



**PRASAR BHARATI**  
(BROADCASTING CORPORATION OF INDIA)  
DOORDARSHAN KENDRA: KOLKATA



## **Call for New proposals over DD Bangla!!**

DD Bangla invites new proposals from experienced and acclaimed producers, right owners, aggregators and production houses for telecast of variety of programmes over DD Bangla across various slots under Prasar Bharati's Sponsored programme scheme. Under this scheme the selected contents will be telecast over DD Bangla network in exchange for particular slot fees whereas the outside Producer /Production houses will be allowed free commercial time at their disposal.

For detailed information please follow the guidelines attached to this notice.

**The last date for submission application at Doordarshan Kendra Kolkata along with necessary documents and pilot episodes will be – 31st January 2026, 6 pm.**

**Address:** To, The Head of Programme Doordarshan Kendra Kolkata 18/3 , Uday Shankar Sarani Golf green, Kolkata - 700095

**Email:** [ddkoldtc@gmail.com](mailto:ddkoldtc@gmail.com) // [ddkolsponsoredprogramme@gmail.com](mailto:ddkolsponsoredprogramme@gmail.com)

You can also follow DD Bangla's face book page - @ DDBangla TV for further details

Subject: Guidelines for the consideration, processing and approval of proposals received from outside producers for telecast of TV Programmes under Doordarshan's "Sponsorship Scheme" over DD Bangla

**1. OBJECTIVES :**

DD Bangla is hereby inviting fresh content proposals for the Sponsored programmes from credible and reputed producers/Production houses. Programmes made independently by the Producers in terms of content and style and in conformity with the **Prasar Bharati Broadcasting Code** are to be selected and scheduled for telecast over DD Bangla channel.

The genres on which proposals can be submitted are : Documentaries, short films, Fiction , Docu - fiction, content related to child and women empowerment, performing arts, travelogue/ vlog, current affairs, reality show , animated content for children etc. Content like Feature films and live events are also accepted.

The outside Producers can telecast his/her content over DD Bangla by making payment of a specified fee to Prasar Bharati and in lieu thereof are entitled to a specified commercial time which can be used for marketing at rates for promotion of either goods or services or brand image of any organization **in accordance with Prasar Bharati's Commercial Code and guidelines**. Kindly note that both the Broadcasting and commercial code of Prasar Bharati is available over the internet.

**The details of the slots :**

The slots for which the proposals are sought, both in prime and non prime time will be given in accordance to the availability and requirement of the Outside producers.

**2. PROPOSALS (What and how to submit) :**

*A Proposal received under this scheme shall invariably contain:*

- a) A cover letter regarding the proposal mentioning Name of the Production House/Producers/Right's owners/Aggregators, name and genre of the content, year of Production etc.
- b) Episode wise Synopsis of the content along with subject, title, language, theme, category/genre, details of cast and crew and no. of episodes along with duration. In case of Fiction/Non Fiction Detailed story line of each episode, break-up of the story in episodes and broad outline of treatment are necessary.
- c) Registration certificate in case of proprietary firms/partnership deed along with registration certificate in respect of partnership firms/certificate of incorporation in respect of companies (if applicable).
- d) Awards and recognitions, if any.
- e) History of previous telecast in last three years along with viewership data, if available.
- f) Affidavit for meeting eligibility criterion and providing correct information (**Annexure – 1**)

**Financial details to be submitted :**

- g) PAN
- h) GST registration certificate.
- i) Income tax returns for past consecutive 3 years.

**3. Selection process:**

- After proper scrutiny of the submitted documents the concerned Producers/ production houses will be contacted for submission of 13 episodes of the content or the complete content whichever less in an external hard drive. The content will then be previewed and evaluated by Doordarshan.
- **Following scrutiny the shortlisted proposals will be asked to submit the following documents :**
  1. Authorisation for signatory wherein Authorisation shall be from all partners or from Board of Directors for companies.
  2. Balance sheets/audited accounts for last three (03) years
  3. Indemnification (proforma for indemnity bond is attached herewith as Annexure -2)
- **Following the completion of the above process, the content will be previewed and evaluated by a competent panel.** *During the evaluation the producers of the shortlisted proposals shall be asked to give a presentation before the Evaluation committee regarding the submitted proposal.*

**4. Submission of performance related Bank guarantee (PBG)**

Submission of Performance related bank guarantee (PBG) will be needed before signing of contract only if the Producer/Production house couldn't submit the full content (all episodes). The PBG will be calculated as the consolidated slot fees for the number of episodes applied along with GST.

**5. Signing of Agreement:**

Upon completion of the above mentioned proceedings, an agreement is to be signed between Prasar Bharati and the Producer/ production house wherein exact timelines regarding the delivery of content and payment will be mentioned.

**6. Delivery of content :**

After signing of the agreement the selected Producer/ Production house may submit all the episodes/ full content of the programme, within one week of intimation. Contents are to be submitted in the following manner:

- a. In case of weekly or bi weekly programme, a banking of 10 episodes or full content, whichever is less is to be submitted at least one month before the date of telecast of the first episode.

- b. In case of multiple episodes per week the producers/Production house will be required to submit a banking of 22 episodes or full content, whichever is less , at least one month before the date of first telecast.
- It is to be noted that Prasar Bharati/ Doordarshan will preview the content and provide feedback upon which necessary changes, if any, are to be incorporated by the Producer/Production house and submit the final master content for telecast at least 03 ( three) days before telecast.
  - The selected Producer/production House will be charged Liquidated damage of Rs 1000/- per day irrespective of number of episodes delayed if the Producer/ production house fails to submit the required content for telecast as per the date of first telecast as mentioned in the agreement.
  - The producer/production house will have to pay the telecast fee of the slot if the programme is unable to come On Air on any particular day after commencement of the programme for whatsoever reason not attributable to Prasar Bharati.
  - Once a time slot is allotted to an applicant, plea for extension of time to commence the telecast of the content can be considered only for a limited period not exceeding two weeks and the applicant shall there after compensate Prasar Bharati 25% of the telecast fee of the allotted slots which the applicant has failed to come On Air. Failure to compensate Prasar Bharati or inability to come On Air even after Four weeks will forfeit the allotment of slot.

#### **7. Technical specifications for submission:**

Content is to be submitted by the Producer / Production Houses by external hard disks in the following format:

Format – XDCAM HD 422@ 50 Mbps MPEG2 Long GOP with audio@ 48 KHz, 24 bits PCM (Video resolution 1920x1080, 50i & Audio in Ch 1-2= stereo mix).

#### **8. Terms and Conditions for telecast :**

##### **A. FREE COMMERCIAL TIME :**

- (i) A programme 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.
- (ii) The Producer shall be entitled to utilize, such period of time, to be known as 'Free Commercial Time ( FCT) as may be specified, from time to time, by Doordarshan in its Commercial Rate Card. The Producer can utilize the FCT before or after or in between the programme. S/He shall, in addition be entitled to a credit line of 10 seconds each at the beginning and at the end of the programme. The credit line shall include only the name of the sponsor /product, as the case may be written and/ or spoken. The sponsor shall, however, be allowed to use in the credit line his/her logo, lettering style, music/sound effects, etc. as described in Doordarshan Commercial Rate Card.
- (iii) The actual duration of the programme will not exceed 24 minutes for a 30 minutes slot and 48 minutes for 60 mts. slot including opening and closing credit captions.

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(iv) The Producer/ production House is authorised to hold a competition or contest, which must be related to the content of the programme. Credit to distributor of prizes in cash or kind will be a part of FCT allowed and will be permitted to a maximum duration of 10 seconds.

(v) The programme proper shall not be permitted to be used overtly or covertly for advertising any product/service. The decision as to whether the programme involves overt or covert publicity of any product/service shall rest with the Director of Programmes of the concerned channel.

(vi) Any excessive use beyond the provided FCT, will be charged at SBR (Spot buy rates) as per Prasar Bharati commercial rate card.

**B. Telecast Rates:**

<b>Outside sponsored Programme</b>			
<b>Time band</b>	<b>Telecast fee (in Rs) per 30 mins</b>	<b>FCT</b>	<b>Spot Buy rate</b>
7pm – 11pm <b>(Prime Time)</b>	Rs 7000/- (corporate) Rs 22500/- (Gov./PSU)	240 secs	Rs 800/- (corporate), Rs 1500/- ( Gov./PSU)
<b>Rest of the time</b>	Rs 4100 (corporate) Rs 13500/- (Gov. /PSU)	240 secs	Rs 450/- Rs 2500/-

**C. Payment of slot fees:**

Producers/Production houses shall make payments for the allotted slots in a particular month at least 7 days before the beginning of that month.

**D. Termination of Agreement:**

The Producer/ Production House can withdraw the programme giving 8 weeks' notice to Prasar Bharati; however the story of the serial has to be completed first before such withdrawal. Similarly Prasar Bharati reserves the right to change the date and time of telecast of an approved programme or withdraw approval without assigning any reason by giving 8 week notice to the producer/ production house.

*For further information please contact:*

1. Sponsored Section, Doordarshan Kendra Kolkata, 18/3, Uday Shankar Sarani, Golf green, Kol- 700095
2. The Head of Programme, Doordarshan Kendra Kolkata, 18/3, Uday Shankar Sarani, Golf green, Kol- 700095.

Email: ddkoldtc@gmail.com // ddkolsponsoredprogramme@gmail.com

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**Please find the annexure in the following page:**

**Annexure-I**

**UNDERTAKING (On Stamp paper)**

I/We..... S/o ..... age.....,  
R/o..... do hereby solemnly declare as follows:

1. That I ....., am the representative of the Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s) M/s .....and is authorized to sign this undertaking.
2. That the Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s) does not continue to be blacklisted by any central or state government, any agency of the central or state government, any public sector undertaking or any autonomous body or regulatory authority, whether in India or abroad for any act considered to be criminal as per the extant laws, or for any financial default, or for any unfair, immoral or unethical trade practices.
3. That the Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s) is not debarred under Rule 151 of GFR 2017.
4. That the Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s) is not a defaulter of Prasar Bharati, either as an advertising agency or as Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s) or in any other capacity. As on date, the Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s) does not owe any money to Prasar Bharati.
5. That is solemnly declared that in case any amount is found to be outstanding against the Production House(s) / Producer(s) / Rights' owner(s) / Aggregator(s), he/she/they shall without prejudice to any other action as deemed appropriate by Prasar Bharati be liable to pay the said amount to Prasar Bharati.

**Place:**

**Date:**

**Signature**

**Annexure -2 (Indemnity bond Format)**

I/We, (.....name of applicant/company along with designation), having registered Office at  
(\_\_\_registered office address\_\_\_) .

- (a) I/We hold the complete rights in respect of the production and/or telecast of the programme entitled “..... (title of programme)” and that the said assigned Programme or any other part thereof will not infringe the copyrights and or performing rights held by any other party including limitation trademark, contract, and privacy & publicity rights. I agree to keep Prasar Bharati its employees, officers, successors and assigns indemnified at all times against any litigation in respect of the said assigned programme based on a claim that any part of the film or material used therein constitutes an infringement of copyrights or any of the rights mentioned above either in INDIA or abroad. Wherever Prasar Bharati or Doordarshan is made a party defending such litigation and obligation, shall reimburse or make good all sums of money that Prasar Bharati or Doordarshan may be ordered to pay by court of Law or otherwise to any third party including all charges and expenses relating thereto paid or incurred by Prasar Bharati or Doordarshan.
- (b) The said programme has been/ not been telecast on any channel of Doordarshan.
- (c) I shall fully responsible for any controversy/claim regarding the telecast of the said programme and indemnify Prasar Bharati against all litigation that may arise on account of any libel, slander, obscenity, indecency, infringement, of copyright of patent etc. from the telecast of the said programme by Prasar Bharati.
- (d) Prasar Bharati will not in any way be responsible or liable for any risks in connection with the production of the programme and/or any damage, destruction of property or injury/ death of contractual and non-contractual persons employed by us or members of public in the Course of production of the said programme. We agree to indemnify Prasar Bharati against any claims, proceedings in connection with the production of the programme.

Place:

DATE:-

NAME:

Designation:

INDEMNIFIER's:

**Kindly note that the Affidavit and the Indemnity Bond are to be notarized before submission of the same.**

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