

Prasar Bharati
(India's Public Service Broadcaster)
Directorate General: Akashvani
(Content Sourcing Division)

F.N. 24/03/2025-P-III

New Delhi, Date: 10.04.2026

NOTICE INVITING PROGRAMME PROPOSALS (NIPP)

Prasar Bharati invites Programme Proposals from eligible Production Houses/Producers/Rights Owners/Aggregators/Content Creators for sourcing of Radio Programmes for broadcast on Akashvani under the following modes, viz. **Revenue Sharing, Sponsored and Gratis**, in accordance with the provisions of Prasar Bharati Content Sourcing Policy-2024 and amendments/orders issued from time to time.

2. Applicants are advised to carefully read the provisions of the Content Sourcing Policy-2024 and amendments/orders issued from time to time, available on the websites of Prasar Bharati and Akashvani, before submitting proposals.

Objective & Scope of NIPP

3. The objective of this NIPP is to enrich Akashvani's programming with innovative and high-quality audio content, expand the programme bouquet of Akashvani through external sourcing, promote regional content, and generate revenue through permissible content sourcing arrangements.

4. Programme proposals are invited for sourcing of radio programmes for broadcast on the Akashvani Network under the following modes:

- a. Revenue Sharing Mode (RSM),
- b. Sponsored Programme Mode,
- c. Gratis Mode

5. The programmes may include the following formats:

Sl. No.	Formats of Programmes
A.	Series of Radio Dramas/Plays
B.	Series of Radio Features/Documentaries
C.	Storytelling / Audio Series
D.	Series of Innovative Audio Format Programmes
E.	Podcast Series
F.	Quiz Competitions
G.	Music Based Programmes (Classical/Semi-classical/Light/Folk)



6. The programmes should conform to **AIR Broadcast Code** and the **Commercial Advertising Code of All India Radio. (Annexure- VIII)**
7. The programmes may be produced in **Hindi/English** and/or regional languages given in **Annexure VII**, depending upon the target audience and the requirement of the concerned Akashvani Kendra/Cluster.
8. **The duration of each episode shall be either 14 minutes or 28 minutes. Any deviation from the prescribed duration shall be considered only in exceptional cases, subject to the approval of Nodal officer of the concerned Cluster, whose decision in this regard shall be final.**
9. Programmes acquired under this NIPP may be broadcast on the Akashvani Network, including National, Regional and Local Radio Stations, as decided by Prasar Bharati/Akashvani.
10. Akashvani reserves the right to schedule the programme in any suitable slot.
11. The programmes shall be sourced under the applicable mode, namely **Revenue Sharing Mode (RSM), Sponsored Mode** and **Gratis Mode**, as provided in the **Content Sourcing Policy-2024** and amendments/orders issued from time to time.

Eligibility Criteria

12. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) may be an individual, proprietary firm or any legal entity including Partnership Firm, Joint Venture, Limited Liability Partnership or Company.
13. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) should possess legally valid, undisputed and unencumbered rights in respect of the content being offered to Prasar Bharati for broadcast. They should not be under any legal disability in relation to entering into agreement with Prasar Bharati on the terms and conditions agreed between the parties.
14. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) should not owe any dues to Prasar Bharati in respect of past business transactions. In case of any partnership firm or company, none of its partners, promoters, or directors, as the case may be, should either be a defaulter in his/her individual capacity or have had any past association with any defaulting partnership firm or company in the capacity of a partner, promoter or director, as applicable. Any outstanding dues to Prasar Bharati, if any, shall be mandatorily disclosed in the offer.
15. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) should not be debarred from doing business with Prasar Bharati, or any Ministry or Department of the Central Government or any State Government, or any statutory/autonomous body, or any Public Sector Undertaking, on account of any corrupt, unethical or coercive business practice at the time of submission of proposal as well as during the entire period of the contract.
16. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) who are charge-sheeted in any criminal case shall not be eligible to apply.

Framework for Sourcing of Regional Programmes through Akashvani Kendras/Clusters

17. In terms of the delegated powers under the extant policy framework, the power to source content under the above modes at Kendra/Channel level stands delegated to the concerned Regional Channel Managers (RCMs)/Kendra Heads, subject to the prescribed procedures and financial limits. Accordingly, this NIPP is being issued centrally by Directorate General: Akashvani for all Clusters/RCMs so as to facilitate sourcing of programmes in regional languages across States/UTs, and interested Production Houses/Producers/Rights Owners/Aggregators/Content Creators may approach the respective Akashvani Kendras/Clusters for such programmes. Under the delegated framework, the Channel Manager/RCM shall function as Nodal Officer for content sourcing at Kendra/Channel level.

A. Revenue Sharing Mode

18. Under this mode, production cost shall ordinarily be borne by the Producer/Rights Owner and revenue generated through advertisements or sponsorship shall be shared between Prasar Bharati and the Producer.

19. Revenue sharing ratio shall be:

Marketing Responsibility	Revenue Share
Marketing by Producer	70% Producer : 30% Prasar Bharati
Marketing by Prasar Bharati	65% Producer : 35% Prasar Bharati

20. The revenue share provisions are derived from the RSM framework under the Content Sourcing Policy.

Required Information

21. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) who fulfil the criteria mentioned in this NIPP for Revenue Sharing Mode shall submit the proposal in the format prescribed in *Annexure-III* to the respective Regional Channel Manager/Station.

Scrutiny and Evaluation of Proposals

23. All proposals received by the concerned RCM(s)/Kendra(s)/Station(s) shall be scrutinized to verify:

- a. completeness of documents;
- b. eligibility of applicant; and
- c. Compliance with NIPP requirements.

24. Upon scrutiny, the shortlisted Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) may be asked to provide **13 episodes or full content, whichever is less**, for preview/evaluation.

25. The shortlisted Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) shall be asked to submit the following documents for evaluation:

- a. Authorisation for Signatory. Authorisation shall be from all partners for partnership firms and from Board of Directors for companies.
- b. Indemnification.
- c. Balance Sheets/Audited Accounts for the last three years.

26. Shortlisted proposals shall be evaluated by a duly constituted **Evaluation Committee** and the Producer/Production House may be asked to give a **presentation before the Evaluation Committee**.

27. Proposals received will be evaluated in accordance with the following scoring matrix:

Sl. No.	Criteria	Maximum Marks
1)	Past work / portfolio of the Producer / sample audio / presentation	15
2)	Concept, theme and episode-wise storyline / synopsis of the programme	20
3)	Creative treatment including narration style, script quality, sound design and overall audio format	25
4)	Proposed talent and production team including writer, narrator / voice artists, producer / director and technical team	20
5)	Audience appeal and commercial potential including scope for sponsorship / advertisement	20

28. The proposal(s) scoring **75 marks or above** will only be considered for recommendation.

30. The recommendations shall be submitted to the Head of Programme (HoP) and, upon recommendation, the proposals shall be forwarded by the HoP to the Nodal Officer (Content Sourcing Division) at Kendra/Channel level for final approval.

31. After approval, the Head of Programme (HoP) shall execute the agreement with the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s).

32. The number of proposals to be approved shall be determined as per the requirement of the concerned cluster/Station.

Delivery of Content & Timelines

33. After execution of the Agreement between Prasar Bharati (through the concerned Akashvani Kendra/Channel) and the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s), the selected entity shall submit all episodes/content of the programme, complete in all respects, to the Head of Programme (HoP) of the concerned Akashvani Kendra/Channel, who shall act as the nodal authority for receipt, preview and coordination of content, within the timeframe mutually agreed in the Agreement.

34. The following timelines shall ordinarily be adhered to by the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s), subject to the terms and conditions of the Agreement:

- a) In case of weekly or bi-weekly programmes, a bank of 10 episodes or full content (whichever is less) shall ordinarily be submitted at least one month prior to the scheduled date of broadcast of the first episode.
- b) In case of programmes with more than two episodes per week, a bank of 22 episodes or full content (whichever is less) shall ordinarily be submitted at least one month prior to the scheduled date of broadcast of the first episode.
- c) At all times during the validity of the Agreement:
 - ❖ a minimum bank of 10 episodes (for weekly/bi-weekly programmes), and
 - ❖ a minimum bank of 22 episodes (for programmes with higher frequency), shall be maintained with the concerned Akashvani Kendra/Channel at least one month in advance of the scheduled broadcast.
 - ❖ The Head of Programme (HoP)/designated authority shall preview the content and communicate observations/feedback within a reasonable timeframe.
 - ❖ The **final broadcast-ready content**, after incorporating required corrections, shall be submitted by the content provider **at least 03 days prior** to the scheduled broadcast of the respective week/episode(s).

35. The timelines for delivery of content shall be governed by the provisions of the Agreement. However, timelines relating to submission and broadcast may be modified by mutual consent of both parties, subject to administrative feasibility.

36. Delivery of content to the concerned Akashvani Kendra/Channel shall be the sole responsibility of the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s), in accordance with the technical and format specifications prescribed by Prasar Bharati/Akashvani. No expenditure on delivery shall ordinarily be reimbursed, unless explicitly provided for in the Agreement.



B. Sponsored Mode

37. Under the Sponsorship Mode, programme proposals are invited from Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s) for sourcing of content wherein the entire production cost shall ordinarily be borne by the Producer/Sponsor. **In consideration thereof, the content provider shall be required to pay a prescribed fee** to Prasar Bharati and shall be entitled to a specified quantum of Free Commercial Time (FCT) for revenue generation through promotion of goods/services/brand, in accordance with Prasar Bharati Advertising Code and applicable guidelines.

38. The programmes sourced under this mode shall be scheduled for broadcast on Akashvani platforms, subject to suitability of content, compliance with Programme and Advertising Codes, and approval by the competent authority.

Required Information

39. The Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) who fulfil the criteria mentioned in this NIPP for Sponsored Mode shall submit the proposal in the format prescribed in *Annexure-IV* to the respective Regional Channel Manager/Station.

Scrutiny and Evaluation of Proposals

40. All proposals received by the concerned RCM(s)/Kendra(s)/Station(s) shall be scrutinized to verify:

- a. completeness of documents;
- b. eligibility of applicant; and
- c. Compliance with NIPP requirements.

41. Upon scrutiny, the shortlisted Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) may be asked to provide 13 episodes or full content, whichever is less, for preview/evaluation.

42. The shortlisted Production House(s)/Producer(s)/Rights owner(s)/Aggregator(s) shall be asked to submit the following documents for evaluation:

- a) Authorisation for Signatory. Authorisation shall be from all partners for partnership firms and from Board of Directors for companies.
- b) Indemnification.
- c) Balance Sheets/Audited Accounts for the last three years.

43. Shortlisted proposals shall be evaluated by a duly constituted Evaluation Committee and the Producer/Production House may be asked to give a presentation before the Evaluation Committee.

44. Proposals received will be evaluated in accordance with the following scoring matrix:

Sl. No.	Criteria	Maximum Marks
A.	Production House/Producer's past work / presentation / sample or demo audio / one episode of offered programme	25
B.	Concept, theme and storyline / synopsis of the programme (episode-wise)	25
C.	Creative treatment including narration style, script quality, sound design and overall audio format	25
D.	Proposed talent and production team including writer, narrator/voice artists, producer/director and technical team	25

45. The proposal(s) **scoring 75 marks or above will** only be considered for recommendation.

46. Proposals found suitable shall, upon recommendation of the Head of Programme, be forwarded to the Nodal Officer (Content Sourcing Division) at Kendra/Channel level for final approval.

47. After approval, the Head of Programme (HoP) shall execute the agreement with the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s).

48. The number of proposals to be finally approved shall be determined as per the requirement of the concerned Kendra/Channel.

Delivery of Content & Timelines

49. After execution of the Agreement between Prasar Bharati (through the concerned Akashvani Kendra/Channel) and the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s), the selected entity shall submit all episodes/content of the programme, complete in all respects, to the Head of Programme (HoP) of the concerned Akashvani Kendra/Channel, who shall act as the nodal authority for receipt, preview and coordination of content, within the timeframe mutually agreed in the Agreement.

50. The following timelines shall ordinarily be adhered to by the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s), subject to the terms and conditions of the Agreement:

- a. In case of weekly or bi-weekly programmes, a bank of 10 episodes or full content (whichever is less) shall ordinarily be submitted at least one month prior to the scheduled date of broadcast of the first episode.
- b. In case of programmes with more than two episodes per week, a bank of 22 episodes or full content (whichever is less) shall ordinarily be submitted at least one month prior to the scheduled date of broadcast of the first episode.

C. At all times during the currency of the Agreement:

- ❖ a minimum bank of 10 episodes (for weekly/bi-weekly programmes), and
- ❖ a minimum bank of 22 episodes (for programmes with higher frequency), shall be maintained with the concerned Akashvani Kendra/Channel at least one month in advance of the scheduled broadcast.
- ❖ The Head of Programme (HoP)/designated authority shall preview the content and communicate observations/feedback within a reasonable timeframe.
- ❖ The final broadcast-ready content, after incorporating required corrections, shall be submitted by the content provider at least 03 days prior to the scheduled broadcast of the respective week/episode(s).

51. The timelines for delivery of content shall be governed by the provisions of the Agreement. However, timelines relating to submission and broadcast may be modified by mutual consent of both parties, subject to administrative feasibility.

52. Delivery of content to the concerned Akashvani Kendra/Channel shall be the sole responsibility of the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s), in accordance with the technical and format specifications prescribed by Prasar Bharati/Akashvani. No expenditure on delivery shall ordinarily be reimbursed, unless explicitly provided for in the Agreement.

C. Gratis Mode

53. **Under the Gratis Mode**, programme proposals may be accepted from Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s) without any financial implication to Prasar Bharati. No broadcast fee shall be payable by the content provider, and any revenue generated from such content shall not be shared with the content provider.

54. The content sourced under this mode may be monetized by Prasar Bharati/Akashvani on a case-to-case basis, and revenue generated, if any, will not be shared with the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s).

55. The content offered under Gratis Mode shall fulfil the following conditions:

- a. The proposer must have valid and subsisting rights over the content for the entire period for which the content is offered, and the content shall be free from any dispute or encumbrance.
- b. The content shall conform to the Programme Code/AIR Code of Akashvani and all applicable guidelines.
- c. The content shall be suitable for broadcast in accordance with the programme requirements and scheduling framework, including the Fixed Point Chart (FPC), of the concerned Akashvani Kendra/Channel.
- d. Any imported/acquired content, if offered, shall comply with applicable Government of India policies and regulations.

56. The Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s) who fulfil the above criteria may submit proposals under Gratis Mode to the respective Regional Channel Manager/Kendra/Station, along with complete details of the content and supporting documents.
57. All proposals received shall initially be scrutinized by the Administrative Wing of the concerned RCM/Kendra/Channel
58. Proposals found suitable shall be placed before the Head of Programme (HoP) of the concerned Kendra/Channel for recommendation.
59. The Head of Programme (HoP) of concerned Station/Channel will be the nodal authority for receipt of content and will coordinate with Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s);
60. A Preview Committee constituted by the Head of Programme (HoP), will preview the content and issue "*Fit for Broadcast*" certification prior to scheduling.
61. Upon certification, the content shall be scheduled for broadcast by the concerned Akashvani Kendra/Channel in accordance with programme requirements.

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Submission of Proposals

62. Applicants shall submit programme proposals in the prescribed format (*Annexure-I*), along with all required details and supporting documents, to the concerned Akashvani Cluster/Nodal officer/RCM Office.
63. Programme proposals shall be submitted through email to the respective Nodal Office/Cluster Head, in prescribed language(s), at the designated email IDs provided at *Annexure-VII*.
64. Last Date of the submission of the Proposals: **31st May 2026**.
65. Incomplete proposals shall be liable to rejection.

Rights

66. Prasar Bharati shall have the right to:
- broadcast the programme on the Akashvani Network;
 - schedule the programme in any suitable slot;
 - repeat broadcast of the programme as per policy and agreement;
 - use excerpts for promotional purposes on its platforms; and
 - Reject any proposal without assigning any reason.

Agreement

67. The selected producer/content provider shall execute a formal Agreement with Prasar Bharati through respective Akashvani Stations/Channel covering, inter alia:

- a) broadcast rights;
- b) revenue sharing/financial terms, as applicable;
- c) content delivery timelines;
- d) marketing and promotion, where applicable; and
- e) Intellectual property rights.

General Terms & Conditions

68. The following terms shall apply mutatis mutandis depending upon the mode of sourcing, unless specified otherwise. Clauses relating specifically to revenue sharing, FCT and sales responsibility shall apply only to the Revenue Sharing Mode.

69. Prasar Bharati reserves the right to reject any or all proposals without assigning any reason.

70. The content provider shall ensure that the content does not violate copyright, intellectual property rights, Programme Code, Advertisement Code, or any applicable law.

71. If Prasar Bharati receives notice from any person or otherwise has reason to believe that any content violates relevant provisions/rules/guidelines, or if Prasar Bharati receives any order from any Government Authority in relation to any content, such content may be reviewed by the designated committee of Prasar Bharati/Akashvani and decision shall be taken accordingly.

72. If any dispute regarding rights ownership arises after acceptance of proposal by Prasar Bharati, the same shall be resolved by the rights owner within the stipulated period in the Agreement, failing which Prasar Bharati shall be at liberty to foreclose the agreement.

Special Terms applicable to Revenue Sharing Mode

73. The content sourced under RSM will ordinarily be broadcast twice: one original run and one repeat run.

74. The repeat run of the programme shall ordinarily be within seven (7) days of the first broadcast and shall be at the discretion of Akashvani.

75. Total FCT available under Revenue Share will be 300 seconds per half an hour slot during the broadcast of the programme. Akashvani will be at liberty to mount public awareness messages from the Government in the remaining available FCT, and revenue earned through such messages shall not be shareable.



76. Revenue shall be shared with the content provider only to the extent permissible under the Policy/Agreement. The applicable revenue sharing ratio shall be **as specified in Clause 19 above**, depending upon whether marketing is undertaken by the Producer/Production House/Rights Owner/Aggregator or by Prasar Bharati. The shareable revenue shall be computed after deduction of applicable taxes and agency commission, in accordance with the Policy/Agreement.

77. Selling of FCT under Revenue Share will preferably be with the Producer(s)/Production House(s)/Rights Owner(s)/Aggregator(s). However, if the Producer(s)/Production House(s)/Rights Owner(s)/Aggregator(s) is not willing to take sales responsibility, PB Sales Division may take the sales responsibility.

78. The party taking sales responsibility shall provide duly audited account along with Release Orders to the other party within 30 days after the broadcast of the last episode. FCT shall not be sold below the minimum rate limits notified by Prasar Bharati from time to time.

Termination of Agreement

79. Prasar Bharati shall be at liberty to terminate the Agreement at any time by giving one month's notice to the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s).

80. In case broadcast has already begun, payments/revenue share, as applicable, will be made only for the number of episodes actually broadcast, and no extra payment will be made to the Production House(s)/Producer(s)/Rights Owner(s)/Aggregator(s) on account of pre-mature termination of the programme.

- Annexure-I – Application Form
- Annexure-II – Undertaking (on Stamp Paper)Format
- Annexure-III – List of Documents(Revenue Sharing Mode)
- Annexure-IV– List of Documents (Sponsored Mode)
- Annexure-V – Affidavit Format
- Annexure-VI- Programme Details Table
- Annexure- VII- A List of Clusters, their prescribed/specified languages and designated email IDs
- Annexure- VIII - AIR Broadcast Code & Commercial Advertising Code


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Annexure-I**APPLICATION FORM****FOR SOURCING OF PROGRAMMES FOR BROADCAST ON AKASHVANI UNDER REVENUE SHARE /
SPONSORED / GRATIS MODE****SUBMISSION OF DETAILS BY THE APPLICANT**

Sl. No.	Particulars	Details
1.	Name of the Entity (Applicant)	
2.	Name of authorised person	
3.	Nature of the Entity (Individual / Proprietary Firm / Partnership Firm / Limited Liability Partnership / Company)	
4.	PAN No. of Applicant	
5.	GST Registration Certificate of Applicant	
6.	Address for Correspondence: Mobile No: Landline No: E-Mail:	
7.	Address of the Registered Office: Mobile No: Landline No: E-Mail:	
8.	Mode applied for (RSM / Sponsored / Gratis)	
9.	Language of programme (Hindi / English/Regional Language - specify)	
10.	Cluster for which proposal is submitted	
11.	No. of Programmes and their episodes offered	
12.	Whether Rights are offered for broadcast on Akashvani and its Regional/Local channels, as applicable (Yes/No)	
13.	Please indicate the entity which will sell the FCT, wherever applicable (Rights Owner / Prasar Bharati / Not Applicable)	

आकाशवाणी, दिल्ली
 प्रसारण विभाग
 एन.डी.ए. बिल्डिंग
 नया दिल्ली-110002

Annexure-II

UNDERTAKING

(on Rs. 100/- Stamp paper)

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

1. That I _____ am the representative of the Applicant M/s _____ and am authorised to sign this undertaking.
2. That the Applicant 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 Applicant is not debarred under Rule 151 of GFR 2017.
4. That the Applicant is not a defaulter of Prasar Bharati, either as an advertising agency or as producer/content provider in any other capacity. As on date, the Applicant does not owe any money to Prasar Bharati, except what has been duly disclosed.
5. That it is declared that in case any amount is found to be outstanding against the Applicant, he/she/it shall, without prejudice to any other action deemed appropriate by Prasar Bharati, be liable to pay the said amount to Prasar Bharati.

Place:

Date:

Signature

Annexure-III**Required information (Revenue Sharing)**

Sl. No.	Particulars	Status/Remarks
A.	Name of the Production House/Producer/Rights Owner/Aggregator	
B.	Name of Producer(s)	
C.	Link agreement for the content wherever the Rights Owner(s)/Aggregator(s) is not the producer of the content; else, an affidavit from the Rights Owner(s)/Aggregator(s) that he/she/they is/are the producer of the offered content.	
D.	Episode-wise synopsis of the content along with details such as subject, title, language, theme, format/genre, concept, audio treatment/sound design, storyline, details of voice artists, number of episodes, and duration.	
E.	History of previous broadcast in last 3 years, if any	
F.	Listenership data, if any	
G.	Awards or recognition, if any	
H.	PAN No.	
I.	GST Registration Certificate	
J.	Registration Certificate in case of proprietary firms / Partnership Deed along with Registration Certificate in respect of partnership firms / Certificate of Incorporation in case of companies	
K.	Income Tax Returns for last 3 years	
L.	Affidavit for meeting eligibility criteria and furnishing correct information (format is available as <i>Annexure-V</i>)	

Annexure-IV**Required information (Sponsored Mode)**

Sl. No.	Particulars	Status/Remarks
A.	Name of the Production House/Producer/Rights Owner/Aggregator	
B.	Name of Producer(s)	
C.	Link agreement for the content wherever the Rights Owner(s)/Aggregator(s) is not the producer of the content; else, an affidavit will be required from the Rights Owner(s)/Aggregator(s) that he/she/they is/are the producer(s) of the offered content	
D.	Synopsis of the content (Episode-wise) along with subject, title, language, theme, category (Feature/Documentary/Drama etc.), detailed storyline, details of cast & crew, number of episodes and duration	
E.	Year of Production	
F.	History of previous broadcast in the last 3 years, along with listenership data, if available.	
G.	Language (s)	
H.	Proposed Station (s)/Channel (s) for broadcast	
I.	Awards or Recognition, (if any)	
J.	PAN No.	
K.	GST Registration Certificate	
L.	Registration Certificate in case of Proprietary firms/Partnership deep along with registration certificate in respect of Partnership firms/Certificate of incorporation in respect of Companies	
M.	Income Tax Returns for the last three years	
N.	Affidavit for meeting eligibility criterion and providing correct information(<i>Annexure-V</i>)	

Annexure-V

AFFIDAVIT

(To be given on Stamp paper of Rs. 100/- only duly notarized)

I/We _____ S/O _____ R/o _____
do hereby solemnly affirm and declare:

1. That I/We _____ am/are the sole proprietor / Partner / Director / Karta(s) / Rights Owner(s) of the programme(s) offered to Prasar Bharati for broadcast on Akashvani and its Regional/Local channels, as applicable.
2. That there is no dispute / court case pending regarding ownership of the rights in respect of the said programme(s). All rights are with the deponent.
3. Above named deponent verifies and declares that:
 - a) The information / documents given is/are absolutely correct and complete to the best of my/our knowledge and belief and nothing has been concealed therein. If at any stage, the information / documents given is/are found contrary / wrong, I/We shall be personally held responsible and liable to face all legal consequences apart from forfeiture of revenue share / other contractual entitlements, as applicable.
 - b) Any debarment under Rule 151 of GFR 2017 shall be brought to the notice of Prasar Bharati and failure to do so will result in action as per rules/policy and the terms of the agreement.

Place:

Date:

DEPONENT

VERIFICATION

On this day (date) of the year () I/We, the above-named deponent(s), verify that the above statements are true and correct to the best of my knowledge and belief.

DEPONENT

Annexure-VI**Details of Programmes offered***(To be provided in a spreadsheet)*

Sl. No.	Programme Name & Total Episodes	Narrator / Lead Voice Artiste	Producer / Director	Whether broadcast earlier (Year & Broadcast Platform)	Episodic Duration
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					

Annexure-VII**List of Clusters, their prescribed languages and designated email IDs**

Sl. No.	Cluster Name	Main Language	Email ID (s) for Submitting Proposals
1.	Agartala	Bengali	sdairagartala@gmail.com
2.	Agra	Hindi	sdairagra@gmail.com
3.	Ahmedabad	Gujarati	ahmedabad@prasarbharati.gov.in
4.	Aizawl	Mizo	aizawl@prasarbharati.gov.in airaizawl@gmail.com
5.	Bengaluru	Kannada	rcm.avbengaluru@gmail.com sdblr55@gmail.com
6.	Bhawanipatna	Odia	airbhawanipatna@gmail.com
7.	Bhopal	Hindi, Urdu & Sindhi	bhopal@prasarbharati.gov.in hopairbhopal@gmail.com
8.	Bikaner	Hindi	airsuratgarh1981@gmail.com airsuratgarh@yahoo.com
9.	Chandigarh	Hindi	cbschandigarh2015@gmail.com
10.	Chennai	Tamil	airchennai@gmail.com
11.	Chinsurah	Bengali	chinsurah@prasarbharati.gov.in sdairmursidabad@gmail.com
12.	Cuttack	Odia	aircuttack@gmail.com
13.	Dehradun	Hindi	airdoon15@gmail.com
14.	Delhi	Hindi, English & Sanskrit	puruthi@prasarbharati.gov.in ddgenbh@prasarbharati.gov.in
15.	Dibrugarh	Assamese	airdibrugarh@gmail.com dibrugarh@prasarbharati.gov.in
16.	Dharwad	Kannada	hooair.dwd@prasarbharati.gov.in
17.	Gangtok	Nepali	phairgangtok@gmail.com
18.	Guwahati	Assamese	airghy@gmail.com
19.	Hyderabad	Telugu	ddgpairhyd@gmail.com hooairhyderabad@prasarbharati.gov.in
20.	Imphal	Manipuri	airimphal@yahoo.in ddgeimphal@gmail.com
21.	Itanagar	Hindi	hooair.itanagar@gmail.com itanagar@prasarbharati.gov.in
22.	Jabalpur	Hindi	hooairjabalpur@prasarbharati.gov.in
23.	Jaipur	Hindi & Sindhi	jaipur@prasarbharati.gov.in directorairjaipur@gmail.com
24.	Jalandhar	Punjabi	sdairjalandhar@gmail.com sdairjalandhar@prasarbharati.gov.in jallandhar@prasarbharati.gov.in
25.	Jammu	Dogri & Hindi	sdrkjammu@gmail.com jammu@prasarbharati.gov.in

26.	Jodhpur	Hindi	jodhpur@prasarbharati.gov.in sdairjodhpur@gmail.com
27.	Kochi	Malayalam	cluster-airkochi@prasarbharati.gov.in
28.	Kohima	English & Nagamese	kohima@prasarbharati.gov.in kohimaair@gmail.com
29.	Kolkata	Bengali	hooairkolkata@prasarbharati.gov.in
30.	Leh	Ladakhi	leh@prasarbharati.gov.in airleh71@gmail.com
31.	Lucknow	Hindi	sdairlko2011@gmail.com rbsinghddg@gmail.com
32.	Mumbai	Marathi	hooairmumbai@prasarbharati.gov.in mumbaiairbh@gmail.com shailesh.malode@prasarbharati.gov.in smbodele@prasarbharati.gov.in hoobhmumbai@prasarbharati.gov.in
33.	Nagpur	Marathi	airnagpurcluster@gmail.com nagpur@prasarbharati.gov.in
34.	Panaji	Konkani	airpanaji@gmail.com panajicommercials@gmail.com
35.	Patna	Hindi	ddgeairpatna@rediffmail.com hooairpatna@prasarbharati.gov.in
36.	Port Blair	Hindi	hooairportblair@prasarbharati.gov.in
37.	Prayagraj	Hindi	airallahabad1949@gmail.com
38.	Pune	Marathi	pune@prasarbharati.gov.in vikrant.m70@prasarbharati.gov.in rcm.avpune@gmail.com
39.	Raipur	Hindi	raipur@prasarbharati.gov.in
40.	Rajkot	Gujarati	rajkot@prasarbharati.gov.in
41.	Ranchi	Hindi	sdairranchi@gmail.com ranchi@prasarbharati.gov.in
42.	Shillong	Khasi	shillong@prasarbharati.gov.in
43.	Shimla	Hindi	shimla@prasarbharati.gov.in
44.	Siliguri	Bengali (Siliguri) & Nepali (Kurseong)	siliguriair@gmail.com
45.	Srinagar	Urdu & Kashmiri	airsrinagar@gmail.com programmeheadairsrinagar@gmail.com
46.	Tiruchirapalli	Tamil	airtry@rediffmail.com
47.	Trivandrum	Malayalam	hooairtvp@prasarbharati.gov.in agbaiju@prasarbharati.gov.in
48.	Varanasi	Hindi & Sanskrit	airvns@gmail.com varanasiair@gmail.com
49.	Vijayawada	Telugu	sdairvja@gmail.com
50.	Vishakhapatnam	Telugu	rcmav.visakhapatnam@gmail.com airpcvsp@gmail.com

Annexure-VIII**AIR Broadcast Code**

Broadcasting on All India Radio/Akashvani by individuals will not permit the following:

- Criticism of friendly countries.
- Attack on religion or communities.
- Anything obscene or defamatory.
- Incitement to violence or anything against maintenance of law and order.
- Anything amounting to contempt of Court.
- Aspersion against the integrity of the President, Governors and the Judiciary.
- Attack on a political party by name.
- Hostile criticism of any State or the Centre.
- Anything showing disrespect to the constitution or advocating change in the Constitution by violent means (but advocating changes in a constitutional way should not be debarred).

Note : While Station Directors would have power to refuse a broadcast which does not respect the code, a dispute involving a Minister of the State Government has to be referred to the Minister for Information and Broadcasting for final decision.

Code for Commercial Advertising

- a. Advertisement on cigarettes, bidis or tobacco products, pan masala, alcohol drinks and other intoxicants are not allowed for broadcast.
- b. Advertisements for Medicinal products should be accompanied by the approval of the Drugs Controller before broadcast.
- c. Ads should not contain any exaggerated, superlative or misleading claim.
- d. All those engaged in advertising are strongly recommended to familiarize themselves with the AIR Code and Code of Commercial for advertising on All India Radio.
- e. The following products/services are allowed for broadcast on All India Radio:
 1. Jewelry
 2. Matrimonial Agencies
 3. Mutual Funds approved by SEBI
 4. Hair Dyes
 5. Foreign Products
 6. Foreign Banks including financial services
 7. Family Planning Devices
 8. Government-run lotteries
 9. Finance Rating Agencies
 10. Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
 11. Guide Books

12. Holidays Resorts

13. Baby foods (with a Mandatory clause "Breast Milk is the best for babies up to a specific age "to be broadcast prior to the advertisement).

14. Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. While booking such ads, stations should obtain indemnity bond from Agency/Client indemnifying AIR from any legal wrangles.

15. Astrologers/ Numerologists/ Vastu Consultants

Note: A statutory message up to 3 Sec. with advertisements related to soft drinks, baby food etc. is not chargeable.

f. Advertisements shall be so designed as to conform to the Laws of the Country and should not offence against morality, decency and religious susceptibilities of the people.

g. NO ADVERTISEMENT SHALL BE PERMITTED WHICH:

- 1) deride any race, caste, colour, creed and nationality;
- 2) Is against any of the directive principles, or any other provision of the Constitution of India;
- 3) tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
- 4) presents criminality as desirable;
- 5) adversely affects friendly relations with Foreign States;
- 6) Exploits the national emblem, or any part of the Constitution or the person or personality of a National leader or State dignitary.
- 7) Depicts cruelty against animals.
