



विषय : प्रसार भारती डीडी हरियाणा चैनल के लिए लाईसेंस शुल्क पर पहले से निर्मित कार्यक्रमों (of self content) की सोर्सिंग के लिए कार्यक्रम प्रस्ताव आमंत्रित करने के लिए नोटिस।

Subject: Notice for Inviting Programme Proposals (NIPP) for sourcing of already produced Programmes (of the shelf content) on License Fee by Prasar Bharati for its DD Haryana Channel.

बिड़ जमा करवाने की जगह, अंतिम तिथि व समय PLACE, LAST DATE & TIME FOR BID SUBMISSION	Prasar Bharati e-Procurement Portal – prasarbharati.eproc.in 30-08-2026 till 11:30 PM
तकनीकी बिड़ खोलने की ड्यू तिथि व समय BID DUE DATE & TIME FOR TECHNICAL BID OPENING	31-08-2026 at 03:00 PM

ध्यान दें : यह NIPP दस्तावेज द्विभाषी (अंग्रेजी और हिंदी) प्रकाशित किया जा रहा है। किसी भी शर्त और नियम की स्पष्टता के लिए, इस NIPP दस्तावेज का केवल अंग्रेजी संस्करण ही अंतिम रूप में मान्य होगा।

यह NIPP दस्तावेज पेज 2 से 11 तक हिंदी में दिया गया है। इसका अंग्रेजी version पेज 12 से 22 तक दिया गया है। इसके अनुलग्नक (Annexure) पेज 23 से 73 तक केवल अंग्रेजी में हैं।

NOTE: This NIPP document is being published bilingually (English & Hindi Language). For sake of clarity in any terms& condition of this NIPP document, only English version will be valid as final.

This NIPP document is given in Hindi from Page 2 to Page 11. The English version of the same is given from Page 12 to 22. The Annexures are only in English from page 23 to Page 73.



No.DDHaryana/ContentSourcing/ LicenseFee /NIPP/2026- 27/1017

Dated:03.08.2026

विषय : प्रसार भारती डीडी हरियाणा चैनल के लिए लाइसेंस शुल्क पर पहले से निर्मित कार्यक्रमों की सौसिंग के लिए कार्यक्रम (of the shelf content) प्रस्ताव आमंत्रित करने के लिए नोटिस।

1.1 कार्य का व्यापक दायरा

डी डी हरियाणा निम्नलिखित विवरण के अनुसार लाइसेंस शुल्क आधारित कंटेंट खरीदने का इरादा रखता है:

- कार्यक्रम का शीर्षक / थीम : "हरियाणवी बोली में पारिवारिक मनोरंजन कॉमेडी शो"
- एपिसोड की संख्या : 26-104 एपिसोड*
- प्रोग्राम की अवधि : हर एपिसोड के लिए लगभग औसतन : 24 मिनट
- कार्यक्रम की भाषा : हरियाणवी बोली
- प्रदान किया गया कंटेंट 05 साल से पुराना नहीं होना चाहिए।
- अनुबंध / सहमति की अवधि : 1 साल

एपिसोड्स स्वतंत्र होने चाहिए। अगर कुछ एपिसोड्स के बीच निरंतरता है, तो वह 3 एपिसोड्स से ज्यादा नहीं होनी चाहिए। सभी एपिसोड्स एक ही बार में दिए जाने चाहिए। (अनुबंध III के अनुसार) प्रसार भारती (डीडी हरियाणा) कान्ट्रैक्ट अवार्ड करते समय कार्यक्रम के लिए एपिसोड्स की संख्या बढ़ाने या घटाने का अधिकार सुरक्षित रखता है।

1.2 कार्यक्रम के मुख्य बिंदु (Key Highlights of the Proposal)

- कंटेंट (Content Style):** कार्यक्रम पूर्णतः पारिवारिक, स्वच्छ, और सकारात्मक हास्य-व्यंग्य (Clean Comedy) पर आधारित होगा। इसमें किसी भी प्रकार का आपत्तिजनक, द्विअर्थी (Double Meaning) या विवादित संवाद/दृश्य पूर्ण रूप से वर्जित होगा। कार्यक्रम हरियाणवी बोली (Haryanvi Dialect) पर आधारित होगा।
- फॉर्मेट (Format & Structure):** प्रत्येक एपिसोड में एक नई और स्वतंत्र कहानी होगी, जिसका समापन उसी एपिसोड में हो जाएगा (Episodic Structure)। इससे दर्शकों की व्यस्तता बनी रहेगी।

हालांकि, आवश्यकतानुसार या कहानी की मांग पर 2 से 3 एपिसोड की संक्षिप्त निरंतरता (Mini-Series Format) की अनुमति दी जा सकती है।

2. प्रसार भारती की ओर से (भारत का सार्वजनिक प्रसारणकर्ता), डीडी हरियाणा अपने चैनल के लिए फैमिली एंटरटेनमेंट कॉमेडी शो की एक सीरीज़ के लिए प्रोग्राम प्रस्ताव आमंत्रित करता है, जो हरियाणवी बोली में होगी (26-104 एपिसोड) डीडी हरियाणा को कार्यक्रम के एपिसोड की संख्या घटाने या बढ़ाने का अधिकार रिजर्व है। प्रस्ताव आमंत्रित करने की प्रक्रिया (कंटेन्ट सोर्सिंग पॉलिसी 2024 के तहत चैप्टर 4 यानि लाइसेन्स शुल्कफीचर /रॉयल्टी फिल्म और गानों को छोड़कर) अनुसार होगी । (लिंक : <https://prasarbharati.gov.in/wp-content/uploads//08/2024Content-Sourcing-Policy-2024.pdf>) और अध्याय 13-परिशिष्ट। (अटैचमेंट के रूप में परिशिष्ट XI) या कोई अन्य दिशानिर्देश, आदेश, या कोड जों सरकार या किसी अन्य नियामक संस्था द्वारा प्रसारित सामग्री के संबंध में निर्दिष्ट किया गया हो। हालांकि, इस नोटिस में प्रोग्राम प्रस्ताव दस्तावेज़ आमंत्रित करने के लिए विशेष रूप से दिए गए किसी भी आवश्यकताओं / शर्तों को प्राथमिकता दी जाएगी । NIPP निर्धारित बिड प्रोफॉर्मा के तहत एकल चरण दो बिड – प्रणाली में ओपन प्रपोजल मोड में होगा (ऑनलाइन), और यह पूरी तरह से निम्नलिखित विवरण और संलग्न बिड दस्तावेजों के अनुसार होगा, जैसा कि इस NIPP दस्तावेज में निर्दिष्ट किया गया है । बोली डालने वाले बिडर / Bidder को सलाह दी जाती है कि वे अपने बिड को सख्ती से NIPP की शर्तों और नियमों के अनुसार प्रस्तुत करें और किसी भी विचलन का उपयोग न करें । सभी आवेदन जों कॉन्टेन्ट सोर्सिंग पॉलिसी में या इस NIPP के पॉइंट 3 में उल्लेखित शर्तों को पूरा नहीं करते, उन्हें संक्षेप में रद्द कर दिया जाएगा। NIPP का विवरण नीचे दिया गया है ।

2.1. Bids Data Sheet : The brief details of the NIPP areas under:

2.1.1 NIPP Inviting Authority	Prasar Bharati (Broadcasting Corporation of India)Regional Channel Manager, DDK Chandigarh
2.1.2Name of the Supply/Work	NIPP for sourcing of already produced programmesof26-104 Episodes on theme "Family Entertainment Comedy Show"(Haryanvi Dialect) under Licensing Fee.
2.1.3Place of availability of NIPP Documents (RFPs)	1. Procurement Portal of Prasar Bharati http://prasarbharati.eproc.in 2. Website of Prasar Bharati, https://prasarbharati.gov.in/ 3. Central Public Procurement Portal (CPPP): http://www.cprocure.gov.in

2.1.4TenderProcessing Fee	NIL
2.1.5EarnestMoneyDeposit(EMD)	Rs50,000/-
2.1.6AddresstosendPrebid Queries Video Conference	HOP, Doordarshan Kendra, Sector 37 B -160036 by email only Email: hopchandigarh@gmail.com
2.1.7Natureofbid process	Single Stage two BID System Online Technical Bid Financial Bid
2.1.8BroadScopeofWork	Asper NIPP
2.1.9BidValidityupto:	120(One Hundred Twenty) days from the date of opening of Technical Bid.
2.1.10 Bid Bond Validity upto:	165days(Bid validity +45days beyond bid validity.)
2.1.11DateofpublicationofBid	Actual Date of Publication on http://prasarbharati.eproc.in
2.1.12 Last Date & Time for submission of written queries by bidders for Pre Bid Meeting (via email only).	Queries to be submitted by 16.08.26 by 5:00 PM , email on hopchandigarh@gmail.com
2.1.13Date&TimeofPre-bid Conference (Online)	19.08.26 at 3:00 PM
2.1.14 Place for pre-bid meeting (Could also be processed through e-procurement)	Pre bid meeting will be online and the link will be shared for video conferencing through email.
2.1.15Bid due date & time for online submission	30.08.26 till 11.30 PM
2.1.16 Time for Technical Bid opening	31.08.26 3:00 PM
2.1.17 Opening of Financial Bid	To be informed later through email
2.1.18 Address of Communication	HOP, Doordarshan Kendra, Sector 37 B -160036 by email only Email: hopchandigarh@gmail.com
2.1.19 Paying Authority	DDO, Doordarshan Kendra Chandigarh-160036 GSTIN : 06AAAJPO288R1ZJ PAN : AAAJP0288R TAN : PTLD10299E
*Procurement is made in assessed budget mode .The estimated value field shown as zero may be treated as left blank.	

ध्यान दें भारती प्रसार दिन गए बताए ऊपर अगर :कार्यालय में छुट्टी हों, तो अगला कार्य दिवस लागू होगा।

3. प्रसार भारती द्वारा लाइसेंस शुल्क पर कार्यक्रमों की सोर्सिंग के लिए शर्तें और नियम ।

प्रस्तुत किया गया कार्यक्रम निम्नलिखित सभी शर्तों को पूरा करना चाहिए:

3.1 प्रोग्राम पहले से तैयार या पहले ही निर्मित हों।

3.2 कंटेंट कोड्स और दिशानिर्देशों का पालन:

3.2.1 NIPP प्रक्रिया 2024 की (कंटेंट सोर्सिंग पॉलिसी के तहत अध्याय 4 यानी लाइसेंस शुल्क फीचर फिल्म और गानों को छोड़कर) (लिंक : <https://prasarbharati.gov.in/wp-content/uploads/2024/08/Content-Sourcing-Policy-2024.pdf>) और अध्याय 13 ऐंडेंडम -I (संलग्न अनुबंध XI में या कोई अन्य दिशानिर्देश आदेश, या कोड्स के अनुसार होगी) , जैसा कि सरकार या किसी अन्य नियामक संस्था ने प्रसार भारती द्वारा स्ट्रीम किए जाने वाले कंटेंट के लिए निर्दिष्ट किया है। हालांकि, इस NIPP दस्तावेज़ में विशेष रूप से दी गई कोई भी आवश्यकता / शर्त लागू होगी।

3.2.2 कार्यक्रम प्रसार भारती के कार्यक्रम कोड के अनुसार होने चाहिए, (संलग्नक V में संलग्न)

3.2.3 अधिकार मालिकों (Rights' Owner) को पेश किए गए कार्यक्रम में आवश्यक बदलाव करने होंगे ताकि वह प्रसार भारती के कार्यक्रम कोड (संलग्नक V) के अनुरूप हो। प्रसार भारती (डीडी हरियाणा द्वारा निर्देशित आवश्यक बदलावों को शामिल करने की इच्छा (का प्रमाण पत्र संलग्नक X) आवेदन के साथ जमा करना होगा। अगर वित्तीय बोली खुलने के बाद प्रस्ताव चुने जाते हैं और अधिकार मालिक आवश्यक बदलाव करने से इंकार करता है या असमर्थ दिखता है, तो वह बोली अस्वीकार कर दी जाएगी और ईएमडी राशि जब्त कर ली जाएगी।

3.3 कंपनी अनुपालन

3.3.1 अधिकार मालिकों (Rights' Owner) को किसी भी सरकारी निकाय या प्राधिकरण द्वारा ब्लैकलिस्ट या निलंबित नहीं किया होना चाहिए।

3.4 प्रतिपूर्ति और अधिकार

3.4.1 अधिकार मालिकों (Rights' Owner) को किसी भी कंटेंट प्रोग्राम से संबंधित किसी भी / अधिकारों के उल्लंघन के लिए प्रसार भारती को मुआवजा देना होगा, जो लाइसेंस शुल्क के तहत पेश किया जा रहा है।

3.4.2 प्रसार भारती के पास यह अधिकार है कि भविष्य में अगर समझौते की शर्तों का उल्लंघन होता है तो चुने गए कार्यक्रमों के अधिकार मालिकों के साथ समझौते को निलंबित या रद्द कर सके, और समझौते की अवधि के दौरान चयन प्रक्रिया शर्तों की समीक्षा करने का भी अधिकार एक महीने के नोटिस के साथ / सुरक्षित रखता है।

3.4.3 अधिकार मालिकों (Rights' Owner) को अपने प्रस्ताव जमा करते समय सही जानकारी देनी

चाहिए। अगर किसी भी चरण में यह पाया जाता है कि दी गई जानकारी गलत थी, तो प्रस्ताव को तुरंत रद्द कर दिया जाएगा। अगर ऐसे मामलों की जानकारी प्रसार भारती डीडी हरियाणा को समझौता किए जाने के बाद मिलती हैं, तो प्रसार भारती डीडी हरियाणा अपनी मर्जी से उस समझौते को समाप्त कर सकता है और अधिकार मालिकों (Rights' Owner) को जो भी राशि पहले दी गई हो, वह तुरंत प्रसार भारती डीडी हरियाणा को देनी होगी। इस क्लॉज के तहत प्रसार भारती डीडी हरियाणा को जो अधिकार मिलते हैं, वे अन्य कानून द्वारा मिलने वाले अधिकारों और उपायों पर असर नहीं डालते। कोई भी अधिकार मालिक (Rights' Owner) जो भ्रामक जानकारी देता है, उसे ब्लैकलिस्ट किया जा सकता है।

- 3.4.4 प्रसार भारती के पास इस NIPP के पॉइंट 10, परिशिष्ट I के अनुसार प्रसारणस्ट्रीमिंग के अधिकार होंगे, इसके अलावा किसी भी कार्यक्रम का कोई भी एपिसोड अधिकार धारक द्वारा किसी भी अन्य नेटवर्क के किसी भी प्लेटफॉर्म या सैटेलाइट चैनल पर तभी जारी किया जा सकता है जब इसके दूरदर्शन नेटवर्क पर प्रसारण के 90 दिन बाद प्रसार भारती डीडी हरियाणा को सूचित कर दिया गया हो।
4. अधिकार मालिकों को अपनी सही से भरी हुई आवेदन बोलियाँ अनुबंध -1 (Annexure-1) में और इस बोलियों के क्लॉज 15 में बताए गए सभी दस्तावेज़ प्लेटफॉर्म पर ही जमा करने की आवश्यकता है।
5. अधिकार मालिक अपने प्रोग्राम प्रस्ताव को प्रसार भारती के ई प्रोक्योरमेंट पोर्टल- (<https://prasarbharati.eproc.in>) पर ऑनलाइन सिंगल स्टेज टूविड सिस्टम में जमा करेंगे। पूरा – अनुबंध प्रस्ताव एक तकनीकी बिड के अनुसार और अनुबंध II के अनुसार विस्तृत जानकारी के साथ और एक वित्तीय बिड अनुबंध-IV के अनुसार शामिल करेगा। वित्तीय बिड में सीरियल के प्रति एपिसोड लागत दी जानी चाहिए। ध्यान दें कि तकनीकी बिड में कोई मूल्य विवरण नहीं होना चाहिए। अगर तकनीकी बिड में कोई मूल्य विवरण होगा, तो उसे बिना किसी वार्ता के अस्वीकार कर दिया जाएगा।
6. एपिसोड्स स्वतंत्र होने चाहिए। अगर कुछ एपिसोड्स में निरंतरता है, तो यह 3 एपिसोड्स से अधिक नहीं होने चाहिए।
7. 13 एपिसोड्स के प्रीव्यू लिंक प्रदान किए जाएंगे (शुरुआत से 4, बीच से 5 और अंत से 4 एपिसोड ऑफ़र किए गए प्रोग्राम के)। पहला और आखिरी एपिसोड पूरी रिज़ॉल्यूशन में सबमिट किया जाना चाहिए जैसा कि तकनीकी विनिर्देशों में दिया गया है (परिशिष्ट II पॉइंट 1 और 2) और बाकी एपिसोड कम रिज़ॉल्यूशन में दिए जा सकते हैं (जैसा कि परिशिष्ट III पॉइंट 4) में बताया गया है। ऊपर बताए गए 13 एपिसोड्स के साथ, प्रत्येक एपिसोड के ट्रेलर /प्रोमो भी अनिवार्य रूप से सबमिट किए जाने चाहिए। एपिसोड्स प्रोमो के ट्रेलर / प्रीव्यू लिंक को प्रस्ताव के साथ सबमिट किया जाना चाहिए (परिशिष्ट I में पॉइंट नंबर 23)। प्रोग्राम को प्रीव्यू करने के लिए आवश्यक क्रेडेंशियल्स (credentials) भी आवेदन फ़ॉर्म के साथ सबमिट किए जाने चाहिए।
8. बोलियां तकनीकी मूल्यांकन मानदंड के अनुसार NIPP क्लॉज 17 में दी गई प्रक्रियाओं के मुताबिक मूल्यांकित की जाएंगी।
9. वित्तीय बोलियाँ उन आवेदकों के लिए खोली जाएंगी जिन्होंने तकनीकी मूल्यांकन क्वालिफाई किया है और NIPP वित्तीय मूल्यांकन धारा 18 में दिए गए विस्तृत प्रक्रिया के अनुसार प्रक्रिया की गई हैं।

10. डिलिवरी पीरियड शर्तें और नियम : 2024 की कंटेंट सोर्सिंग पॉलिसी के चैप्टर 4 और ऐडेंडम - 1 (Addendum-1) के चैप्टर 13 के अनुसार हैं। हालांकि, प्रोग्राम के सभी एपिसोड एक ही बार में देने होंगे। पूरा प्रोग्राम अनैक्सचर III (Annexure-3) में दिए गए तकनीकी विनिर्देशों / आवश्यकताओं के अनुसार प्रस्तुत किया जाएगा।

11. यह NIPP डीडी हरियाणा चैनल के लिए परिवार मनोरंजन कॉमेडी शो सीरियल (26 से 104 एपिसोड) के कार्यक्रम प्रस्तावों को हरियाणवी बोली में लाइसेंस शुल्क के तहत स्रोत करने के लिए है प्रसार भारती डीडी हरियाणा कार्यक्रम के खरीदे जाने वाले एपिसोड की संख्या को contract award के समय बढ़ाने या घटाने का अधिकार सुरक्षित रखता है।

12. EMD दिशानिर्देश

12.1 बोलियाँ केवल ऑनलाइन मोड में ही जमा की जाएँगी जैसा कि NIPP में कहा गया है, EMD को बोली जमा करने की नियत तिथि और समय से पहले बोलीदाता द्वारा जमा करना होगा। EMD की मूल प्रति (जैसा कि 2.1.5 में बताया गया है) जो डीडीओ, दूरदर्शन केन्द्र, चंडीगढ़ को देय हैं, इसे RCM और कार्यालयाध्यक्ष, दूरदर्शन केन्द्र, चंडीगढ़ (जैसा कि 2.1.18 में बताया गया है), को बोली जमा करने की नियत तिथि और समय के भीतर भेजना होगा। नियत तिथि और समय के भीतर दूरदर्शन केन्द्र, चंडीगढ़ को मूल EMD न भेजने पर बोली अस्वीकार कर दी जाएगी। EMD भुगतान की कॉपी भी ऑनलाइन तकनीकी बोली के साथ संलग्न करनी होगी।

12.2 सफल बोलीदाता के निर्णय के 30 दिन बाद असफल बोली लगाने वालों को EMD राशि वापस कर दी जाएगी। बोली सुरक्षा राशि सफल बोलीदाता को समझौते पर हस्ताक्षर करने के 30 दिन बाद वापस की जाएगी। (NIPP की क्लॉज 18.5 के अनुसार)

13. NIPP को RFP की शर्तों और नियमों के तहत संचालित किया जाएगा। अनुबंध भारतीय कानूनों के तहत शासित होगा, जिनमें भारतीय अनुबंध अधिनियम, 1872; वस्तु विक्रय अधिनियम, 1930; सूचना का अधिकार अधिनियम, 2005; सूक्ष्म, लघु और मध्यम उद्यम विकास अधिनियम, 2006; भ्रष्टाचार निवारण अधिनियम, 1988; और पंचाट और सुलह अधिनियम, 1996 (Arbitration & Conciliation Act 1996) आदि, समय समय पर संशोधित किए गए रूप में शामिल हैं। अनुबंध सामान्य वित्तीय नियम, 2017, सामान और कार्यों की खरीद के लिए मैनुअल 2017 और 2019, वित्तीय शक्ति नियमों का प्रतिनिधित्व और किसी भी अन्य वित्तीय, सतर्कता, सुरक्षा, बचाव (Safety) प्रतिकूल व्यापार और सार्वजनिक खरीद के विषय पर सरकार के अन्य नियामक पहलुओं, आदेशों और दिशानिर्देशों के तहत भी शासित होगा, जब तक कि वे लागू हों और टेंडर दस्तावेज़ में उल्लिखित शर्तों के खिलाफ न हों।

14. इस NIPP के लिए ऑनलाइन सिंगल स्टेज टू बिड सिस्टम का पालन किया जाएगा। बोली लगाने वालों को बिड आवश्यकताओं के अनुसार आवेदन जमा करने में सावधानी बरतनी चाहिए जैसा कि NIPP में निर्दिष्ट किया गया है।

15. तकनीकी बोली में निम्नलिखित दस्तावेज़ शामिल होने चाहिए।

15.1 विस्तृत जानकारी के साथ सही तरीके से भरा हुआ आवेदन फॉर्म (जैसा कि परिशिष्ट-Iमें हैं, साथ ही परिशिष्ट-II के अनुसार),

15.2 उस सामग्री के लिए लिंक समझौता जहां अधिकार मालिक आवेदक सामग्री का निर्माता नहीं है। अन्यथा, अधिकार मालिक कंपनीएकल / साझेदारी फर्म / उद्यमनिर्माता से एक हलफनामा आवश्यक होगा / जिसमें बताया गया हो कि वह प्रस्तुत की गई सामग्री का निर्माता है।

15.3 पुरस्कार प्रमाणपत्र या मान्यता (यदि कोई हो)

15.4 पैन नंबर की कॉपी

15.5 जीएसटी पंजीकरण प्रमाणपत्र

15.6 स्वामित्व वाली फर्मों के मामले में पंजीकरण प्रमाणपत्र साझेदारी / फर्मों के मामले में पंजीकरण प्रमाणपत्र के साथ साझेदारी करार कंपनियों / के मामले में पंजीकरण प्रमाणपत्र।

15.7 पिछले तीन वित्तीय वर्षों की आयकर की प्रति।

15.8 पिछले तीन वर्षों के लिए बैलेंस शीट ऑडिटेड खातें

15.9 पात्रता मानदंड पूरा करने और सही जानकारी देने के लिए प्रतिज्ञा / शपथ पत्र अनुबंध - VI)

15.10 फोन नंबर और ईमेल आईडी वाले व्यक्ति के संबंध में अधिकृत पत्र, जो आवेदक के अधिकार मालिक कंपनी प्रोजेक्टर/स्वामित्व वाली फर्म/साझेदारी फर्म/ की ओर से आवेदन पर हस्ताक्षर करने के लिए अधिकृत हो। प्रारूप अनुलग्नक-VII में संलग्न है।

15.11 हर्जाने का बॉन्ड परिशिष्ट (नोटरीकृत)-VIII के अनुसार।

15.12 ईएमडी की राशि रुपये 50,000/- (केवल पचास हजार रुपये)खाता धारक मांग ड्राफ्ट, बैंकर चेक या किसी भारतीय अनुसूचित वाणिज्यिक बैंक की स्वीकार्य बैंक गारंटी के रूप में होगी। बोली सुरक्षा प्रसार भारती, डीडीओ, दूरदर्शन केंद्र चंडीगढ़ में जमा करनी होगी। बोली सुरक्षा कम से कम 120 दिनों की अवधि के लिए मान्य होगी। खाता धारक मांग ड्राफ्ट या बैंकर चेक "प्रसार भारती, डीडीओ, दूरदर्शन केंद्र चंडीगढ़" के नाम पर होगा। बैंक गारंटी के रूप में बोली सुरक्षा जमा करने का प्रपत्र अनुबंध-IX में दिया गया है।

15.13 एक सहमति प्रमाणपत्र (जैसा कि परिशिष्ट X में है)कि आवश्यक बदलाव जो प्रसार भारती, डीडी हरियाणा द्वारा दिए गए हैं, प्रसार भारती के प्रोग्राम कोड (परिशिष्ट VIII) के अनुसार किए जाएंगे, अधिकार मालिक (Rights' Owner) द्वारा जमा करना होगा। अगर अधिकार मालिक आवश्यक बदलाव करने से इंकार करता है या असमर्थ दिखता है, तो बोली अस्वीकृत कर दी जाएगी और ईएमडी की राशि जब्त कर ली जाएगी।

15.14 अनुबंध -VI (Annexure-6) के अनुसार बैठक योग्यता मानदंड पूरा करने और सही जानकारी प्रदान करने के लिए शपथपत्र।

15.15 वर्णनात्मक कार्यक्रम प्रस्ताव जिसमें शामिल है

15.15.1 चूंकि प्रोग्राम प्रपोजल्स को 17.1 में दी गई तालिका के अनुसार आंका जाना है, इसलिए applicant Rights' Owner(s) से अनुरोध किया जाता है कि वे प्रत्येक उपशीर्षक के तहत विस्तृत जानकारी दें, ताकि प्रसार भारती (डीडी हरियाणा) प्रपोजल्स का जितना संभव हो उतना विस्तार से और उद्देश्यपूर्ण तरीके से मूल्यांकन कर सके। यह सूचना प्रदान करने के लिए कुछ संकेतक जानकारी Annexure II में दी गई है।

यह ध्यान दिया जाना चाहिए कि तकनीकी बोली में किसी भी व्यावसायिक तत्व जैसे मूल्य की जानकारी नहीं होनी चाहिए। यदि तकनीकी बोलियों में कोई मूल्य विवरण शामिल है, तो इसे सीधे तौर पर अस्वीकार कर दिया जाएगा।

16. वित्तीय बोली : वित्तीय बोली को परिशिष्ट - IV में दिए गए प्रपत्र में प्रस्तुत किया जाना है।

17. तकनीकी मूल्यांकन

17.1 प्रस्तावों का तकनीकी मूल्यांकन प्रस्तावों की योग्यता के आधार पर किया जाएगा, जैसा कि कंटेंटसोर्सिंग पॉलिसी 2024 और एंडेडम - 1 के चैप्टर 13 में बताया गया है। प्राप्त प्रस्तावों का मूल्यांकन निम्नलिखित स्कोरिंग मैट्रिक्स के अनुसार किया जाएगा:

S.No	Criteria	Maximum Marks
1.	*Rights owner company/Partnership Firms/ Proprietary firm/ Producer's past work / Presentation / Show Reel / one episode of offered programme	20
2.	Concept/Theme/Story line/Synopsis of Programme(episode-wise)	15
3.	Concept Visualization & Treatment	25
4.	Cast & Crew	20
5.	Commercial Potential	20

***अनिवार्य है कि आवेदनकर्ता अधिकार मालिक (Rights' Owner) उस कार्यक्रम के राइट होल्डर (Right Holder) हों जो दिए गए समय अवधि और क्षेत्र के लिए हो।**

17.2 उस कार्यक्रम के प्रस्ताव अनुसार जो 100 में से 75 या उससे अधिक अंक प्राप्त करेंगे, उन्हें योग्य माना जाएगा।

18. वित्तीय मूल्यांकन

18.1 जो बोलीदाता योग्य ठहरेंगे, वे वित्तीय बोली खोलने के लिए पात्र होंगे। L1 बोलीदाता जिसकी प्रति एपिसोड की लागत सबसे कम होगी, को आगे प्रक्रिया के लिए चुना जाएगा, जैसा कि कंटेंट सोर्सिंग पॉलिसी 2024 के चैप्टर 4 और एडेडम - 1 के चैप्टर 13 में प्रावधान है। (अनुबंध XI) (लिंक: <https://prasarbharati.gov.in/wp-content/uploads/2024/08/Content - Sourcing-Policy-2024.pdf>)।

18.2 अगर अधिकार मालिक (Rights' Owner) लागत निर्धारण समिति (Costing Committee) द्वारा दी गई कीमत को स्वीकार कर लेते हैं, तो प्रस्ताव को अधिकार मालिकों से प्रोग्राम की अंतिम खरीद के लिए माना जा सकता है, अन्यथा प्रसार भारती (डीडी हरियाणा) द्वारा प्रस्ताव को अस्वीकार किया जा सकता है।

18.3 अगर अधिकार मालिक (Rights' Owner) ने लागत निर्धारण समिति (Costing Committee) द्वारा दी गई कीमत स्वीकार कर ली, तो उन्हें प्रस्तावित कार्यक्रम के सभी एपिसोड तकनीकी विनिर्देशों (अनुलेख III बिंदु 1&2) के अनुसार जमा करने होंगे।

18.4 प्रसार भारती के प्रोग्राम कोड के अनुसार, ऑफ़र किए गए प्रोग्राम में आवश्यक बदलाव के साथ एक इरादे का पत्र (Letter of Intent) चयनित अधिकार मालिक (Rights' Owner) को प्रसार भारती (डीडी हरियाणा) से बजट की मंजूरी मिलने के बाद जारी किया जाएगा जिसमें अधिकार मालिक (Rights' Owner) से कहा जाएगा कि वे प्रीव्यू के लिए आवश्यक बदलाव करने के बाद पूरा ओरिजिनल कंटेंट जमा करें।

18.5 समझौते पर हस्ताक्षर करने की शर्त यह है कि प्रसार भारती (डीडी हरियाणा) द्वारा 'प्रसारण स्ट्रीमिंग' के लिए फिट' प्रमाण पत्र जारी किया जाए, जब सभी बदलाव (यदि कोई हो) जो प्रसार भारती ने डीडी हरियाणा प्रीव्यू के दौरान सुझाए हों और अंतिम कार्यक्रम तकनीकी विनिर्देश) परिशिष्ट III बिंदु 1, 2 और 3 के अनुसार के साथ सभी एपिसोड और उनके चाइल्ड अससेट्स (child assets) यानी थंबनेल, ट्रेलर, टीज़र, मेटाडेटा आदि को शामिल किया गया हो। अधिकार मालिकों को कोई अग्रिम भुगतान नहीं किया जाएगा।

18.6 प्रोग्राम के लिए प्रसार भारती द्वारा स्वीकृत पूरी भुगतान राशि, समझौते पर हस्ताक्षर करने के 30 दिन के भीतर जारी की जा सकती है।

18.7 भुगतान डीडीओ, दूरदर्शन केन्द्र, चंडीगढ़ द्वारा किया जाएगा।

18.8 प्रसारण के लिए तैयार किए जाने वाले मीडिया की मास्टर और बैकअप की तकनीकी विशेषताएँ, कार्यक्रम आवश्यकताएँ और सामान्य आवश्यकताएँ परिशिष्ट - III में दी गई हैं।

18.9 पेश किया गया / वितरित किया गया प्रोग्राम किसी भी तीसरे पक्ष के दावे से मुक्त और साफ़ होगा, जिसमें कोई भी संघ या गिल्ड की किसी भी अवशेष या पुनः उपयोग शुल्क के लिए दावे without limitation शामिल हैं।

18.10 अधिकार मालिक यह सुनिश्चित करेंगे कि एपिसोड में इस्तेमाल किया गया सभी थर्ड पार्टी मटेरियल, जिसमें गाने और संगीत शामिल हैं, वैध स्रोतों से हो और ऐसी सामग्री के संबंध में अधिकार संबंधित अधिकार मालिकों से सही तरीके से प्राप्त किए गए हों, ताकि प्रसार भारती (डीडी हरियाणा) कार्यक्रम में अपने अधिकारों का उपयोग कर सके। इस संबंध में निर्माता प्रसार भारती को क्षतिपूर्ति देगा।

18.11 प्रसार भारती को किसी भी समय प्रक्रिया को स्वीकार करने /रद्द करने / अस्वीकार करने/ संशोधित करने का अधिकार सुरक्षित है।

18.12 राइट्स के मालिक कृपया अन्य शर्तों और नियमों के लिए प्रसार भारती की वेबसाइट पर 09.08.2024 को प्रकाशित 'प्रसार भारती कंटेंट सोर्सिंग पॉलिसी, को देखें।

18.13 अगर ऑनलाइन बोली जमा करने के बारे में कोई सवाल हो, तो आवेदक इस ईमेल आईडी पर संपर्क - कर सकते हैं - **hopchandigarh@gmail.com**

25 अगस्त 2026 शाम 5 बजे तक प्राप्त होने वाले आवेदन ही मान्य माने जाएंगे। 25 अगस्त 2026 शाम 5 बजे के बाद प्राप्त आवेदन स्वीकार नहीं किए जाएंगे।

किसी भी अन्य स्पष्टता के लिए कृपया संपर्क करें।

(उमेश कश्यप)
कार्यक्रम प्रमुख
दूरदर्शन केंद्र चंडीगढ़

ध्यान दें: यह **NIPP** दस्तावेज़ द्विभाषी प्रकाशित (हिंदी और अंग्रेज़ी) किया जा रहा है। किसी भी शर्त और नियम की स्पष्टता के लिए, इस टेंडरदस्तावेज़ का केवल अंग्रेज़ी संस्करण ही अंतिम रूप में मान्य होगा।

NOTE: This NIPP document is being published bilingually (English & Hindi Language). For sake of clarity in any term & condition of this tender document, only English version will be valid as final .



प्रसार भारती / Prasar Bharati
भारत का लोक सेवा प्रसारक / India's Public Service Broadcaster
दूरदर्शन केंद्र, सैक्टर 37-बी, चंडीगढ़ - 160036
Doordarshan Kendra, Sector - 37 B, Chandigarh - 160036



No.DDHaryana/ContentSourcing/ LicenseFee /NIPP/2026- 27/1017

Dated: 03.08.2026

Subject: Notice for Inviting Programme Proposals (NIPP) for sourcing of already produced Programmes (of the shelf content) on License Fee by Prasar Bharati for its DD Haryana Channel.

1.1 Broad Scope of Work

DD Haryana intends to procure content on License Fee basis as per the following details:

- Title/Theme of the programme: **“Family Entertainment Comedy Show in Haryanvi Dialect”**
- Number of episodes: 26-104 Episodes*
- Programme duration: approximate average 24 Minutes for each Episode
- Language of the programme: Haryanvi Dialect
- The content provided should not be more than 5 years old.
- Period of Contract/Agreement: 1 Year.

* The episodes have to be independent. If there is continuity among some of the episodes it should not extend to more than 3 episodes. All the episodes have to be given in one go (As per Annexure III). Prasar Bharati (DD Haryana) reserves the rights to increase or decrease the number of episodes of the programme to be procured at the time of award.

The Rights' Owner(s) has to mandatorily agree to do the required changes in the programme, for the programme to conform to the programme code of Prasar Bharati.

The Rights' Owner(s) shall offer Exclusive Telecast/ Streaming rights for the time period of the contract/agreement (i.e, 1 year) for Doordarshan Haryana Channel on DTH Platforms and Cable Operators, Live streaming of DD Haryana Channel on WAVES OTT Platform, And Uploading of the complete programme episodes on DD Haryana Youtube Channel.

Note: Rights for social media promotion for maximum duration of clips upto 120 seconds will be part of all deals.

1.2 कार्यक्रम के मुख्य बिंदु (Key Highlights of the Proposal)

- **कंटेंट (Content Style):** कार्यक्रम पूर्णतः पारिवारिक, स्वच्छ, और सकारात्मक हास्य-व्यंग्य (Clean Comedy) पर आधारित होगा। इसमें किसी भी प्रकार का आपत्तिजनक, द्विअर्थी (Double Meaning) या विवादित संवाद/दृश्य पूर्ण रूप से वर्जित होगा। कार्यक्रम हरियाणवी बोली (Haryanvi Dialect) पर आधारित होगा।
- **फॉर्मेट (Format & Structure):** प्रत्येक एपिसोड में एक नई और स्वतंत्र कहानी होगी, जिसका समापन उसी एपिसोड में हो जाएगा (Episodic Structure)। इससे दर्शकों की व्यस्तता बनी रहेगी। हालांकि, आवश्यकतानुसार या कहानी की मांग पर 2 से 3 एपिसोड की संक्षिप्त निरंतरता (Mini-Series Format) की अनुमति दी जा सकती है।

2. On behalf of the Prasar Bharati (India's Public service Broadcaster), DD Haryana invites Program Proposals under license fee for DD Haryana Channel for a serial of Family Entertainment Comedy Show, in Haryanvi Dialect (26 – 104 Episodes), DD Haryana reserves the rights to increase or decrease the number of episodes of the programme to be procured at the time of award. The process for inviting proposals will be governed by the Content Sourcing Policy 2024 under Chapter 4 i.e License Fee/Royalty (except feature films and songs) ([Link: https://prasarbharati.gov.in/wp-content/uploads/2024/08/Content-Sourcing-Policy-2024.pdf](https://prasarbharati.gov.in/wp-content/uploads/2024/08/Content-Sourcing-Policy-2024.pdf)) and Chapter 13 Addendum- I (attached at Annexure XI) or any other guidelines, orders, or codes as specified by the Government or any other regulatory body with respect to content streamed by Prasar Bharati. However, any requirement/condition specifically given in this Notice for inviting program proposal document will prevail. The NIPP will be in Open Proposal Mode in the prescribed Bid Proforma under single stage two bid system (online) for the subject in complete accordance with the following details and enclosed Bid Documents, as prescribed in this NIPP document. Bidder(s) are advised to submit their bid strictly as per terms and conditions of the NIPP and not to resort to any deviations. All the applications which does not fulfil the criteria in the Content Sourcing Policy or terms and conditions mentioned at point 3 of this NIPP, will summarily be rejected. The details of NIPP are given below:

2.1 Bids Data Sheet: The brief details of the NIPP are as under:

2.1.1 NIPP Inviting Authority	Prasar Bharati (Broadcasting Corporation of India) Regional Channel Manager, DDK Chandigarh
2.1.2 Name of the Supply/Work	NIPP for sourcing of already produced programmes of 26-104 Episodes on theme "Family Entertainment Comedy Show" (Haryanvi Dialect) under Licensing Fee.

2.1.3 Place of availability of NIPP Documents (RFPs)	4. Procurement Portal of Prasar Bharati http://prasarbharati.eproc.in 5. Website of Prasar Bharati, https://prasarbharati.gov.in/ 6. Central Public Procurement Portal (CPPP): http://www.cprocure.gov.in
2.1.4 Tender Processing Fee	NIL
2.1.5 Earnest Money Deposit (EMD)	Rs 50,000/-
2.1.6 Address to send Pre bid Queries Video Conference	HOP, Doordarshan Kendra, Sector 37 B -160036 by email only Email : hopchandigarh@gmail.com
2.1.7 Nature of bid process	Single Stage two BID System Online 4. Technical Bid 5. Financial Bid
2.1.8 Broad Scope of Work	As per NIPP
2.1.9 Bid Validity up to :	120 (One Hundred Twenty) days from the date of opening of Technical Bid.
2.1.10 Bid Bond Validity up to :	165 days (Bid validity +45 days beyond bid validity.)
2.1.11 Date of publication of Bid	Actual Date of Publication on http://prasarbharati.eproc.in
2.1.12 Last Date & Time for submission of written queries by bidders for Pre Bid Meeting (via email only).	Queries to be submitted by 16.08.26 by 5:00 PM , email on hopchandigarh@gmail.com
2.1.13 Date & Time of Pre-bid Conference (Online)	19.08.26 at 3:00 PM
2.1.14 Place for pre-bid meeting (Could also be processed through e-procurement)	Pre bid meeting will be online and the link will be shared for video conferencing through email. Whosoever is interested can send their email id before 18.08.26 by 4:00 PM so that the VC link can be sent on time.
2.1.15 Bid due date & time for online submission	30.08.26 till 11.30 PM
2.1.16 Time for Technical Bid opening	31.08.26 3:00 PM
2.1.17 Opening of Financial Bid	To be informed later through email
2.1.18 Address of Communication	HOP, Doordarshan Kendra, Sector 37 B -160036 by email only Email : hopchandigarh@gmail.com
2.1.19 Paying Authority	DDO, Doordarshan Kendra Chandigarh-160036 GSTIN : 06AAAJP0288R1ZJ

	PAN : AAAJP0288R TAN : PTLD10299E
*Procurement is made in assessed budget mode .The estimated value field shown as zero may be treated as left blank.	

Note: In case the days specified above happen to be a holiday in Prasar Bharati, the next working day shall be implied.

3. Terms and Conditions for sourcing of Programmes by Prasar Bharati on License Fee. The offered programme should fulfill all the following conditions:

3.1 Programme are ready-made or already produced

3.2 Compliance with Content Codes and Guidelines:

3.2.1 The NIPP process will be governed by Content Sourcing Policy 2024 under Chapter 4 i.e License Fee (except feature films and songs) (Link: <https://prasarbharati.gov.in/wp-content/uploads/2024/08/Content-Sourcing-Policy-2024.pdf>) and Chapter 13 Addendum- I (attached at Annexure XI) or any other guidelines, orders, or codes as specified by the Government or any other regulatory body with respect to content streamed by Prasar Bharati. However, any requirement/condition specifically given in this NIPP document will prevail.

3.2.2 The Programmes must comply with the Programme Code of Prasar Bharati, (attached at Annexure V).

3.2.3 The Rights' Owner(s) will have to do the necessary changes in the offered programme to conform to the programme code of Prasar Bharati (Annexure V). A Certificate of willingness (Annexure X) to incorporate the necessary changes as directed by Prasar Bharati (DD Haryana) in this regards have to be submitted along with the proposal Application. In case the proposal is selected after Financial bid opening and the Rights' Owner(s) refuses or shows inability to do the required changes, then the bid will be rejected and the EMD amount will be forfeited.

3.3 Company Compliance:

3.3.1 The Rights' Owner(s) must not be blacklisted or suspended by any Government Body or Authority.

3.4 Indemnification and Rights:

- 3.4.1 Rights' Owner(s) shall have to indemnify Prasar Bharati for any violation any rights concerning content/ Programme which is being offered under License Fee.
- 3.4.2 Prasar Bharati reserves the right to suspend or cancel the agreement with Rights' Owner(s) of selected programmes in case of violation of the terms of the agreement in future and also reserves the right to review the selection process/terms & conditions during the agreement period by giving one month notice.
- 3.4.3 The Rights Owner (s) must provide correct information while submitting their proposals. If it is found at any stage, during consideration of the proposals that the information provided was incorrect, the proposal shall be summarily rejected. In case such instances come to the notice of Prasar Bharati DD Haryana, subsequent to the execution of the agreement, Prasar Bharati DD Haryana may terminate such agreement at its discretion and any amount already paid to the Rights Owner (s) shall immediately become due to Prasar Bharati DD Haryana. Rights available to Prasar Bharati DD Haryana under this clause are without prejudice to other rights and remedies available to Prasar Bharati DD Haryana under the law. Any Rights Owner (s) who provides misleading information is liable to be blacklisted.
- 3.4.4 Prasar Bharati will have telecast/broadcast/streaming rights as per this NIPP Point 10, Annexure I, in addition to this Any episode of the programme can be mounted by the Rights owner (S) on any platform or satellite channel of any other network only after 90 days of its Broadcast on Doordarshan network after informing to Prasar Bharati DD Haryana.
4. The Rights' Owner(s) are required to submit their duly filled applications/bids in Annexure -1 and all the documents as mentioned in clause 15 of this bid, on the platform itself.
5. The Rights' Owner(s) shall submit their programme proposal in the e-procurement portal of Prasar Bharati (<https://prasarbharati.eproc.in>) in online single stage two bid system. The complete proposal shall contain a technical bid (as per Annexure I alongwith detailed information as per Annexure II) and a Financial Bid as per (Annexure IV). In the Financial Bid per episode cost of the serial offered should be given. It may be noted that Technical Bid shall not contain any pricing details etc. If the Technical Bid contain any pricing details, it will summarily be rejected.
6. The episodes have to be independent. If there is continuity among some of the episodes it should not extend to more than 3 episodes.

7. Preview Links for 13 episodes (4 from start, 5 from middle & 4 from end of the offered programme) shall be provided. First and last episode should be submitted in full resolution as per Technical Specifications given in (Annexure III Point 1 and 2) and the other episodes can be provided in low resolution as given in (Annexure III Point 4). Alongwith the 13 episodes as above Trailers/promos of each episode should also be mandatorily be submitted. The preview links for episodes/trailers/promos should be submitted along with the proposal at (Point no. 23 in Annexure I). The credentials to preview the programme shall also be submitted with the application form.
8. The bids will be evaluated as per Technical Evaluation Criteria given at NIPP Clause 17.
9. The Financial bids will be opened for the applicants who have qualified the technical evaluation and processed as per detailed procedure given at NIPP Financial Evaluation Clause 18.
10. Delivery Period: Terms and Conditions are according to the Chapter 4 of Content Sourcing Policy 2024 and Chapter 13 of Addendum -1. However, all the episodes of the Program have to be given in one go. The Complete Programme shall be submitted as per the Technical specifications/ requirement given in Annexure III.
11. This NIPP is for sourcing Program Proposals under license fee for DD Haryana Channel for a serial on Family Entertainment Comedy Show, in Haryanavi Dialect for 26 to 104 Episodes), Prasar Bharati (DD Haryana) reserves the rights to increase or decrease the number of episodes of the programme to be procured at the time of award.

12. EMD guidelines

- 12.1 Bids shall be submitted in ONLINE mode only as per the NIPP; EMD will have to be submitted by the bidder before the due date & time of the submission of the bid. Original of EMD (as per 2.1.5 above) payable to DDO, Doordarshan Kendra, Chandigarh is to be sent to RCM & Head of Office, Doordarshan Kendra, Chandigarh (as per 2.1.18 above) within the Due Date & Time of Bid Submission. Non-submission of original EMD to Doordarshan Kendra, Chandigarh within the due date & time of submission of Bid, will lead to rejection of the Bid. Copy of the EMD payment shall also be attached along with the ONLINE Technical Bid.
- 12.2 EMD amount will be refunded to the unsuccessful bidders after 30 days after deciding the successful bidder. Bid security amount will be refunded to the successful bidder after 30 days of Signing the agreement (as per clause 18.5 of this NIPP).
13. The NIPP will be governed by the terms and conditions of RFP. The contract will be governed by Indian laws including the Indian Contract Act, 1872; the Sale of Goods Act, 1930, Right to Information Act, 2005; The Micro, Small and Medium Enterprises Development Act, 2006; Prevention of Corruption Act, 1988; and Arbitration and

Conciliation Act, 1996, etc, as amended from time to time. The contract will also be governed by General Financial Rules, 2017, Manual for procurement of goods and works 2017 and 2019, Delegation of Financial Power Rules and any other financial, vigilance, security, safety, counter- trade and other regulatory aspects, orders and guidelines of the Government on the subject of Public Procurement as amended from time to time in so far as they are applicable and not inconsistent with the conditions mentioned in the tender document.

14. Online Single Stage Two Bid Systems shall be followed for this NIPP. Bidders should take due care to submit application in accordance with Bid requirements as specified in NIPP.

15. Technical Bid shall contain the following documents

15.1 Duly filled Application as per proforma in Annexure-I alongwith detailed information as per Annexure II)

15.2 Link Agreement for the Content wherever the Rights owner applicant is not the producer of the content. Else an affidavit will be required form the Rights owner company/Partnership Firms/ Proprietary firm/ Producer stating that He/She is the Producer of the offered Content.

15.3 Award Certificates or recognitions (if any)

15.4 Copy of PAN No.

15.5 GST Registration Certificate.

15.6 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.

15.7 Copy of ITR of last three financial years.

15.8 Balance Sheets/audited accounts for last three years.

15.9 Undertaking/ Affidavit for meeting eligibility criterion and providing correct information (Annexure –VI).

15.10 Authority letter in respect of the person with phone no and email id authorizing to sign the application on behalf of the applicant Rights owner company/Partnership Firms/ Proprietary firm/ Producer. format attached at Annexure-VII.

15.11 Indemnity Bond (Notarized) as per Annexure– VIII.

15.12 EMD amount of Rs 50,000/- (Rs Fifty Thousand Only) in the form Account

Payee Demand draft, Bankers Cheque or Bank Guarantee from an Indian scheduled Commercial Bank in an acceptable form. Bid Security is to be deposited to Prasar Bharati, DDO, DDK Chandigarh. Bid Security shall be valid for a period of minimum 120 days. Account Payee Demand draft, Bankers Cheque will be in favour of “Prasar Bharati, DDO, DDK Chandigarh.” The proforma for submitting bid security in the form of Bank Guarantee is given in Annexure-IX.

15.13 A certificate of willingness (as per Annexure X) to incorporate the necessary changes as directed by Prasar Bharati, DD Haryana to conform to the programme code of Prasar Bharati (Annexure VIII) have to be submitted by the Rights' Owner(s) refuses or shows inability to do the desired changes, then the bid will be rejected and the EMD amount will be forfeited.

15.14 Affidavit for meeting eligibility criterion and providing correct Information as per Annexure-VI.

15.15 Descriptive Programme proposal containing

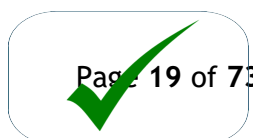
15.15.1 As the program proposals are to be evaluated as per the table given at 17.1, the Applicant Rights' Owner(s) are requested to provide detailed information (as elaborate as possible) under each subhead, so that Prasar Bharati (DD Haryana) can evaluate the proposals in the better objective way. Some of the indicative information required to be provided is given in Annexure II.

It may be noted that technical bid shall not contain any commercial elements i.e. pricing. If the technical bids contain any pricing details, it will summarily be rejected.

16. Financial Bid: The Financial Bid is to be submitted in the proforma given in Annexure-IV.

17. Technical Evaluation

17.1 The technical evaluation of the proposals will be done on the merit of the proposals as per the Content Sourcing Policy 2024 and Chapter 13 of Addendum -1. The proposals received will be evaluated in accordance with the following scoring matrix:



Signature :-
Subject : CN=UMESH KUMAR KASHYAP, SERIALNUMBER=74473424459f7
3bea9bb4f34aa363b163371cac1b2374caeb25384f670a501
9, ST=Chandigarh, OID.2.5.4.17=160036, OID.2.5.4.2
0=4e8d3ca5a9c604fcd65179aa30685820d5225327c781f9f
8470e7e5e8e7c953, OU=AD, O=PRASAR BHARATI BROADCAST
ING CORPORATION OF INDIA, C=IN
User ID : umeshkashyap
Serial No : 76449ee4ca861272413ad17c13e3b684
Date : 2026-08-03 18:03:23.923

S.No.	Criteria	Maximum Marks
1.	*Rights owner company/Partnership Firms/ Proprietary firm/ Producer's past work / Presentation / Show Reel / one episode of offered programme	20
2.	Concept/Theme/Story line/Synopsis of Programme (episode-wise)	15
3.	Concept Visualization & Treatment	25
4.	Cast & Crew	20
5.	Commercial Potential	20

***It is mandatory that the Applicant Rights' Owner(s) should be the Right Holder of the Programme for the Time Period and the Territory offered.**

17.2 The programme proposals receiving a score of 75 and above out of 100 shall be considered as qualified.

18. Financial Evaluation

- 18.1 Those bidders who qualify will be eligible for financial bid opening. The L1 bidder (having lowest per episode cost) will be selected for further processing as per provision of the Chapter 4 of Content Sourcing Policy 2024 and Chapter 13 of Addendum -1. (Annexure XI) (Link:<https://prasarbharati.gov.in/wp-content/uploads/2024/08/Content-Sourcing-Policy-2024.pdf>).
- 18.2 The Proposal may be considered for final acquisition of programme from the Rights Owner(s), if the Right owner (s) accepts the price offered by the Costing Committee during the costing negotiations, otherwise the proposal may be rejected by Prasar Bharati (DD Haryana).
- 18.3 If the Rights Owner(s) accepts the price offered by the Costing Committee he/she will be required to submit the all episodes of the offered programme as per technical specification (Annexure III Point 1 & 2)
- 18.4 A Letter of Intent alongwith the required changes to be done in the offered programme, as per the Programme Code of Prasar Bharati

shall be issued to the selected Rights Owner(s) after the approval of the budget by Prasar Bharati(DD Haryana). wherein the Rights Owner(s) will be asked to submit the complete original content after making the required changes for the preview.

- 18.5 The signing of agreement is also subject to the issuance of 'fit for broadcasting/streaming Certificate' by Prasar Bharati (DD Haryana) after incorporation of all the modifications (if any) suggested by Prasar Bharati (DD Haryana) during preview and submission of the final programme (as per technical specifications annexure III Point 1,2 & 3) with all episodes along with child assets i.e. Thumbnails, Trailers, Teasers, Metadata etc. No advance payment will be made to the Rights Owner(s).
- 18.6 Complete payment as approved by Prasar Bharati (DD Haryana) for the programme may be released within 30 days after signing of the agreement.
- 18.7 The payment(s) shall be made by DDO, Doordarshan Kendra, Chandigarh.
- 18.8 Technical specifications, Programme requirements and General requirements of the Master and Backup of media to be made available for telecast are given in Annexure-III.
- 18.9 The offered/delivered programme, shall be free and clear of claim by any third party, including, without limitation, any claim by any union or guild for any residuals or re-use fees.
- 18.10 The Rights' Owner(s) shall ensure that all the third party material including songs and music used in the Episodes, shall be from legitimate sources and that rights in respect of such material have been duly obtained from respective rights owners, to enable DDK Prasar Bharati (DD Haryana) exercise its rights in the programme. The producer shall indemnify Prasar Bharati (DD Haryana) on this account.
- 18.11 Prasar Bharati (DD Haryana) reserves the rights to accept/reject/cancel/amend the process at any time.
- 18.12 The Rights' Owner(s) may please refer to "Prasar Bharati Content Procurement Policy" notified on 09.08.2024 by Prasar Bharati on its website for other terms and conditions.
- 18.13 In case of any query regarding submission of online bid, the applicants may contact at e-mail id : hopchandigarh@gmail.com

The applications received till 30th August 2026 Till 11.30 PM will only be considered. The applications received after 11.30 PM on 30th August 2026 will not be considered.

For any further clarification please contact

(Umesh Kashyap)
Head of Programme
oordarshan Kendra Chandigarh

ANNEXURE-I

Application Form for sourcing of Programmes by Prasar Bharati on License Fee

S.No	Particular	Details
1.	Name of the applicant Rights' Owner(s) Note:It is mandatory that the Production house(s),Producer(s),Rights' Owner(s)/company/Aggregator(s)/partnership firms/proprietary should be the Right Holder of the Programme for the Time Period and Territory offered.	
2.	Name of Producer(s)	
3.	Link Agreementfor the Content wherever the Rights owner applicant Production house(s), Producer(s), Right's Owner(s)/Aggregator(s) is not the producer of the content. Else an affidavit will be required form the Rights owner company/Partnership Firms/ Proprietary firm/ Producer stating that He/She is the Producer of the offered Content	
4.	Nature of the rights owner whether The Production house(s),Producer(s),Rights' Owner(s)/company/Aggregator(s)/partnership firms/proprietary firm/company	
5.	Synopsis of the content (episode-wise) along with the subject/title, language, theme, category. (Fiction/Documentary/Reality Show/Comedy Shows etc.), detailed story line, details of the cast and crew, number of episodes along with duration etc.	Information regarding this point is to be given in Annexure II.
6.	No. of Episodes Offered along with duration of each episode	
7.	Year of Production	
8.	History of previous telecast/broadcast/streaming in last five years, along with viewership data, if available..	Information regarding this point is to be given in

		Annexure II.
9.	Language (s) Programme has to be mandatorily in Haryanvi Dialect Note: Applicants shall clearly mention the master language of the programme as well as all the other dubbed languages if the Programme is dubbed in multiple languages.	
10.	Channels for telecast/streaming : - Doordashan Haryana Channel on DTH Platforms and Cable Operators. - Live streaming of DD Haryana Channel on WAVES OTT Platform. - And Uploading of the complete programme episodes on DD Haryana Youtube Channel for the time period offered (i.e, 1 year). Note: Rights for the above channel telecast/streaming and rights for social media promotion for maximum duration of clips upto 120 seconds will be part of all deals.	
11.	Awards or recognition (if any)	
12.	PAN No. of the applicant Rights' Owner(s)	
13.	GST Registration certificate of the applicant Rights' Owner(s)	
14.	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.	
15.	Income tax returns for last three years	
16.	Affidavit for meeting eligibility criterion and providing correct information (Annexure VI)	
17.	Registered Address of the applicant Rights' Owner(s)	
18.	Work Address of the applicant Rights' Owner(s)	
19.	Name, designation, and contact details (Mobile/Landline number) of the principal	

	officer(s)/person(s) to be contacted	
20.	Authorized Email ID for communication	
21.	Authority letter in respect of the person with phone no. and email id authorizing to sign the application on behalf of the applicant Rights' Owner(s) firm format attached at Annexure VII.	
22.	Indemnity Bond (Notarised) as per Annexure VIII	
23.	Preview Links as per Point 7 of NIPP to be provided along with the credentials to preview the programme.	
24.	Whether Programme have Subtitles	Yes/No
25.	If Yes in case of Point 24, then in how many languages	
26.	Time Period of Rights offered i.e. (a) For a particular time frame (Minimum 1 year of rights are required)	
27.	License Fee (Required) (in Rs.) It may be noted that technical bid shall not contain any pricing details. If the technical bids contain any pricing details, it will summarily be rejected.	Should be in separate enclosed financial bid as given in Annexure IV

Declaration:

I/we the applicant(s) do here declare that the above facts are correct in all respects.

Signature of Authorized Signatory Place:
Date:
Name & Designation of Authorized Signatory
[Seal of the applicant Right Owner(s)]

Annexure II

Indicative information to be provided to evaluate the technical proposals

As the program proposals are to be evaluated as per the table given at 17.1 above the Applicant Rights' Owner(s) are requested to provide detailed information (as elaborate as possible) under each subhead, so that Prasar Bharati (DD Haryana) can evaluate the proposals in a better objective way. Some of the indicative information required to be provided is given in this Annexure.

Theme: Family Entertainment Comedy Show in Haryanvi Dialect							
Division	Broader Parameters	Sub-Parameters					
1. Production Houses/ Producer Past work/ Experience	Linear Television	S.No.	*Name of Shows/ Episode	*Viewership (Show the viewership with TRP/TAM Rating, through channel analytics or otherwise, if available)	Rating (Social Media Rating, Watch time rating monthly audience engaged etc. through Channel analytics, if available media rating (i.e. IMDB etc.), if available)	Revenue earned/Potential (Show the revenue earned or potential using Channel analytics or otherwise for revenue earning, if available)	Any other relevant information
		1					
		2					
		.					
	Digital Platform	1					



		2						
		.						
	*Offered Programme Telecast on Satellite/DTH Platform (in last five years)	1						
		2						
		.						
	*Offered Programme Telecast/Streamed on any other platforms (in last five years)	1						
		2						
		.						
	Note:- * Preview Links for 13 episodes (4 from start, 5 from middle & 4 from end of the offered programme) shall be provided. First and last episode should be submitted in full resolution along with trailers/promos of each episode of offered Programme has to be provided mandatorily. Details for this are given in Clause 7 of this NIPP.							
	Please elaborate/details about the Works/Production done in Haryanvi Dialect							
	Any other relevant information							
	2. Concept/ Theme/Story line/Synopsis of Programme (Episode-wise)	Writer Profile :						
1. Script done by writer for different Name of Shows . . .								
	2. Works in Haryana in Dialect .							



		Any other relevant information				
	*DOP (Director of Photography)	DOP (Director of Photography)				
		Any other relevant information				
	*Music/ Back ground music Director	Music/Back ground music Director				
		Any other relevant information				
	*Star Cast with Profile (Character) (Episode-wise)	1 st Lead Character Name (Male)				
		2 nd Lead Character Name (Male)				
		1 st Lead Character Name (Female)				
		2 nd Lead Character Name (Female)				
		Any other relevant information				
	*Crew Detail	Cameraman				



		Sound Engineer				
		Light Engg. etc.				
		Any other relevant information				

--	--

5. Commercial Potential of Offered Programme	Detail of Offered Programme						
	*Year of Production						
	*Content (Seen or Never Seen)						
	Target Gender	Either Male & Female or Both Male & Female					
	Age Group	Specified age group (i.e. youth or Adult or Senior Citizen or All etc.)					
	Any other relevant information						
	If the content is Seen content:						
	S.No.	Offered Content	*Platform on which programme telecast/ Streamed (in last 5 years)	*Viewership (Show the viewership with TRP/TAM Rating channel analytics or otherwise, if available)	Rating (Social Media, Watch time etc. rating monthly audience engaged through Channel analytics, if available media rating (i.e. IMDB etc.), if available)	Revenue earned/Potential (Show the revenue earned or potential using Channel analytics or otherwise for revenue earning, if available)	Any other relevant information
	1						
	2						
⋮							
Any other relevant information							



	If the content is Unseen content:					
		Offered Content	*Viewership Potential	Rating Potential	Revenue Potential	Any other relevant information
	Any other relevant information					

Note: Field marks (*) are mandatory to be filled.



Page 31 of 73

Signature :
Subject : CN=UMESH KUMAR KASHYAP, SERIALNUMBER=744734244597
3be3a314f43aa363b153371caac1127374cae253846f70a501
9, ST=Chandigarh, C=IN, o=PRASAR BHARATI BROADCASTING CORPORATION OF INDIA, C=IN
User ID : umeshkashyap
Serial No : 76449ee4ca861272413ad17c13e3b684
Date : 2026-08-03 18:03:23.92

TECHNICAL SPECIFICATIONS

1. VIDEO SPECIFICATION

Parameter	DD Requirement	Note
Format	HD 1920x1080i 50Hz	Interlaced, No 25p / 30p
Aspect Ratio	16:9	--
Codec	XDCAM HD 4:2:2 50Mbps.	H.264 MP4
Color Space	BT.709	10-bit preferred for DI(digital interface)
Frame Rate	25 fps	PAL Standard
Safe Area	10% Title Safe, 5% Action Safe	DD Bug + L-Band

2. AUDIO SPECIFICATIONS

Parameter	DD Requirement	Note
Channels	2 Channel Stereo	Ch1: Mix, Ch2: Mix. No M&E (Music & Effects) Separate.
Sampling Rate**	48 KHz, 24-bit	--
Loudness	-23 LUFS $\pm$ 1 LU	EBU R128 Standard. Peak - 1dBTP से कम
Dialogue	-20 LUFS to -18 LUFS	साफ और क्लियर होना चाहिए ।
Music/FX	Dialogue से 6dB नीचे	--

3. DELIVERY SPECIFICATIONS

Parameter	Requirement
Media format	XDCAM Disc / Broadcast HDD for 4:2:2 format in MXF (OP1a) wrapper @ 50Mbps
Master and Backup to be made available for telecast	Master and Backup (total 2 No.s) should be provided on Portable USB Hard Disk Drive/ HDD / SSD/Blue Ray Disk
Promo	30 Sec Promo + 10 Sec Promo in Same Technical Spec. Promos/Teasers are required for whole serial and each episode.
Watermark	Media should be clean. Not any kind of logo / watermarks is allowed in programme.
Regarding time duration of the episode.	Duration of episodes will be Average 24 Minutes +/- 02 Minutes for a half an hour slot.

Opening title, credits etc.	Opening title and signature tune should not be normally more than 60 seconds. Only Programme title, Episode titles (if any) and cast credits should be included at the beginning. The name of the production house will appear after and credits only.
Recapitulation or summary of previous episodes	Recapitulation or summary of previous episodes in the Programme proper and Pre-cap shall be normally of 30 seconds. Precap and Recap duration will be the part of episode duration.
End Credit	End credits should not more than 45 seconds in duration and restricted to creative team only. Courtesy credits will not be allowed.
Other Requirements	The producer shall also submit the following : 1. Soft copy of 10 appropriate high-resolution photographs of each episode. 2. General promos and episodic promos (30 seconds) 3. Copyright permission should have been obtained for all music tracks, archival material and stock footage used. A copy of the letter should be submitted, if required by PRASAR BHARATI.
Labeling Instructions	Telecast master and Back up master shall be labeled as below : - • Name of Programme • Name of Episodes • Episode Numbers • Duration of Slot • It should comply with the all technical specifications and in HDD / blue ray disk.

4. Parameter for Low Resolution Media (For Preview at Technical Evaluation Stage Only)

Parameter	Requirement
Media	The programme can be with logo in H.264 10Mbps (low resolution) in the defined parameters for preview only and will not be telecast worthy.

Annexure IV

Financial BID

Description	No. of episodes offered	Rate per episode	Slot Duration	GST (18%)	Total Cost per episode

Total amount of cost per episode in words ()

Signature of Rights Owner

Note: Total cost of Programme will be evaluated as No. of Episodes multiplied by total Cost per Episode. However the L1 bidder will be chosen on the basis of lowest per episode cost of all those bidders who qualify The Technical Evaluation.

PROGRAMME CODE For Prasar Bharati

"Programme Code of Prasar Bharati (All India Radio and Doordarshan)" does not permit anything that:

1. offends good taste or decency or is defamatory in nature;
2. contains criticism of friendly countries;
3. contains attack on religions or communities or visuals or words contemptuous of religious groups or which promote communal attitudes;
4. encourages or incites violence, or is likely to be prejudicial to public order,
5. which promotes anti-national attitude;
6. contains anything affecting the sovereignty and integrity of India and the security of the State;
7. amounts to contempt of Court,
8. casts aspersions on the integrity of the President, Governors and the Judiciary,
9. misuses or wrongly or improperly depicts or presents the National Flag, National Emblem, National Anthem and Map of India;
10. may cause disharmony in Centre-State relations;
11. contains undue and out of context publicity or glorification of individuals and institutions/organizations;
12. is in contravention of general directives issued by the Central Government for regulating content under relevant statutory provisions;
13. is likely to incite an offence or contravenes prevailing laws including provisions of the Copyright Act, 1957;
14. maligns or defames any individual in person or certain groups, and affects the social, public and moral life of the country;
15. encourages superstition, dogma or blind belief hinders development of scientific

temper and spirit of inquiry:

16. aggravates social inequities and evils like caste, child marriage, dowry, alcohol and substance abuse;
17. contains visual or words which reflect a slandering, ironical and snobbish attitude in the portrayal of certain ethnic, linguistic and regional groups;
18. denigrates women through the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure the public morality or morals;
19. explicitly portrays violence against children, women and senior citizens including physical and emotional maltreatment without concern for their health and safety, privacy and dignity; and
20. encourages ecological spoliation or has been produced by causing cruelty to animals and destruction of the environment.

Affidavit for meeting eligibility criterion and providing correct Information.**UNDERTAKING (On Stamp Paper of Rs 100)**

I,.....(full name) son of(full name)
aged about.....years, resident of (Residential address), solemnly
confirms and declares as follows:

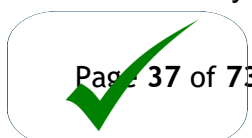
1. That I..... am the representative of the Rights' Owner(s)
M/s.....and is authorized to sign this undertaking.
2. That the Rights' owner(s) does not continue to be blacklisted by any central or state government, any agency of the central or state government, any public sector undertaking or any autonomous 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 Rights' owner(s) is not debarred under Rule 151 of GFR 2017.
4. That the Rights' owner(s) is not a defaulter of Prasar Bharati, either as an advertising agency or as Rights' owner(s) or in any other capacity. As on date, the Rights' owner(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 Rights' owner(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.
6. The [Name of the Rights' owner(s)] fully understands and agrees that on verification, if any of the information provided here is found to be misleading or conflicting, [Name of the Rights' owner(s)] is liable to be dismissed from the process or cancellation of award during the period of allocation, or thereafter if allotted.
7. No legal proceeding for the recovery of outstanding dues initiated by Prasar Bharati/Doordarshan against[Name of the Rights' owner(s)] is pending.

Signature:

Date:

VERIFICATION

Verified that at(place) on this ,,,.....day of(month) 2026 that contents of my affidavit are true and correct to the best of my knowledge.



Signature :-
Subject : CN=UMESH KUMAR KASHYAP, SERIALNUMBER=74473424459f7
3bea9bb4f34aa363b163371cac1b2374caeb25384f670a501
9, ST=Chandigarh, OID.2.5.4.17=160036, OID.2.5.4.2
0=4e8d3ca5a9c504fcd65179aa30685820d5225327c781f9f
8470e7e5e8c7c953, OU=AD, O=PRASAR BHARATI BROADCASTING CORPORATION OF INDIA, C=IN
User ID : umeshkashyap
Serial No : 76449ee4ca861272413ad17c13e3b684
Date : 2026-08-03 18:03:23.923

ANNEXURE-VII

Format of Certificate (For Authorized Signatories) on Letter Head

I the
(Director/CEO/Partner/President/Secretary of
..... (Name of Rights Owner)
do hereby authorize Ms./Mr./Mrs. (Name of
authorized person) having authorized email id & Mobile Number provided
below and whose signature is also set out below to represent us in connection
with participation in the selection of our Programme for Prasar Bharati and bind
the organization by authority of its board/governing body. He/She is duly
authorized to sign the application and all necessary correspondence in this
regard on our behalf. His/Her explanations/statements will be binding on me/us
without exception.

Authorized Signatory's

Authorizing Authority

Specimen Signature:

Signature:

Name:

Name:

Designation:

Designation:

e-mail Id:

e-mail Id:

Mobile No.:

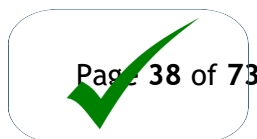
Mobile No.:

Organization's Seal:

Organization's Seal:

Place:

Date:



Signature :-
Subject : CN=UMESH KUMAR KASHYAP, SERIALNUMBER=74473424459f7
3bea9bb4f34aa363b163371cacc1b2374caeb25384f670a501
9, ST=Chandigarh, OID.2.5.4.17=160036, OID.2.5.4.2
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8470e7e5e8c7c953, OU=AD, O=PRASAR BHARATI BROADCASTING
CORPORATION OF INDIA, C=IN
User ID : umeshkashyap
Serial No : 76449eedca861272413ad17c13e3b684
Date : 2026-08-03 18:03:23.923

INDEMNITY BOND

(To be Notarized on Stamp Paper of Rs 100/-)

M/s. Prasar Bharati

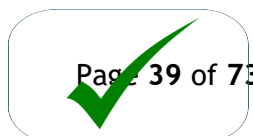
New Delhi

1. This is to inform and certify that we are the sole and exclusive Digital/OTT and Satellite Right Holders of the Programme, “....” offered to you as per the Content Sourcing Policy 2024 under Chapter 4 i.e License Fee/Royalty (except feature films and songs) and Chapter 13 Addendum- I in Open Proposal Mode. We hereby indemnify you against all costs and consequences of any third party claims of infringement of rights.
2. We hereby state that our Programme..... has been produced in the last 5 years.

For (Name of the Production House)

Director/Partner (Sign
&Seal)

Signature:



Signature :-
Subject : CN=UMESH KUMAR KASHYAP, SERIALNUMBER=74473424459f7
3bea9bb4f34aa363b163371cacc1b2374caeb25384f670a501
9, ST=Chandigarh, OID.2.5.4.17=160036, OID.2.5.4.2
0=4e8d3ca5a9c004fcd65179aa30685820d5225327c781f9f
8470e7e5e8c7c953, OU=AD, O=PRASAR BHARATI BROADCASTING CORPORATION OF INDIA, C=IN
User ID : umeshkashyap
Serial No : 76449eed4ca861272413ad17c13e3b684
Date : 2026-08-03 18:03:23.923

(PROFORMA OF BANK GUARANTEE FOR BID BOND)

Bank Guarantee No. _____

Ref :

To
Doordarshan Kendra
PRASAR BHARATI
(India's Public Service Broadcaster)
Sector 37B, Chandigarh-160036

Dear Sirs,

Whereas Doordarshan Kendra , Chandigarh,
PRASAR BHARATI(India's Public Service
Broadcaster) Sector 37B, Chandigarh-160036

(hereinafter called the Organization) which expression shall, unless repugnant to the
context or meaning thereof, include all its successors, administrators, executors and
assignees, _____ has floated a Tender
No. _____

_____ and _____ M/s
_____ having Registered/
Head Office at _____ (Hereinafter called
the "Bidder" which expression shall, unless repugnant to the context or meaning
thereof, mean and include all its successors, administrators executors and
assignees) have submitted a quotation Reference No. _____

_____ and Bidder having agree to furnish as a conditions precedent
for participation in tender as unconditional and irrevocable bank guarantee of Rupees _
_____ Only) for the due performance of Bidder/'s obligations as
contained in the terms of the Notice inviting Tenders (NIT) and other terms and
conditions contained in the Tender Documents supplied by the Organization specially
the conditions that

(a) Bidder shall keep his tender open for a period of day, i.e., from
_____ to _____ or any extension thereof, and shall not
withdraw or modify it in a manner not acceptable to the Organization(b) the Bidder will
execute the contract, if awarded, and shall furnish performance guarantee in the format
prescribed by the Organization within the required time. The Bidder has absolutely and
unconditionally accepted these conditions. The Organization and the Bidder have
agreed that NIT/tender document is an offer made on the condition that the tender, if
submitted would be kept open in its original form without variation or modification in a
manner not acceptable to the Organization for a period of days, i.e. from

_____ to _____ or any extension thereof and that making of the tender itself shall be regarded as an unconditional and absolute acceptance of the conditions, contained in NIT and the tender documents. They have further agreed that the contract consisting of NIT/Tender documents as the OFFER and submission of the tender as the ACCEPTANCE shall be a separate contract distinct from the contract which will come into existence when the tender is finally accepted by the Organization. The consideration for this separate initial contract preceding the main contract is that the Organization is not agreeable to sell the NIT/tender documents to the Bidder and

to consider the tender to be made except on the condition that the tender shall be kept open for the period indicated above and the Bidder desires to make a tender on this condition after entering into this separate initial contract with the Organization promises to consider the tender on this condition and Bidder agrees to keep this tender open for the required period. These reciprocal promises form the CONSIDERATION for this separate initial contract between the parties.

2. Therefore, _____ we
_____ registered _____
(indicate the name of Bank) under the laws of _____
_____ having head/registered office at _____
_____ (hereinafter) referred to as the "Bank" which
expression shall, unless repugnant to the context or meaning thereof, include all its
successors, administrators and executors hereby issue irrevocable and unconditional
bank guarantee and undertake to pay immediately on first demand in writing Rupees _____
_____ at any time immediately on such demand
without any demur, reservations, recourse, contest or protest and/ or without any
reference to the Bidder and any such demand made by the Organization on the bank
shall be conclusive and binding notwithstanding any difference between organization
and the Bidder or any dispute pending before any court arbitrator or any other
matter whatsoever. We also agree to give that Guarantee herein the
Organization in writing. This guarantee shall not be determined/discharged/affected by
the liquidation, winding up, dissolution or insolvency of the Bidder and will remain valid,
binding and operative against the bank.

3. The bank also undertakes that the Organization at the option shall be entitled to enforce this guarantee, against the Bank as a principal debtor, in the first instance, without proceeding against the Bidder.

4. The bank further agree that as between the bank and the Organization, for purpose of the guarantee, any notice of the breach of the conditions contained in NIT and other terms and conditions contained in the Tender Documents as

referred above given to the bank by the Organization shall be conclusive and binding on Bank, without any proof, notwithstanding any other matter or difference or dispute whatsoever. We further agree that this guarantee shall not be affected by any change in our constitution, in the constitution of the Organization or that of the Bidder. We also undertake not to revoke, in any case, this Guarantee during its currency.

5. The bank agrees with the Organization that the Organization shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms of the tender or get extension of the validity period from time to time. We shall not be relieved from our liability by reason of any such variation or extension of the validity period or for any forbearance, act of omission and commission on the part of the Organization or any indulgence shown by the Organization to the said Bidder or by any such matter or thing whatsoever which under the law relating to sureties, would, but for this provision, have the effect of so relieving us.

6. Notwithstanding anything contained herein above our liability under this Guarantee is limited to Rupees (_____ only) in aggregate and it shall remain in full force upto and including 45 days after _____ unless extended further (indicate the last date of validity period) from time to time, for such period as may be instructed in _____ writing by _____ M/s _____ on whose behalf this guarantee has been given, in which case, it shall remain in full force upto and including 45 days after the expiry of extended period. Any claim under this guarantee must be received by us before the expiry of 45 days from _____ or (indicate the last date of validity period) before the expiry of 45 days after the expiry of extended period, if any, if no such claim has been received by us within 45 days after the said date/extended date, the rights of the Organization under this guarantee will cease subject to Para 8. However, if such a claim has been received by us within and upon forty five days after the said date/extended date, all rights of the organization under this guarantee shall be valid and shall not cease until we have satisfied that claim.

7. In case contract is awarded to the Bidder here in after referred to as "Contractor" the validity of this Bank Guarantee will stand automatically extended until the contractor furnished to the Organization a bank guarantee for Rs. _____ (in figure) (Rupees _____ only) (in words) towards performance guarantee for satisfactory performance of the contract. In case of failure to furnish performance bank Guarantee in the format prescribed by this Organization by the required date the claim must be submitted to us within 120 days after the last date of validity period or extended period, if any. If no such claim has been received by us within 120 days after the said date/extended date, rights of the organization under this

guarantee will cease. However if such a claim has been received by us within and upto 120 days after the said date/extended date all rights of the Organization under this guarantee will cease. However, if such a claim has been received by us within and upto 120 days after the said date/extended date, all rights of the Organization under this guarantee shall be valid and shall not cease until we have satisfied that claim.

8.The Bank confirms that this guarantee has been issued with the approval of appropriate Exchange Control Authority in _____ and any other authority(indicate the name of the country of issue of Guarantee) if required as per the laws of the country of issue of guarantee.

The bank confirms that this guarantee has been issued with observance of the appropriate Exchange Control rules and Regulations of the country.

In witness whereof the Bank, through its authorized officer, has set its hand & stamp on this _____ day of _____ at _____ of _____ (month & year)

Signature
(Full name in capital letters)
(Designation with bank stamp)
Date.....

Witness No. 1

Signature
Full name and Address (in capital letters).....
.....
.....

Witness No. 2

Signature
Full name and Address (in capital letters).....
.....

INSTRUCTIONS

(FOR FILLING UP BANK GUARANTEE FOR BID BOND)

1. The bank guarantee should be stamped in accordance with the Stamp Act.
2. The non-judicial stamp paper should be in the name of the issuing bank.
3. Clause 7 of the bank guarantee is applicable in cases of global tenders where foreign tenders also participate. When tenders are invited from parties within India, clause 7 may be deleted and replaced by clause. "The bank also agrees that courts of the place from where tenders have been invited shall have exclusive jurisdiction".
4. Please indicate the currency in which bank guarantee is being given Rs/-have been mentioned only for illustrations. Therefore, in cases where bank guarantee is being given in a currency other than Rupees' or US Dollars' these terms may be deleted and replaced by relevant currency.
5. The period of forty five (45) days mentioned in clause 6 and one hundred twenty (120) days as given in clause 6 should be available after the expiry of the validity period of the tender or any extension thereof.
6. The bank guarantee by Indian bidder will be given from an Indian scheduled commercial bank only. The foreign bidders will give Bank Guarantee from an Indian scheduled commercial bank situated in that country. In case no Indian Bank is situated in bidder's country then Bank Guarantee from a foreign bank acceptable to the Organization will be considered, provided it is confirmed by an Indian scheduled commercial bank and shall be governed by the Indian laws and subject to the jurisdiction of the courts in New Delhi.



Signature :-
Subject : CN=UMESH KUMAR KASHYAP, SERIALNUMBER=74473424459f7
3bea9bb4f34aa363b163371cacc1b2374caeb25384f670a501
9, ST=Chandigarh, OID.2.5.4.17=160036, OID.2.5.4.2
0=4e8d3ca5a9c504fcd65179aa30685820d5225327c781f9f
8470e7e588c7c953, OU=AD, O=PRASAR BHARATI BROADCAST
ING CORPORATION OF INDIA, C=IN
User ID : umeshkashyap
Serial No : 76449eedca861272413ad17c13e3b684
Date : 2026-08-03 18:03:23.923

Annexure-X

UNDERTAKING (On Letter Head)

**CERTIFICATE OF WILLINGNESS to Edit Offered Program as per
PROGRAMME CODE of Prasar Bharati**

1. I The
(Director/CEO/Partner/President/Secretary) of
..... (Name of Rights owner
Company) Certify that the Rights' owner(s) /
agree to incorporate all necessary changes directed by Prasar Bharati (DD
Haryana) to strictly conform to the **Programme Code of Prasar Bharati (Annexure
VIII)** .
2. If I [the Rights Owner(s)] refuse or show
inability to do the required changes, then the bid will be rejected and the Earnest
Money Deposit (EMD) amount will be forfeited.

Name of Rights Owner(s): _____

Signature: _____

Name: _____

Designation: _____



Chapter 13 Addendum -1

Content Sourcing at Kendra/Channel Level

Addendum -1

to the Content Sourcing Policy 2024 issued vide Order Number:
P-1/014(98)/2019-ops.(2/1) dated : 09.08.2024



Chapter-13

Introduction

13.1 A letter from CEO, PB was issued vide file Number 11020/238/2025/POLICY-DG:AIR dated 28-07-2025 along with Compendium for Channel Managers in Doordarshan where on point 6 of the Compendium for Channel Managers in Doordarshan, the following was mentioned:

"For sourcing of content from outside in:

- (i) Sponsorship Mode,*
- (ii) Revenue Share Mode,*
- (iii) Gratis Mode*

where there is no financial obligation from Prasar Bharati, approving power is hereby delegated to the Channel Managers of the Kendra. The selection of programme is to be based on the Fixed Point Chart and should not change the character of the channel. The programmes being sourced on above modes have to be recommended by the respective Head of Programme and will be approved by the Channel Manager.

In addition, the Kendras can also commission low cost programmes/series in local languages. For this purpose, the episodic cost derived from the rate card for in-house content creation would be the ceiling for each episode. Detailed notification of the Committee(s) for this purpose in terms of Content Sourcing Policy is being issued."



13.2 In effect the four modes mentioned in Compendium for Channel Managers in Doordarshan requiring modification as per Content Sourcing Policy 2024 issued vide Order Number: P-1/014(98)/2019-ops.(2/1) dated : 09.08.2024 from hereon be referred as CSP-2024 are:

- i. Commissioning [Mentioned in Chapter 2 of CSP-2024]
- ii. Revenue Sharing Mode [Mentioned in Chapter 3 of CSP-2024]
- iii. Sponsored [Mentioned in Chapter 5 of CSP-2024]
- iv. Gratis [Mentioned in Chapter 8 of CSP-2024]

Considering the practice/need of various Kendra/Channel to obtain content including Films, the following fifth Category is being added to the above i.e.

- v. License Fee/ Royalty [Mentioned in Chapter 4 of CSP-2024]

13.3 To give effect to above it was required that appropriate additions are made to the Content Sourcing Policy 2024 to ensure that Channel Managers [vide file no. Misc-1001/12/2022-PPC-Part (1) dated 30.06.2025 may be referred for "Role for Channel Managers"] are equipped for streamlining content sourcing on all the modes mentioned above, to increase viewership and revenue generation at their end.

13.4 In view of the above, this addendum is being added and therefore certain additions are being made to CSP-2024 [Content Sourcing Policy 2024 issued vide Order Number: P-1/014(98)/2019-ops.(2/1) dated: 09.08.2024] via **Addendum –I**. Major additions are mentioned below, however mode-wise additions are in subsections mentioned thereafter:

13.4.1 In addition to Content Sourcing Division at Doordarshan Directorate (HQ), and as similar Content Sourcing Divisions at Zonal Levels, there shall be Content Sourcing Division at Kendra/channel Level, as well located at the Kendra.



13.4.2 Channel Manager shall function as Nodal Officer (Content Sourcing Division) at the Kendra//Channel Level who shall head the Content Sourcing Division at the Kendra. All stages of sourcing content including issue of notification, screening, evaluation, preview and payment etc for the respective Kendra/channel to be performed at Kendra/channel level.

13.4.3 All wings i.e. Programme, Engineering & Admin will assist & provide secretarial support for content sourcing, whenever needed, to respective Nodal Officer (Content Sourcing Division) at Kendra/channel Level.

13.4.4 Officer holding charge of Content Sourcing Division at HQ will be the point of contact for all Nodal Officers (Content Sourcing Division) at Kendra/ Heads of Programme for any clarification related to the sourcing of content for their respective Channel. Any matter/file that requires intervention at */involves Directorate/PB secretariat* level may be routed directly through Officer holding charge of Content Sourcing Division at HQ to avoid any delays.

13.4.5 Content Sourcing Division at HQ shall provide model contract/agreement and any other relevant document(s) as requested by Nodal Officer (Content Sourcing Division) at Kendra/channel Level / Head of Programme for Sourcing of content.

13.5 Other than additions mentioned above as well as in subsections mentioned thereafter, CSP-2024 remains unaltered and additions mentioned in this addendum should be read along with the contents of above mentioned Policy.

13.6 All proposals received subsequent to the notification of this Addendum shall be governed by the provisions of CSP-2024 and **Addendum-I**. Proposals submitted prior to this notification shall continue to be governed by the existing practice until the expiry or termination of the agreements already executed or signed as a result of such proposals. Any renewal,



extension, or fresh agreement arising thereafter shall be governed by CSP-2024 and **Addendum-I**.

A. Low Cost Commissioning at Kendra/Channel Level

A.1 The Programme Wing of the concerned Kendra/Channel will derive a fixed amount for a particular proposal/genre based on extant Rate Card & keeping in view available budget. The number of episode(s) of Programme for which proposal(s) to be invited shall be decided beforehand keeping in view the budget allocated to the concerned Kendra/Channel in a given financial year.

A.2 Procedures of Sourcing

Low-Cost Commissioning can be done as per below mentioned procedures:

A.2.a Open proposals on varying themes from Producer(s)/Production House(s): Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel level, on the recommendation of concerned Head of Programme, will invite Programme Proposal(s) from Production house(s)/Producer(s) for Low Cost Commissioning through

- i. Publishing notification (NIPP) on Local Newspaper, scroll/Announcements on concerned Doordarshan Channel and on its social media handles
- ii. and/or notification (NIPP) on Prasar Bharati/ Doordarshan website
- iii. and/or through notification on any other communication platform as deemed fit.

Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel Level shall issue such notification which shall clearly reflect the fixed amount at which Low Cost Commissioning shall be done. Any Producer/Production House who fulfils the criteria mentioned in the NIPP may submit the proposal



by paying processing fee of Rs 25,000/- (non-refundable) and providing required information.

A.2.b Proposals on themes identified by Prasar Bharati from select Producers or Production houses:

A.2.b.1 In this case, the concerned Head of Programme, with due diligence, will shortlist the reputed Production Houses/ with proven track record to produce content.

A.2.b.2 The concerned Nodal Officer [Content Sourcing Division] will invite proposals from the shortlisted producers/Production Houses for content creation at fixed amount.

A.2.b.3 The shortlisted Producer/Production House may submit the proposal by paying processing fee of Rs 25,000/- (non-refundable) and providing required information.

A.2.c Single Nomination basis:

In this case, wherever the concerned Head of Programme is of the opinion that a particular programme of certain genre can be produced by a particular Producer/Production House, the concerned Nodal Officer [Content Sourcing Division] may contact the Producer/Production House and invite the programme proposal for content creation at fixed amount along with required information. No processing fee shall be charged from Producer/Production House.

A.3 For required information all Procedures of Sourcing please refer clause 2.4.b.2.i of Chapter 2 of CSP-2024.

A.4 Scrutiny

A.4.1 Once the proposal(s) is/are received; the scrutiny shall be done by Admin. Wing of concerned Channel(s)/Kendra(s) on the basis of following criteria:



- A. Payment of processing fee
- B. Providing required information & scanned copies of documents as mentioned in Clause **2.4.b.2.i** of Chapter 2 of CSP-2024.
- C. Fulfillment of eligibility criteria, as per NIPP wherever applicable.

A.4.2 After this Clause **2.4.a.2.1.iv.** & **Clause 2.4.a.2.1.v of Chapter 2 of CSP-2024** shall apply.

A.5 Evaluation Committee:

A.5.1 Admin. Wing of concerned Channel(s)/Kendra(s) shall place the shortlisted proposals after scrutiny for evaluation by Evaluation Committee. The Producer/Production House who are shortlisted shall be asked to give a presentation before the Evaluation Committee.

A.5.2.1 The Evaluation Committee at concerned Content Sourcing Division at Kendra/Channel Level will be comprised of:

- A. Head of Programme[HoP] of concerned Kendra/Channel /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division] at Kendra/Channel Level
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel
- D. 01 (one) outside expert nominated by Head of Programme [HoP] of concerned Kendra/Channel

A.5.2.2 Convener of the Evaluation committee will be Programme Officer in



Charge of Commercial Section at concerned Kendra/Channel.

A.5.3 The parameters to be used for technical evaluation are provided in Clause **2.4.a.2.2.iv & clause 2.4.a.2.2.v of Chapter 2 of CSP-2024**

A.6 Cost Evaluation of proposals:

A.6.i. Upon receiving the recommendation of Evaluation Committee, the Convener of the Evaluation committee will send the proposal(s) to the Costing Committee for examining the proposal(s) from the financial angle. The Costing Committee shall also clarify/negotiate the costing with the Producer/Production house, if required. The Costing Committee shall comprise of:

- A. Head of Programme[HoP] of concerned Channel(s)/Kendra(s) /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division at Channel Level]
- C. Programme Officer in Charge of Commercial Section at concerned Channel/Kendra
- D. Drawing and Disbursing Officer [D.D.O] at concerned Channel/Kendra or his/her representative.

A.6.ii Drawing and Disbursing Officer [D.D.O] or his/her representative at concerned Kendra/Channel shall be convener of Costing Committee

A.6.iii Once the final cost is agreed upon, the proposal(s) will be sent to the Account Wing of Kendra/Channel for concurrence.

A.7 Approval

Upon concurrence by Account Wing of Kendra/Channel, proposal(s) found suitable for Low-Cost Commissioning, and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval,



the Head of Programme [HoP] of the concerned Kendra(s)/ Channel(s) shall sign the agreement with the Producer/Production House. The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel and availability of the budget in a given financial year.

A.8 Delivery of Content

A.8.1 The Head of Programme [HoP] of concerned Kendra/channel shall be the nodal point for receiving the content from Production House(s) /Producer (s) & shall be responsible for coordinating with Production House(s) /Producer (s) for changes to be made in the content.

A.8.2 The script shall be reviewed and settled within 4-6 weeks after signing of agreement. HoP shall assign responsibility of script vetting to Programme Officer(s)/Retired Programme Officer(s)/ Outside Script Vetter having knowledge of Television Programme. Based on their inputs HoP shall approve the script.

A.8.3 HoP shall constitute preview team(s) comprising in-house official(s) and Outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of preview team for content. The teams shall preview the content within the timeline provided in the agreement, if any, and submit the preview report to the Head of Programme.

A.8.4 The preview team of the concerned channel will provide 'Fit for Telecast' certificate (Proforma at Annexure -II of CSP-2024) to the concerned Head of Programme of Kendra/Channel who shall forward the same to the concerned section of the Kendra/Channel along with the copies of the preview reports and record of receipt of content for processing payment to Production House(s) /Producer (s).

A.8.5 Further Clause 2.4.a.2.4.iv & clause 2.4.a.2.4.v of chapter 2 of CSP -



2024 shall be referred.

A.9 Pilot Episode:

If required, 01 (one) Pilot episode may be requested from the Production house/Producer at any stage by concerned HoP.

A.10 Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including it's chapter 2, with necessary changes in accordance with this addendum.



B. Revenue Share Mode (RSM)

B.1 For Procedure for Sourcing of content under RSM by Content Sourcing Division at Kendra/Channel Level refer Clause 3.4 of Chapter 3 of CSP-2024.

B.2.a. Open Proposal

B.2.a.1 Notice for Inviting Proposal(s):

B.2.a.1.i Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel Level, on recommendation of the concerned Head of Programme, will invite Programme Proposal(s)/ film proposal(s) from Production house(s)/Producer(s)/Rights' owner(s)/Aggregator(s) through

- i. Publishing notification on Local Newspaper, scroll/Announcements on concerned Doordarshan Channel and on its social media handles
- ii. and/or notification on Prasar Bharati/ Doordarshan website
- iii. and/or through notification on any other communication platform as deemed fit.

The timeframe to be mentioned in Notice for Inviting Programme Proposal (NIPP) or Notice for Inviting Film Proposal [NIFFP] for submission of the proposals shall not be less than one week. Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel Level shall issue such notification. In case of Films, Notice will specify the number of films to be sourced, number of telecast, name of Channel/platform and duration of sourcing. Any Production house(s) / Producer(s)/Rights Owner(s) / Aggregator(s) who fulfils the criteria mentioned in the Notification may apply as prescribed in



NIPP/ NIFFP and providing the Required Information without any processing fee.

B.2.a.1.ii.I. Required information: Refer **Clause 3.4.a.1.iii of Chapter 3 of CSP-2024** for Programme Proposal(s).

B.2.a.1.ii.II. Required information: Refer **Clause 6.3.1.c.i.1.3 of Chapter 6 of CSP -2024** for required information regarding film proposal(s).

B.2.a.2 Scrutiny

B.2.a.2.1.1 Once the proposal(s) is/are received, the scrutiny shall be done by Admin. Wing of concerned Channel(s)/Kendra(s) to verify whether documents are in order and shall be responsible for placing proposals before Evaluation Committee after scrutiny. The Head of Programme of concerned Kendra/channel shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

Rest of the procedure shall be same from

- a. **Clause 3.4.a.2.2 to clause 3.4.a.3.2 of Chapter 3 of CSP-2024** and should apply accordingly for Programme proposal(s)
- b. **Clause 6.3.1.c.i.1.4.2 to Clause 6.3.1.c.i.1.4.4 of Chapter 6 of CSP -2024** for film proposal(s)

B.2.a.3 Evaluation Committee:

B.2.a.4.1 The shortlisted proposals will be evaluated by Evaluation Committee. The Producer/Production House shall be asked to give a presentation before the Evaluation Committee.

B.2.a.4.2 The Evaluation Committee at concerned Content Sourcing Division at Kendra/Channel Level will be comprised of:



- A. Head of Programme [HoP] of concerned Kendra/Channel /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division] at Kendra/Channel Level
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel

B.2.a.4.3 Convener of the Evaluation committee will be Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

B.2.a.4.4.1 The programme proposal(s) received will be evaluated in accordance with **Clause 3.4.a.4.4, Clause 3.4.a.4.5 and Clause 3.4.a.4.6 of Chapter 3 of CSP-2024** and should apply accordingly.

B.2.a.4.4.2 The film proposal(s) received will be evaluated in accordance with the following scoring matrix given at **Clause 6.3.1.c.i.1.5.4 of Chapter 6 of CSP -2024**. If the proposal involves bulk of films then it will be measured collectively (not on individual films basis) on the given matrix. The film proposal(s) with a score of 75 and above will be considered for recommendations by the Evaluation Committee.

B.2.a.4.5 Following the scrutiny and evaluation process, proposal(s) found suitable for RSM, and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra/Channel shall sign the agreement with the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s). The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel.

B.2.a.5 Timelines: Refer Clause 3.4.a.5 of Chapter 3 of CSP-2024.

B.2.a.6 Delivery of Content:



B.2.a.6.1 The Head of Programme of concerned channel shall be the nodal point for receiving the content from Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s) & shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), for changes to be made in the content. He/She shall constitute preview team(s) comprising in-house official(s) and outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of the preview team for content. The team(s) shall preview the content within the timeline provided in the agreement, if any, and submit the preview report to the Head of Programme. The preview team of the concerned channel will provide 'Fit for Telecast' certificate (Proforma at Annexure -II of CSP-2024) to the concerned Head of Programme of Kendra/Channel who shall forward the same to the **concerned** section of the Kendra/Channel along with the copies of the preview reports and record of receipt of content for processing payment to Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

B.2.a.6.2 For further procedure refer **Clause 3.4.a.6.1 , Clause 3.4.a.6.2 and Clause 3.4.a.6.3 of Chapter 3 of CSP-2024** which shall apply accordingly for programme proposal(s) and for films **Clause 6.4.1.d.i.6 of Chapter 4 of CSP-2024** shall apply with suitable modifications mentioned in this addendum.

B.2.b. *Suo moto* proposal from Production House(s)/ Producer(s)/ Rights' owner(s)/ Aggregator(s) at Kendra/Channel Level

B.2.b.1 The Nodal Officer [Content Sourcing Division] at the Channel level may, from time to time, consider *suo motu* proposal(s) received from Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), provided that the Head of Programme of the concerned channel has recommended such proposal(s) including film proposal(s) as worthy of consideration.



B.2.b.2 The concerned Nodal Officer [Content Sourcing Division] at Kendra/Channel Level may ask the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), to submit further details along with required information without any processing fee. Nodal Officer may ask for any additional information or document, if required.

B.4.c.3.1: Required Information for Programme Proposals: Please refer clause **3.4.a.1.iii of Chapter 3 of CSP -2024.**

B.4.C.3.2 Required information regarding film proposal(s): Please refer **Clause 6.3.1.c.i.1.3 of Chapter 6 of CSP -2024.**

B.2.b.4 Further process of Sourcing will remain the same as specified under clauses B.2.a.1.iii to B.2.a.6 of Chapter 13 of this addendum.

B.2.c Direct Sourcing

B.2.c.1. In cases where the concerned Head of Programme is of the opinion that a particular programme(s)/film(s) is suitable for the channel, the concerned Nodal Officer [Content Sourcing Division] at Kendra/Channel Level, acting on the recommendation of the HoP, may invite proposal from the specific Production House(s)/ Producer(s)/Rights Owner(s)/Aggregator(s) along with required information without any processing fee. Nodal Officer may ask for any additional information or document, if required.

B.2.c.2.1: Required Information for Programme Proposals: Please refer **Clause 3.4.c.3 of Chapter 3 of CSP -2024.**

B.2.c.2.2 Required information regarding film proposal(s): Please refer **Clause 6.3.1.c.i.3.3 of Chapter 6 of CSP -2024.**

B.2.c.3 Further process of Sourcing will remain the same as specified under clauses B.2.a.1.iii to B.2.a.6 of Chapter 13 of this addendum.

B.2.d ONE OFF



B.2.d.1.1 In cases, where Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), offer the content which is less than 4 hours (all episodes), the content could be sourced by concerned Nodal Officer [Content Sourcing Division] on recommendation of Head of Programme [HoP] of concerned Kendra/Channel Level.

B.2.d.1.2 HoP may ask Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), may be asked to submit the content. HoP shall constitute preview team(s) comprising in-house official(s) and outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of the preview team for content.

[Note 1: *When content is being previewed for sourcing by ONE OFF procedure under **Sponsored Mode** then preview team must evaluate the content as per evaluation matrix provided **Clause number 5.3.a.4.3 of Chapter 5 of CSP-2024*****]**

B.2.d.1.3 If the content is found worthy for telecast by Head of Programme [HoP], Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s) may be asked to submit required information without any processing fee for sourcing the content. Nodal Officer may ask for any additional information or document, if required. The content could be sourced if documents are found in order after scrutiny by Admin Wing of concerned Kendra/Channel.

B.2.d.1.4 In all such proposal standard indemnification proforma and declaration to authorize Prasar Bharati to telecast/stream the content to be provided by Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

B.2.d.2 Required Information for Programme Proposals: **Clause 3.4.d.3 of Chapter 3 of CSP -2024.**

B.2.d.3 Scrutiny



Once the proposal(s) is/are received, the scrutiny shall be done by Admin. Wing of concerned Channel(s)/Kendra(s) to verify whether documents are in order Rest of the procedure shall be same as per **Clause 3.4.d.4.2 & Clause 3.4.d.4.3 of Chapter 3 of CSP-2024** and should apply accordingly for Programme proposal(s)

B.2.d.4 Approval

Following the scrutiny and upon recommendation of the HoP, the proposal(s) shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra/Channel shall sign the agreement with the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

B.3 Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including its chapter 3 & Chapter 6, with necessary changes in accordance with this addendum.



C. Sourcing of Content on License Fee/Royalty at Kendra/ Channel Level

C.1 Reference Table

S.No	Action	Reference Clause(s)		
1.	Notice for Inviting Programme/ Film Proposal(s)	a)	Open Proposal	Clause B.2.a.1.i & Clause B.2.a.1.ii of Chapter 13 of this addendum
		b)	<i>Suo moto</i> proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)	Clause B.2.b.1 & Clause B.2.b.2 of Chapter 13 of this addendum
		c)	Direct Sourcing	Clause B.4.c.1. of Chapter 13 of this addendum
2.	Required Information	For Programme Proposals		Clause 4.5.a.1.2 of Chapter 4 of CSP 2024



		For Film Proposals	Clause 6.3.1.d.i.3 of Chapter 6 of CSP 2024
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C.2 Scrutiny for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):

Once the proposal(s) is/are received, the scrutiny shall be done by Admin. Wing of concerned Kendra(s)/Channel(s) to verify whether documents are in order and shall be responsible for placing proposals before Evaluation Committee after scrutiny. The Head of Programme of concerned channel shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

Rest of the procedure shall be same from

- Clause 4.5.a.2.2 to clause 4.5.a.3.2 of Chapter 4 of CSP-2024** and should apply accordingly for Programme proposal(s)
- Clause 6.3.1.d.i.2.2 to Clause 6.3.1.d.i.2.4 of Chapter 6 of CSP - 2024** for film proposal(s).

C.3 Evaluation for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):

C.3.1 The shortlisted proposals will be evaluated by Evaluation Committee. The Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s) shall be asked to give a presentation before the Evaluation Committee.

C.3.2 The Evaluation Committee at concerned Content Sourcing Division at Channel Level will be comprised of:



- A. Head of Programme[HoP] of concerned Kendra/Channel / Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division] at Kendra/Channel Level
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel

C.3.3 Convener of the Evaluation committee will be Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

C.3.4 The programme proposals received will be evaluated in accordance with **Clause 4.5.a.4.3 and Clause 4.5.a.4.4 of Chapter 4 of CSP-2024** and should apply accordingly.

C.3.5 The film proposal(s) received will be evaluated in accordance with the following scoring matrix given **at Clause 6.3.1.d.i.3.4 & Clause 6.3.1.d.i.3.5 of Chapter 6 of CSP -2024.**

C.4 Cost Evaluation of Proposal

C.4.1 Upon the recommendation of Evaluation Committee, for assessed License Fee/Royalty method, the proposal may be forwarded to Costing Committee at Kendra/Channel Level.

C.4.2.1 The Costing Committee shall also discuss costs for clarification/negotiation with the Production House(s)/Producer(s)/Rights' owner(s)/ Aggregator(s) as required.

C.4.2.2 The Production House(s)/ Producer(s)/ Rights' Owner(s)/ Aggregator(s) shall provide a declaration in writing to the Costing Committee confirming that the programme/film proposed has not been sourced by any other channel/platform of the Doordarshan Network in last 01 (one) year from the date of submission of proposal at a rate different from that quoted in the present proposal.



C.4.3 The Costing Committee shall comprise of:

- A. Head of Programme[HoP] of concerned Kendra/Channel /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division at Kendra/Channel Level]
- C. Programme Officer in Charge of Commercial Section at concerned Kendra /Channel
- D. Drawing and Disbursing Officer [D.D.O] at concerned Kendra /Channel or his/her representative

C.4.4 Drawing and Disbursing Officer [D.D.O] at concerned Kendra/ Channel or his/her representative shall be convener of Costing Committee.

C.4.5 Once the final cost is agreed upon, the proposal(s) will be sent Accounts Wing of Kendra/Channel for concurrence.

C.5 Approval

C.5.1 Upon concurrence by Accounts Wing of Kendra/Channel, proposal(s) considered suitable for License Fee/Royalty mode and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra/Channel shall sign the agreement with the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s). The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel and availability of budget in a given financial year.

C.5.2 For proposal(s) received under Fixed License Fee/Royalty method i.e. proposal(s) received within the license fee /royalty notified by Prasar Bharati, from time to time, the proposal(s) shall not go to Costing Committee and shall be forwarded by the HoP directly to the Nodal Officer



[Content Sourcing Division] at Kendra/Channel Level for his/her final approval.

C.6 Delivery of Content

C.6.1 Refer **Clause B.2.a.6.1 of chapter 13 of this Addendum** which shall be followed by:

- a) **Clause 4.5.a.7.1 to Clause 4.5.a.7.3 of Chapter 4 of CSP-2024** for programme proposals
- b) **Clause 6.4.1.d.i.6 Chapter 6 of CSP-2024** for Film proposals

C.7 Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including its chapter 4 & Chapter 6, with necessary changes in accordance with this addendum.



D Sourcing of Content on Sponsored mode at Kendra/Channel Level.

D.1 Reference Table

S.No	Action	Refer Clause		
1.	Notice for Inviting Programme/ Film Proposal(s)	a)	Open Proposal	Clause B.2.a.1.i & Clause B.2.a.1.ii of Chapter 13 of this addendum
		b)	<i>Suo moto</i> proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)	Clause B.2.b.1 & Clause B.2.b.2 of Chapter 13 of this addendum
		c)	Direct Sourcing	Clause B.4.c.1. of Chapter 13 of this addendum
		d)	One Off	Clause B.2.d of Chapter 13 of this addendum [Along with



			Note#1]
2.	Required Information	For Programme Proposals	Clause 5.3.a.1.3 of Chapter 5 of CSP 2024
		For Film Proposals	Clause 6.3.1.d.i.3 of Chapter 6 of CSP 2024

D.2 Scrutiny for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):

Once the proposal(s) is/are received, the scrutiny shall be done by Admin Wing of concerned Kendra(s)/Channel(s) to verify whether documents are in order and shall be responsible for placing proposals before Evaluation Committee after scrutiny. The Head of Programme of concerned Kendra/channel shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

Rest of the procedure shall be same from

- Clause 5.3.a.2.2 to Clause 5.3.a.3.2 of Chapter 5 of CSP-2024** and should apply accordingly for Programme proposal(s)
- Clause 6.3.1.d.i.2.2 to Clause 6.3.1.d.i.2.4 of Chapter 6 of CSP - 2024** for film proposal(s).

D.3 Evaluation for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):

D.3.1 The shortlisted proposals will be evaluated by Evaluation Committee. The Producer/Production House shall be asked to give a presentation before the Evaluation Committee.

D.3.2 The Evaluation Committee at concerned Content Sourcing Division at



Kendra/Channel Level will be comprised of:

- A. Head of Programme[HoP] of concerned Kendra(s)/Channel(s) /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division at Kendra/Channel Level]
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel

D.3.3 Convener of the Evaluation committee will be a Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

D.3.4 The programme proposals received will be evaluated in accordance with **Clause 5.3.a.4.3 and Clause 5.3.a.4.4 of Chapter 4 of CSP-2024** and should apply accordingly.

D.3.5 The film proposals received will be evaluated in accordance with following matrix

S.No.	Criteria	Maximum Marks
1.	Theme and Storyline	35
2.	Music and Songs/ Background Score	30
3.	Cast and Director	28
4.	Subtitling	7

D.3.6 If the proposal involves bulk of films then it will be measured collectively (not on individual films basis) on the above matrix. The feature film proposal(s) with a score of 75 and above will be considered for recommendations by the Evaluation Committee

D.4 Following the scrutiny and evaluation process, proposal(s) found



suitable for Sponsored mode, and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra(s)/Channel(s) shall sign the agreement with the Producer/Production House. The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel.

D.5 For 'Timeline' refer **Clause 5.3.a.5 of Chapter 5 of CSP-2024.**

D.6 Delivery of Content

D.6.1 Refer **Clause B.2.a.6.1 of chapter 13** of this Addendum which shall be followed by:

- a) **Clause 5.3.a.6.1 to Clause 5.3.a.6.3 of Chapter 5 of CSP-2024** for programme proposals
- b) **Clause 6.3.1.d.i.6 Chapter 6 of CSP-2024** for Film proposals wherever applicable.

D.7 Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including it's chapter 5 & Chapter 6, with necessary changes in accordance with this addendum.



E Sourcing Content on Gratis mode at Kendra/Channel Level.

E.1 The Nodal Officer [Content Sourcing Division] at the Kendra/Channel level may source Programme/ film proposal(s) on *gratis basis* received from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s) provided that the Head of Programme of the concerned channel has recommended such proposal(s) as worthy of consideration.

E.2 The content so sourced shall conform to the criteria specified under Clause 8.2 of Chapter 8 of CSP-2024 and within the larger ambit of Fixed Point Chart (FPC) of the Channel.

E.3 The initial scrutiny of the documents submitted shall be done by Admin. Wing of concerned Channel(s)/Kendra(s).

E.4 Head of Programme of concerned channel shall be the nodal point for receiving the content from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s) & shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), and shall constitute preview team(s) comprising in-house official(s) and outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of preview team for content. The preview team of the concerned channel will provide 'Fit for Telecast' certificate (Proforma at Annexure -II of CSP-2024) to the concerned Head of Programmes of concerned Kendra/Channel who will schedule it for telecast as per programme requirements.



E.5 Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including its chapter 8 with necessary changes in accordance with this addendum.

