

=====

PRASAR BHARATI
BROADCASTING CORPORATION OF INDIA
DOORDARSHAN KENDRA, BENGALURU (DD CHANDANA)

=====

Notice No: DDK-BLR/CSD/RSM-SERIALS/2026/02

Dated: August 03, 2026

NOTICE INVITING CONTENT PROPOSALS (NICP) FOR SOURCING OF READY-TO-AIR KANNADA TELEVISION SERIALS UNDER REVENUE SHARE MODEL (RSM)

Subject: Sourcing of Kannada Television Serials (both repeat and fresh content), Serials dubbed from other languages, Micro Serials, Documentaries, LIVE Programmes under Revenue Share Model (RSM) via Open Proposal Mode for DD Chandana and its Digital Platforms.

1. Preamble & Application of Policy

Prasar Bharati invites proposals from eligible Applicants, including Rights Holders, Producers, Production Houses, and other eligible entities, for the sourcing of Kannada Television Serials (both repeat and fresh content), Serials dubbed from other languages, Micro Serials, Documentaries, LIVE Programmes under the Revenue Share Model (RSM) via the Open Proposal Window.

- **Policy Framework:** This Notice shall be read together with Chapter 3 of the Prasar Bharati Content Sourcing Policy (CSP) 2024 & its amendments and instructions issued there under from time to time.
- **Consistency:** In the event of any conflict or inconsistency between this Notice and the Content Sourcing Policy 2024, the provisions of the Content Sourcing Policy shall prevail unless a specific relaxation has been approved in writing by the Competent Authority.
- **Policy Amendments:** Any amendment to the Content Sourcing Policy, 2024 or instructions issued there under before execution of the Agreement shall apply prospectively to this procurement process to the extent notified by Prasar Bharati, unless otherwise expressly provided.
- **Competent Authority:** "Competent Authority" shall have the meaning assigned to it under the Content Sourcing Policy, 2024.

Selected serials may be considered for telecast on DD Chandana and its Digital Platforms in accordance with the provisions of the Content Sourcing Policy, 2024 and the terms and conditions of the Agreement executed with the selected Applicant.

2. Definitions & Interpretation

A. Definitions

Terms not defined in this Notice shall have the meanings assigned to them in the Content Sourcing Policy, 2024.

- "Applicant" means the Rights Holder, Producer, Production House or any other eligible entity submitting a proposal under this Notice.
- "Agreement" means the bilateral contract executed between Prasar Bharati and the selected Applicant governing the licensing and telecast of the serial.

B. Interpretation & Severability

- Headings and sub-headings are inserted for convenience of reference only and shall not affect the interpretation or legal construction of this Notice.
- Words imparting the singular shall include the plural and vice versa.
- If any provision of this Notice is held to be invalid, illegal or unenforceable by a court of competent jurisdiction, the remaining provisions shall continue to remain in full force and effect to the extent permissible under law.

3. Sourcing Modality, Scope & Tenure

- Open Proposal Window: Proposals may be submitted during the period this Notice remains in force, unless withdrawn through a public notice.
- Episodic Caps & Tenure: Permitted episodic caps, run durations, frequency limits, license periods, and potential extensions shall be governed by the provisions of the Content Sourcing Policy, 2024.
- Vested Rights Disclaimer: Receipt or processing of a proposal shall not create any vested right, legal title, or obligation upon Prasar Bharati to evaluate, schedule, or telecast any serial.

4. Commercial Architecture & Revenue Share Terms

Independent Marketing & Monetization Obligation: Under the Revenue Share Model (RSM), the Rights Holder/Producer shall be solely responsible for marketing, procuring commercial advertisements, securing sponsorships, and monetizing their allocated Free Commercial Time (FCT) and commercial inventory. Prasar Bharati shall not undertake marketing efforts, guarantee ad sales, or secure sponsors on behalf of the Producer.

Revenue Sharing Split: Revenue realization and sponsorship/commercial monetization shall strictly follow the statutory Revenue Share Model (RSM) of 70:30 (70% Net Revenue to the Rights Holder / 30% to Prasar Bharati) as prescribed under Chapter 3 of the Content Sourcing Policy (CSP) 2024.

Commercial Airtime Inventory Allocation (FCT): For each 30-minute telecast slot, commercial airtime inventory shall be allocated as follows:

Producer Free Commercial Time (FCT): 240 seconds allocated to the Rights Holder for independent marketing, ad insertion, and commercial monetization.

Government / Channel Inventory: 60 seconds reserved exclusively for Prasar Bharati / DD Chandana and its Digital Platforms for public service announcements, government advertisements, and channel promotions.

No Direct Production Funding: Under this RSM framework, Prasar Bharati shall not bear any direct production, operational, talent, marketing, or fixed episode acquisition costs.

Repeat Telecast: Repeat telecast rights and associated commercial inventory allocations, if applicable, shall be governed strictly by the executed Agreement and prevailing CSP 2024 guidelines

5. Eligibility Criteria & Verification

- **Language & Alignment:** Serials must be in the Kannada language, including its regional dialects, wherever appropriate, and conform to public service broadcasting objectives for DD Chandana and its Digital Platforms.
- **Code Compliance:** Content must strictly comply with the Doordarshan Programme and Advertising Codes, statutory regulations, and judicial orders in force.
- **Rights & Documentation:** The Applicant must possess unencumbered, clear, and legally valid telecast rights for the territory of India and provide documentary evidence of ownership or licensing of rights, whenever called upon to do so by Prasar Bharati.
- **Extended Due Diligence & Verification:** Prasar Bharati reserves the right to verify any declaration, credential, or document submitted by the Applicant, and to seek additional documents, conduct due diligence, inspect records, or verify rights through independent sources before or after selection. Any proposal containing false, misleading, incomplete, or materially incorrect information shall render the proposal liable to rejection and such further action as may be permissible under law.
- **Eligibility & Ineligibility:** Applicants who are under suspension, debarment or blacklisting by Prasar Bharati, any Government Department or Public Sector Undertaking on the last date prescribed for submission of proposals shall be ineligible.
- **Consortiums & Joint Ventures:** Unless explicitly permitted under the Content Sourcing Policy, 2024, proposals submitted by Joint Ventures or Consortiums shall not be entertained.

6. Evaluation Framework and Selection Process

- Proposals, pilot submissions, and supporting creative assets shall be evaluated by the Sourcing Committee constituted by the Competent Authority in accordance with the evaluation criteria, parameters and methodology prescribed under the Content Sourcing Policy, 2024 and any application guidelines issued there under.
- Right to Seek Clarification: During evaluation, the Sourcing Committee or Competent Authority may seek written clarifications, additional documents, or supporting information from any Applicant. Seeking such clarification shall not confer any right upon the Applicant nor permit any material alteration or substitution of the proposal unless specifically permitted by Prasar Bharati. Failure to furnish the clarification within the time specified by Prasar Bharati may result in rejection of the proposal.
- Recommendatory Status: Recommendations of the Sourcing Committee shall be recommendatory only and shall become effective upon approval by the Competent Authority.
- Administrative Finality: Subject to applicable law, the decision of the Competent Authority regarding evaluation and selection under this Notice shall be final for the purposes of this procurement process.

7. Contractual Execution & Delivery

- Contractual Execution: Rights shall be deemed licensed only upon formal execution of an Agreement between the authorized representatives of both parties.
- Performance Security: Performance Security or security deposit, if stipulated in the Agreement or applicable policy guidelines, shall be provided accordingly.
- Programme Delivery: Programme delivery shall be in accordance with the schedule and technical guidelines specified in the Agreement.
- Technical Specifications: Programme deliverables shall conform to the technical specifications prescribed by Prasar Bharati from time to time. For the present Notice, content conforming to presently notified High Definition (HD) technical specifications shall be accepted.
- Technical Editing: Prasar Bharati reserves the right to carry out edits strictly required for meeting technical transmission standards, or to comply with statutory directions, court orders, programme codes, or broadcast guidelines, without prejudice to the copyright ownership of the Applicant.

8. Safeguards & General Provisions

- **Reservation of Rights:** Prasara Bharati reserves the right to accept or reject any or all proposals, wholly or partly, and to modify, suspend, withdraw, cancel or annul this Notice or the sourcing process, at any stage, without assigning any reason and without incurring any liability. Prasara Bharati reserves the right to treat any proposal as non-responsive where it does not substantially comply with the requirements of this Notice.
- **Intellectual Property:** Copyright and all intellectual property rights shall remain vested in the Applicant. Nothing contained in this Notice shall be construed as transferring ownership of intellectual property except to the extent expressly licensed under the executed Agreement.
- **No Waiver:** Failure or delay by Prasara Bharati in exercising any right, power or remedy under this Notice shall not operate as a waiver thereof, nor shall any partial exercise preclude any further exercise of such right or remedy.
- **Incomplete Proposals:** Incomplete proposals or proposals not accompanied by the prescribed documents may be rejected without further correspondence.
- **Non-transferability:** A proposal submitted under this Notice shall not be assigned, transferred, or substituted by the Applicant except with the prior written approval of Prasara Bharati.
- **No Minimum Procurement Guarantee:** Publication of this Notice does not obligate Prasara Bharati to procure, schedule, or telecast any minimum number of serials or episodes.
- **Costs of Participation:** The Applicant shall bear all costs associated with the preparation and submission of the proposal. Prasara Bharati shall not be liable or responsible for any such costs, regardless of the conduct or outcome of the sourcing process.
- **No Representation:** No representation, assurance, statement or correspondence by any officer, employee or representative of Prasara Bharati shall bind Prasara Bharati unless explicitly incorporated in writing through an authorised addendum/corrigendum to this Notice or the executed Agreement.
- **Administrative Correction:** Prasara Bharati reserves the right to correct any clerical, typographical or arithmetical errors or issue clarifications/corrigenda, as may be necessary.
- **Prohibited Practices:** Submission of forged documents, suppression of material facts, misrepresentation, fraud, or corrupt practices shall render the proposal liable to rejection and, where applicable, cancellation of selection, termination of the Agreement, or debarment in accordance with applicable rules.
- **Conflict of Interest:** The Applicant shall promptly disclose any conflict of interest, whether actual, potential or perceived, in relation to this procurement process.
- **Indemnity:** The selected Applicant shall indemnify Prasara Bharati against any third-party claims arising out of the content or rights licensed under the Agreement.

- **Force Majeure:** Force Majeure shall be governed by the provisions of the Agreement.
- **Broadcast Scheduling:** DD Chandana and its Digital Platforms reserves the right to reschedule, interrupt, postpone, substitute or withdraw any telecast in the interest of administrative, technical or programming requirements of DD Chandana and its Digital Platforms. Such rescheduling shall not, by itself, confer any claim or entitlement upon the Applicant except as provided in the Agreement.

9. Legal Framework

- **Jurisdiction:** Subject to the dispute resolution provisions contained in the Agreement, the courts at Bengaluru shall have jurisdiction.
- **Dispute Resolution:** Any dispute arising after execution of the Agreement shall be governed by the dispute resolution provisions contained in the Agreement.
- **Taxes & Statutory Deductions:** Taxes, including GST and statutory deductions at source, shall be governed in accordance with applicable tax laws and the executed Agreement.
- **Audit & Inspection Rights:** Records relating to the Agreement shall be subject to audit by Prasar Bharati and other competent statutory authorities, as applicable.
- **Termination:** Prasar Bharati shall have the right to terminate the Agreement in accordance with the provisions prescribed in the Agreement and the Content Sourcing Policy, 2024.

10. Confidentiality & RTI

- **Confidentiality:** Proposals and supporting documents submitted by Applicants shall be treated as confidential and shall not be disclosed to third parties except as required for evaluation or mandated by law.
- **RTI Compliance:** Disclosures made pursuant to the Right to Information Act, 2005 shall not constitute a breach of confidentiality.

11. Proposal Validity & Corrigenda

- **Proposal Validity:** Proposals shall remain valid for a period of 180 (one hundred and eighty) days from the last date prescribed for submission of proposals, or as prescribed under the Content Sourcing Policy, 2024.
- **Corrigendum Procedure:** Any modification, addendum, or corrigendum to this Notice shall be published on the official Prasar Bharati website/portal.

12. Precedence of Documents

For the purpose of this procurement process, the following order of precedence shall apply:

1. Corrigenda / Addenda issued to this Notice
2. Content Sourcing Policy (CSP), 2024
3. This Notice Inviting Content Proposals (NICP)
4. Proposal submitted by the Applicant

Upon execution of the Agreement, the Agreement shall prevail in respect of the rights and obligations of the parties to the extent of any inconsistency with this Notice.

13. Procedure for Submission & Documentation

- **Language of Proposal:** The proposal and all supporting documents shall be submitted in English or Kannada. Documents in any other language shall be accompanied by an authenticated English translation.
- **Submission Mode:** Proposals shall be submitted only in the manner, format, medium, and within the timelines notified by Prasar Bharati through this Notice, its corrigenda, or the designated official portal.

Eligible Applicants must submit their proposals containing the following documents:

1. Annexure-I: Application Form.
2. Annexure-II: Technical & Content Details and Commercial RSM Undertaking.
3. Sample Content: Delivery of sample content, pilot episode(s), completed episode(s), or such other material as may be specified by Prasar Bharati, strictly conforming to notified High Definition (HD) technical specifications.
4. Legal Credentials: Self-attested copy of PAN, GST Registration (GSTIN), document evidencing registration of the entity, documents evidencing ownership or license of rights, and Authorisation Letter / Power of Attorney (where applicable).
5. Undertakings: Sworn Undertakings regarding Non-Default, Non-Blacklisting, and Ownership of Rights executed on non-judicial stamp paper of appropriate value in accordance with the Karnataka Stamp Act, 1957.

The Last date for submitting the Bid is 25.08.2026.

For any other queries related the bid, please contact Shri Sudhakaran Priya, Programme Executive, Mobile: 6366860264, e-mail: ddkbngcs@gmail.com

ANNEXURE - I

APPLICATION FORM FOR SOURCING OF TELEVISION SERIALS UNDER REVENUE SHARE MODEL (RSM)

(To be filled in block letters by the applicant)

- Notice Inviting Content Proposals (NICP) No: DDK-BLR/CSD/RSM-SERIALS/2026/03
- Dated: August 3, 2026
- Proposed Serial Title: _____
- Proposed Frequency: ☐ Daily Soap ☐ Weekend Serial ☐ Weekly Serial

1. APPLICANT DETAILS

- Name of the Entity/Applicant: _____
- Constitution of the Entity:
 - ☐ Sole Proprietorship
 - ☐ Partnership Firm
 - ☐ Private Limited Company
 - ☐ Public Limited Company
 - ☐ LLP / Society / Trust / Others: _____
- Registered Office Address: _____
- Authorised Signatory Name & Designation: _____
- Contact Number & Email: _____ | _____

2. STATUTORY & REGISTRATION CREDENTIALS

- Registration Number under applicable law: _____
- PAN: _____
- GST Registration (GSTIN): _____

3. MANDATORY DECLARATIONS

- Whether the Applicant is the lawful owner or duly authorised licensee of the rights proposed to be licensed? ☐ YES ☐ NO

- Whether any litigation affecting the rights offered is pending? [] YES [] NO
- Is the Applicant entity currently under suspension, debarment or blacklisting by Prasar Bharati, any Government Department or Public Sector Undertaking? [] YES [] NO
- Whether the Applicant has any conflict of interest, whether actual, potential or perceived, in relation to this procurement? [] YES [] NO

4. CERTIFICATION

I/We certify that the information furnished is true, complete and correct to the best of my/our knowledge and belief, and that no material information has been concealed.

Signature of Authorized Signatory: _____

Name & Designation: _____

Seal of the Entity:

Date & Place: _____

ANNEXURE - II

TECHNICAL & CONTENT DETAILS / COMMERCIAL RSM UNDERTAKING

(Please submit a separate Annexure-II sheet for each serial proposal)

1. CONTENT PROFILE & OPERATIONAL METADATA

- Title of the Serial (Kannada): _____
- Genre: ☐ Family Drama ☐ Social ☐ Comedy ☐ Historical ☐ Youth ☐ Other
- Original Language of Content: _____
- Year of Production (where applicable): _____
- Technical Format Submitted: High Definition (HD) (Conforming to notified Prasar Bharati specifications)
- Whether Previously Telecast on any Channel / Broadcaster: ☐ YES ☐ NO
 - o If Yes, provide details (Channel, Period, Status): _____
- Total Episode Details:
 - o Proposed Total Episodes: _____
 - o Total Completed Episodes Available on Date of Application: _____
 - o Running Duration per Episode (excluding commercial breaks): _____
- Key Cast & Crew: Director: _____ Writer: _____
- Lead Cast: _____
- Brief Synopsis & Concept Note (Attached): ☐ YES ☐ NO

2. RIGHTS PROPOSED TO BE LICENSED

A. Core Sourcing Rights (as per CSP 2024 Framework)

Rights Category				Offered (Yes / No)	Proposed Licence / Tenure	Period of
Linear Television Telecast Rights (DD Chandana and its Digital Platforms)						
Ancillary Promotional & Publicity Use (Clips/Trailers)						

B. Additional Rights (Voluntarily Offered by Applicant, if any)

Rights Category	Offered (Yes / No)	Proposed Period / Scope
Digital Exploitation Rights (including OTT Streaming, if applicable)		
Archival Retention Rights		
Social Media Promotional / Excerpt Use		

Note: Offering any additional rights under Sub-Table B shall be purely voluntary and shall not, by itself, confer any preference in evaluation unless specifically provided under the Content Sourcing Policy, 2024 or the executed Agreement.

3. COMMERCIAL RSM TERMS ACCEPTANCE DECLARATION

I/We hereby explicitly confirm and accept that:

1. Revenue Share Model: Commercial airtime monetisation and sponsorship revenues generated shall be shared as prescribed under Chapter 3 of Content Sourcing Policy (CSP) 2024 and the executed Agreement.
2. Airtime Inventory Allocation: Free Commercial Time (FCT) shall be utilized strictly in accordance with limits defined by Prasar Bharati for DD Chandana and its Digital Platforms slots.
3. No Direct Production Funding: Prasar Bharati is under no obligation to provide production funding or fixed episode acquisition fees for content submitted under this RSM Notice.

4. SUBMISSION CHECKLIST

- ☐ Annexure-I & II completely filled, certified, and signed.
- ☐ Sample content, pilot episode(s), completed episode(s), or such other material conforming strictly to notified High Definition (HD) specifications.
- ☐ Self-attested Statutory Documents (PAN, GSTIN, Entity Registration).
- ☐ Authorisation Letter or Power of Attorney (where applicable).
- ☐ Sworn Undertaking regarding Ownership of Rights executed on Non-Judicial Stamp Paper under Karnataka Stamp Act, 1957.

Signature of Applicant/Authorised Signatory: _____

Date & Seal: _____