any reason.
24. All disputes shall be subject to the jurisdiction of the Courts at Delhi.

Terms and Conditions of auctioneer M/s. ITI Ltd. for participating in e-auction.

1. For participating in the above e-Auction, the qualified bidders shall have to get them self-registered with e-tendering/e-Auction website **www.tenderwizard.com/PB** by paying annual amount of **Rs 2,247/- (including taxes)** through online payment made and get user ID, pass word and class 3 digital certificates. For any clarification / difficulty regarding E-Auction, the qualified bidders can contact our official auctioneer M/s. ITI Ltd. on the phone numbers **011-49424365 or 8800723666**.
2. Bidder may refer to the “**e-Auction**” help manual on above website for the detailed process.
3. Bidders shall have to pay the Auctioneer the fee of **Rs. 6754/- inclusive of all taxes (0.1% of reserve price)** in the form of demand draft drawn from a Nationalized Bank in favour of **ITI Ltd. payable at Delhi**.
4. The Mock e-Auction shall be held for the shortlisted bidders one day prior to the scheduled date and time of the e-Auction.