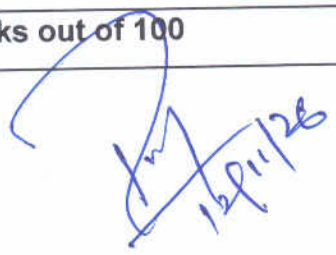
NOTICE INVITING PROGRAMME PROPOSALS (NIPP)

Bid Data Sheet (BDS)

The following Bid Data Sheet provides a summary of the salient features of this NIPP. In the event of any inconsistency between the Bid Data Sheet and the detailed provisions contained herein, the latter shall prevail.

Sl. No.	Particulars	Details
1.	**NIPP Reference No.**	Akashvani Ita RCM/PROG/NIPP/2026-27
2.	**Notice Inviting Authority**	**Regional Channel Manager (RCM), Akashvani, Itanagar**
3.	**Mode of Content Sourcing**	**Low-Cost Commissioning Mode**, in accordance with the Prasar Bharati Content Sourcing Policy–2024, Addendum-I and amendments/orders issued from time to time {Prasar Bharati Content Sourcing Policy 2024 is available on Akashvani (https://akashvani.gov.in/files/Content-Sourcing-Policy-2024.pdf) & Prasar Bharati Corporate Website and **Addendum-I** is attached as **Annexure VI}**
4.	**Title of NIPP**	**Notice Inviting Programme Proposals (NIPP) for Commissioning of Radio Programmes under Low-Cost Commissioning Mode**
5.	**Date of Issue of NIPP**	13/11/2026
6.	**Last Date & Time for Submission**	13/12/2026, 3.00 PM
7.	**Mode of Submission**	Email/By Hand
8.	**Programme Categories/Formats and Themes**	As specified in the **"Programme Categories/Formats and Themes"** section of this NIPP
9.	**Programme Requirements**	The number of **episodes, language, duration and other programme-specific requirements** shall be as specified against the respective programme category/format in the **Programme Categories/Formats and Themes** section of this NIPP
10.	**Evaluation Methodology**	**Technical Evaluation followed by Cost Evaluation**, in accordance with the Prasar Bharati Content Sourcing Policy–2024 and Addendum-I
11.	**Technical Evaluation**	**100 Marks**
12.	**Minimum Qualifying Marks**	**More than 60 marks out of 100**



13.	**Fixed Commissioning Amount (per Episode)**	The fixed commissioning amount (subject to ceiling) applicable to each programme category/genre shall be as specified against the respective category in the **Programme Categories/Formats and Themes** section of this NIPP.
14.	**Processing Fee (per Programme Proposal)**	**2500.00 (Non-refundable) payable to DDO, Akashvani/Cluster Itanagar**
15.	**Contact Person**	Regional Channel Manager (RCM)/Nodal Officer, Akashvani, Itanagar
16.	**Official Email**	itanagar@prasarbharati.gov.in/hooair.itanagar@gmail.com
17.	**Address/email for Submission/Communication**	C-Sector Thana Road Itanagar, Papum Pare District Arunachal Pradesh-791111 Email- hooair.itanagar@gmail.com
18.	**Website**	Official website of Prasar Bharati/Akashvani

Any corrigendum, clarification, amendment or addendum relating to this NIPP shall be issued through the appropriate official channel. Applicants are advised to regularly check the prescribed official platform/website for updates.

*Note- All matters relating to submission of proposals, evaluation, clarification, communication and commissioning under this NIPP shall be dealt with by the **Regional Channel Manager, Akashvani, Itanangar.** Applicants shall accordingly address their proposals and related correspondence to the designated RCM/office specified in this NIPP.*

The Regional Channel Manager, Akashvani, Itanagar, in exercise of the delegated powers under the extant policy framework for sourcing of content at Kendra/Channel level, hereby invites Programme Proposals from eligible **Producer(s)/Production House(s)** for commissioning of original Radio Programmes under the **Low-Cost Commissioning Mode** for broadcast on the Akashvani channels/stations under its jurisdiction, subject to the prescribed procedures and financial limits and in accordance with the provisions of the **Prasar Bharati Content Sourcing Policy–2024, Addendum-I** and amendments/orders issued from time to time.

12/11/26

2. Under the **Low-Cost Commissioning Mode**, the selected **Producer(s)/Production House(s)** shall produce and deliver the commissioned programme/content in accordance with the programme specifications prescribed in this NIPP and the terms and conditions of the Agreement executed with Prasar Bharati. The selected applicant shall ensure that the commissioned programme/content does not infringe any copyright or other intellectual property rights and complies with the **AIR Broadcast Code, Commercial Advertising Code of All India Radio** and all applicable laws, rules, regulations and guidelines in force.

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

Programme Categories/Formats and Themes

The Programme Proposal(s) are invited for the following **programme categories/formats and themes/subject areas** identified for sourcing by the **Regional Channel Manager, Akashvani, Itanagar**:

Sl. No.	Programme Format/Genre	Broad Content Requirement/ Theme / Concept	No. of Episodes	Language & Duration	Fixed Commissioning Amount (exclusive of taxes) per Episode of 24-30 minutes duration	Max no of Prog required in each format/ genre
1.	Audio Podcast	1. Eminent Personalities , Author , Social Workers, Achievers etc. 2. Govt. Flagship Programme/Schemes	05 05	Hindi/English Duration-25 Minutes	Rs.10,000/- Rs.10,000/-	05 05
2.	Storytelling/Audio Series	Folk and Mythological Stories of Arunachal Pradesh	09	Hindi/English Duration-25 Minutes	Rs.12,000/-	09

12/11/25

Objective & Scope of NIPP

5. The objective of this NIPP is to enrich the programming of Akashvani channels/stations under its jurisdiction with innovative and high-quality audio content, expand the programme bouquet through external sourcing, promote relevant regional/local content, and meet the identified programming requirements.

6. All programmes proposed under this NIPP shall conform to the **AIR Broadcast Code, Commercial Advertising Code of All India Radio** and other applicable programme guidelines/instructions of Prasar Bharati/Akashvani. The applicant shall ensure that the proposed content does not contain any material prohibited under the applicable Codes or other prevailing rules/instructions.

7. The programmes shall be produced in the **language(s) specified in the programme requirement table** and shall be suitable for the intended audience and broadcast requirements of the Akashvani channels/stations under the jurisdiction of the **Regional Channel Manager, Akashvani, Itanagar**.

8. The duration of each episode shall be as **specified against the respective programme format/genre in the programme requirement table**. Any variation from the specified duration shall require prior approval of the **Regional Channel Manager, Akashvani,Itanagar** or the officer authorized for the purpose.

9. The programmes commissioned under this NIPP shall be broadcast on the **Akashvani channels/stations under the jurisdiction of the Regional Channel Manager, Akashvani, Itanagar**, as per the programming requirements. The decision regarding the **date, time, frequency, station/channel and platform of broadcast** shall rest with the **Regional Channel Manager, Akashvani, Itanagar**, or the officer authorized for the purpose, and shall be final.

Eligibility Criteria

10. The **Producer(s)/Production House(s)** may be an individual, proprietary firm or any legal entity, including a Partnership Firm, Joint Venture, Limited Liability Partnership or Company based/registered in India under appropriate law.

11. The **Producer(s)/Production House(s)** shall possess legally valid, undisputed and unencumbered rights in respect of the content being offered to Prasar Bharati for broadcast and shall not be under any legal disability in relation to entering into an agreement with Prasar Bharati on the applicable terms and conditions.

12. The **Producer(s)/Production House(s)** shall not owe any dues to Prasar Bharati in respect of past business transactions. In the case of a partnership firm or company, none of its partners, promoters or directors, as applicable, shall either be a defaulter in his/her individual capacity or have had any past association with any defaulting partnership firm or company in the capacity of a partner, promoter or director. Any outstanding dues to Prasar Bharati, if any, shall be mandatorily disclosed in the proposal.

13. The **Producer(s)/Production House(s)** shall not be debarred from doing business with Prasar Bharati, or any Ministry or Department of the Central Government or any State Government, or any statutory/autonomous body or Public Sector Undertaking, on account of any corrupt, unethical or coercive business practice at the time of submission of the proposal or during the entire period of the contract.

14. The **Producer(s)/Production House(s)** who are charge-sheeted in any criminal case shall not be eligible to apply.

12/11/26

15. The applicant shall possess the necessary **technical, financial and professional capability** to undertake production of the proposed radio programme and execute the work in accordance with the provisions of this NIPP.

Submission of Programme Proposals

16. Interested Producer(s)/Production House(s) fulfilling the eligibility criteria specified in this NIPP may submit their Programme Proposal(s) in the prescribed manner and within the stipulated time period. The proposal shall be submitted in the prescribed format along with all requisite information and supporting documents specified in this NIPP. **Any Producer/Production House who fulfils the criteria mentioned in this NIPP may submit each Programme Proposal by paying a processing fee of Rs. 2500/- (non-refundable) per proposal and providing the required information.**

17. Each applicant shall submit a separate Programme Proposal for each distinct programme concept/format proposed under this NIPP. Where an applicant submits more than one Programme Proposal, each proposal shall be submitted separately and shall clearly indicate the programme format/genre, proposed title, theme/concept, proposed number of episodes, duration, language and other relevant particulars.

Required Information

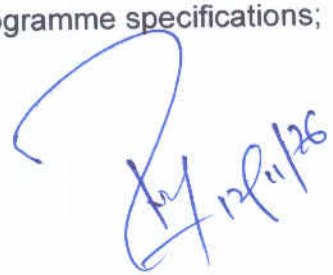
18. Eligible Producer(s)/Production House(s) shall submit their Programme Proposal(s) to the **Regional Channel Manager, Akashvani, Itanagar**, in the **Application Form prescribed at *Annexure–I***, together with the required information and supporting documents specified in ***Annexure–II***.

19. The proposal shall be complete in all respects and shall be accompanied by all mandatory documents, information and declarations/undertakings prescribed under the relevant Annexures of this NIPP and required to be submitted at the time of submission.

Scrutiny of Proposals

20. All programme proposals received shall be scrutinized by **Admin Wing** to verify:

a. Payment of the prescribed Processing Fee;
b. Submission of the required information and supporting documents specified in ***Annexure-II***;
c. Fulfillment of the **eligibility criteria** prescribed in this NIPP; and
d. Conformity of the proposal with the prescribed programme specifications;



21. Programme Proposals received after the prescribed last date and time, or proposals which are determined to be not substantially responsive to the mandatory requirements of this NIPP, may be rejected as non-responsive.

22. The **Regional Channel Manager, Akashvani Itanagar** may seek clarification or additional information from an applicant in relation to the submitted Programme Proposal, wherever considered necessary.

Evaluation Methodology

23. After completion of scrutiny, the eligible and responsive Programme Proposals shall be shortlisted and evaluated on the basis of the technical evaluation parameters specified in this NIPP, in accordance with the applicable provisions of the **Prasar Bharati Content Sourcing Policy–2024** and **Addendum-I**.

24. The Programme Proposals shall be evaluated by the **Evaluation Committee constituted** in accordance with the applicable provisions of the Prasar Bharati Content Sourcing Policy–2024 and Addendum-I.

25. The shortlisted Producer(s)/Production House(s) shall be required to make a presentation before the Evaluation Committee. The Evaluation Committee may also require the applicant to submit sample audio, pilot episode, scripts or any other relevant material for evaluation, wherever considered necessary.

Technical Evaluation

Technical Evaluation Matrix (100 Marks)

Sl. No.	Criteria	Maximum Marks
1.	Show Reel/ Sample Audio of Previous Work	20
2.	Theme & story line	25
3.	Creative Treatment & Audio Presentation	20
4.	Cast & Production Team	15
5.	Episode-wise Synopsis	20
6.	**Total**	**100**

(The technical evaluation parameters have been adapted to the radio programme context without altering the prescribed parameters and weightage under Clause 2.4.a.2.2(iv) of Chapter 2 of the Prasar Bharati Content Sourcing Policy–2024.)

26. Only those Programme Proposals securing **more than 60% marks (more than 60 marks out of 100)** in the Technical Evaluation shall be shortlisted for further consideration in accordance with the applicable provisions of the Prasar Bharati Content Sourcing Policy–2024 and Addendum-I.

12/11/26

Cost Evaluation of Proposals

27. After completion of the Technical Evaluation, the Programme Proposals securing the prescribed qualifying marks shall be placed before the **Costing Committee constituted by the Regional Channel Manager, Akashvani, Itanagar**, for examination of the costing of the proposed programme.

28. The Costing Committee shall examine the costing of the proposed programme with reference to the **fixed commissioning amount specified against the respective programme category/genre in this NIPP**, the scope and specifications of the proposed programme, the proposed production requirements and the availability of budget.

29. The Costing Committee may, wherever considered necessary, require the **Producer(s)/Production House(s)** to submit a **detailed financial/production cost break-up** and may seek clarification or justification in respect of any component of the costing, including through a presentation before the Committee.

30. The Costing Committee may, wherever considered necessary, **clarify and negotiate the costing** with the Producer(s)/Production House(s) and shall recommend the **final commissioning cost** in accordance with the applicable provisions of the Prasar Bharati Content Sourcing Policy–2024, Addendum-I and this NIPP.

(Note 1 - Where more than required number of proposals to be sourced under a particular format/genre is received, the technically highest-ranked eligible programme(s) shall ordinarily be taken up first for consideration, in the order of their technical merit. Where a higher-ranked programme is selected within the approved requirements and budget, the remaining technically qualified proposals for the same format/genre need not ordinarily be taken up for consideration. However, the RCM shall retain the discretion to proceed with further processing, wherever considered necessary in the interest of content quality, programme requirements, budgetary considerations or to ensure adequate competition, subject to the provisions of the applicable policy and extant guidelines.*)*

31. The **final cost agreed upon by the Costing Committee** shall be forwarded to the **Accounts Wing of Akashvani, Itanagar**, for concurrence, before the proposal is processed for approval in accordance with the applicable provisions of the Prasar Bharati Content Sourcing Policy–2024, Addendum-I and this NIPP.

Approval and Commissioning

32. Upon concurrence by the **Accounts Wing of Akashvani, Itanagar**, the Programme Proposal(s) found suitable for Low-Cost Commissioning and **recommended by the Head of Programme (HoP)** shall be submitted by HoP to the **Regional Channel Manager, Akashvani, Itanagar**, for final approval.

33. Upon approval by the **Regional Channel Manager, Akashvani, Itanagar**, the **Head of Programme, Akashvani, Itanagar** shall execute/sign the Agreement with the selected **Producer(s)/Production House(s)** in accordance with the applicable provisions of the Prasar Bharati Content Sourcing Policy–2024, Addendum-I and instructions/orders issued from time to time.

12/11/26

34. The Agreement shall, inter alia, incorporate the terms and conditions governing **commissioning, payment, delivery schedule, rights, obligations and other matters** relating to the commissioned programme.

Right to Accept or Reject Proposals

35. Notwithstanding the recommendation of the Evaluation Committee, **Prasar Bharati/Akashvani reserves the right to accept or reject any or all Programme Proposals, wholly or partly, without assigning any reason whatsoever.** The decision of Prasar Bharati/Akashvani in this regard shall be final and binding on all applicants.

Delivery of Content, Preview & Acceptance

36. After execution of the Agreement between **Regional Channel Manager, Akashvani, Itanagar, and the selected Producer(s)/Production House(s)**, the selected Producer(s)/Production House(s) shall produce and deliver the commissioned programme/content, complete in all respects, in accordance with the approved proposal, script, wherever applicable, technical specifications, delivery schedule and other terms and conditions contained in the Agreement. The **Head of Programme (HoP), Akashvani, Itanagar**, shall be the **nodal point for receiving the programme content** and shall be responsible for coordinating with the selected Producer(s)/Production House(s) for changes to be made in the content.

37. Script Review and Vetting: The **Head of Programme (HoP), Akashvani, Itanagar**, shall be responsible for **review and vetting of the script** of the commissioned programme. The script shall ordinarily be reviewed and settled within **four (04) to six (06) weeks**.

38. Unless otherwise provided in the Agreement, the following timelines shall ordinarily be adhered to by the selected **Producer(s)/Production House(s)**:

I. In case of **weekly or bi-weekly programmes**, a bank of **ten (10) episodes or the complete programme content, whichever is less**, shall be submitted at least **one month prior to the scheduled date of broadcast of the first episode**.
II. In case of programmes having **more than two episodes per week**, a bank of **twenty-two (22) episodes or the complete programme content, whichever is less**, shall be submitted at least **one month prior to the scheduled date of broadcast of the first episode**.
III. During the validity of the Agreement, the following shall ordinarily be ensured:

a. A minimum bank of **ten (10) episodes**, in case of weekly or bi-weekly programmes, shall be maintained **with Akashvani Itanagar,** at least one month in advance of the scheduled broadcast;
b. A minimum bank of **twenty-two (22) episodes**, in case of programmes having more than two episodes per week, shall be maintained **with Akashvani Itanagar** at least one month in advance of the scheduled broadcast;
c. The **Head of Programme/Designated Authority** shall preview the programme content and communicate observations, if any, within the timeline prescribed in the Agreement; and
d. The final **broadcast-ready content**, after incorporating the observations communicated during preview, shall be submitted at least **three (03) days prior to the scheduled broadcast of the relevant episode(s)**, unless otherwise provided in the Agreement.

12/11/26

39. The delivery timelines specified above shall ordinarily apply. However, the timelines relating to submission of programme content and the scheduled date of broadcast may be modified by **mutual agreement between Regional Channel Manager, Akashvani, Itanagar, and the selected Producer(s)/Production House(s)**, subject to administrative feasibility and the terms and conditions of the Agreement.

40. Delivery of the programme content to **Akashvani, Itanagar**, shall be the sole responsibility of the selected **Producer(s)/Production House(s)** and shall be made strictly in accordance with the **technical specifications and delivery formats prescribed by Prasar Bharati/Akashvani**. No expenditure incurred towards delivery of programme content shall ordinarily be reimbursed unless specifically provided for in the Agreement.

41. The **Head of Programme (HoP), Akashvani, Itanagar**, shall constitute one or more **Preview Team(s)** comprising **in-house Programme Officer(s) and, wherever considered necessary, outside expert(s)/subject specialist(s)**. It shall be ensured that **at least one serving Programme Officer is a member of the Preview Team**. The Preview Team shall preview the programme content within the timeline provided in the Agreement and shall submit its **Preview Report to the Head of Programme within the prescribed timeline**.

42. The selected **Producer(s)/Production House(s)** shall carry out the corrections/modifications communicated by the **Head of Programme (HoP)** following preview and shall re-submit the revised programme content within the timeline stipulated in the Agreement for further preview and acceptance.

43. The **Preview Team** shall provide the ***"Fit for Broadcast"* Certificate**, in the prescribed format under the Prasar Bharati Content Sourcing Policy–2024, to the **Head of Programme (HoP)**. The HoP shall forward the **Fit for Broadcast** Certificate, along with copies of the **Preview Report(s) and Record of Receipt of Content**, to the concerned section for processing of payment to the selected **Producer(s)/Production House(s)** in accordance with the terms of the Agreement.

Pilot Episode

44. **Pilot Episode:** Wherever considered necessary, the **Head of Programme (HoP), Akashvani, Itanagar**, may require the selected **Producer(s)/Production House(s)** to submit **one (01) Pilot Episode** at any stage.

Broadcast of Programme

45. The programme shall be broadcast on the **Akashvani Network** in accordance with the scheduling and programming requirements of **Prasar Bharati/Akashvani**. The decision regarding the **date, time, frequency, station, channel or platform of broadcast** shall rest solely with Prasar Bharati/Akashvani and shall be final and binding on the Production House(s)/Producer(s). Acceptance of the programme for broadcast shall not confer any right upon the Producer regarding its scheduling or frequency of broadcast.

12/11/25

Payment

46. Payment to the selected **Production House(s)/Producer(s)** shall be made in accordance with the **stage-wise payment schedule prescribed under Chapter 2 of the Prasar Bharati Content Sourcing Policy–2024, as applicable *mutatis mutandis* under Addendum-I**, and the terms and conditions of the Agreement executed between the parties.

47. Unless otherwise provided under the **Prasar Bharati Content Sourcing Policy–2024, Addendum-I** or the Agreement, the following stage-wise payment schedule shall ordinarily apply:

Stage of Payment	Amount Payable	Timeline / Milestone
Advance	**30% of the Contract Value**	Within **15 days** after signing of the Agreement and submission of **Bank Guarantee (BG) of equivalent amount** and **Performance Security**, wherever applicable.
First Tranche	**20% of the Contract Value**	After acceptance of **20% of the total number of episodes/total content duration** by Prasar Bharati.
Second Tranche	**20% of the Contract Value**	After acceptance of **40% of the total number of episodes/total content duration** by Prasar Bharati.
Third Tranche	**20% of the Contract Value**	After acceptance of **60% of the total number of episodes/total content duration** by Prasar Bharati.
Final Tranche	**10% of the Contract Value**	Within **one month** after acceptance of all the episodes/total content duration by Prasar Bharati.

48. Release of the advance payment shall be subject to submission of a **Bank Guarantee (BG) of equivalent amount** and **Performance Security**, wherever applicable, in accordance with the provisions of the **Prasar Bharati Content Sourcing Policy–2024, as applicable *mutatis mutandis* under Addendum-I**, and the terms and conditions of the Agreement.

12/11/25

49. Release of payment at each stage shall be subject to:

a. satisfactory delivery of the commissioned programme/content;
b. successful preview and acceptance of the programme by the concerned Akashvani Kendra;
c. issuance of the **Fit for Broadcast Certificate**, wherever applicable;
d. submission of invoice(s), GST documents, deliverables and other documents prescribed under the Agreement; and
e. Certification by the **Competent Authority** in accordance with the terms and conditions of the Agreement.

50. The **Bank Guarantee** furnished against the advance payment shall be released, and the **Performance Security**, wherever applicable, shall be released in accordance with the provisions of the **Prasar Bharati Content Sourcing Policy–2024, as applicable *mutatis mutandis* under Addendum-I**, and the terms and conditions of the Agreement.

51. All payments shall be subject to deduction of **applicable taxes and other statutory deductions** in accordance with the prevailing laws and Government instructions.

Rights over the Commissioned Programme

52. Commissioning under the **Low-Cost Commissioning Mode involving Full Funding by Prasar Bharati**, **Prasar Bharati shall be the owner of the commissioned programme/content and shall have exclusive perpetual rights (terrestrial & digital)**, in accordance with the provisions of the **Prasar Bharati Content Sourcing Policy–2024**, as applicable *mutatis mutandis* under Addendum-I.

53. The rights relating to the commissioned programme/content shall be governed by the provisions of the **Prasar Bharati Content Sourcing Policy–2024, Addendum-I** and the Agreement executed between the parties.

Liquidated Damages

54. In the event of delay in delivery of the commissioned programme/content for preview beyond the delivery schedule specified in the Agreement, the selected **Production House(s)/Producer(s)** shall be liable to pay Liquidated Damages at the rate prescribed under the **Prasar Bharati Content Sourcing Policy–2024**, as applicable *mutatis mutandis* under Addendum-I.

55. Liquidated Damages shall be levied at the rate of **0.5% of the total cost of the delayed episode(s)/content for every week or part thereof of delay**, reckoned from the scheduled date of delivery specified in the Agreement, subject to a maximum of **10% of the total cost of the delayed episode(s)/content**.

56. Levy of Liquidated Damages shall not relieve the selected **Production House(s)/Producer(s)** of the obligation to complete and deliver the commissioned programme/content in accordance with the terms and conditions of the Agreement.

Performance Security

57. The selected **Production House(s)/Producer(s)** shall furnish the Performance Security **before signing the Agreement**, in accordance with the provisions of the **Prasar Bharati Procurement Policy, 2022**, as amended from time to time, and the terms and conditions of the Agreement.

58. The amount, form, validity, submission, release and forfeiture of the Performance Security shall be governed by the applicable provisions of the **Prasar Bharati Procurement Policy, 2022**, as amended from time to time, and the Agreement executed between the parties.

Termination of Agreement

59. For commissioned programmes under the Low-Cost Commissioning Mode, **Prasar Bharati shall be at liberty to terminate the Agreement at any time by giving one month's notice** to the selected Production House/Producer, irrespective of the number of episodes produced or for which the work is in progress.

60. After such notice, Prasar Bharati, in consultation with the selected Producer/Production House, may allow completion of the programme within such revised number of episodes as may be decided, in case the **broadcast has already commenced**. Payment shall be made only on the basis of the revised number of episodes so completed and accepted, and no additional payment shall be admissible to the selected Producer/Production House on account of premature termination of the programme.

General Conditions

61. If Prasar Bharati receives any complaint, notice, order or direction from any Court, Government Authority or Competent Authority, or otherwise has reason to believe that the commissioned programme/content violates any applicable law, **AIR Broadcast Code, Commercial Advertising Code of All India Radio** or other applicable guidelines/instructions, Prasar Bharati may review the programme/content and take such action as may be considered appropriate in accordance with the Agreement and applicable provisions.

62. If any dispute relating to ownership of copyright or other intellectual property rights arises after approval of the proposal or execution of the Agreement, the selected **Production House(s)/Producer(s)** shall resolve the dispute within the period stipulated in the Agreement, failing which Prasar Bharati shall be at liberty to suspend or foreclose the Agreement.

63. In case of any inconsistency between the provisions of this NIPP and the **Prasar Bharati Content Sourcing Policy–2024, Addendum-I** thereto, or any subsequent amendments, instructions or orders issued by Prasar Bharati from time to time, the provisions of the **Policy, Addendum-I and such amendments, instructions or orders shall prevail**.

64. Submission of a programme proposal shall not confer any right on the applicant to claim commissioning of the proposed programme. Prasar Bharati/Akashvani shall have no obligation to commission any programme merely on account of submission of a proposal or participation in the evaluation process.

कार्यालय प्रमुख/ क्लस्टर प्रमुख
आकाशवाणी इटानगर क्लस्टर
Head of Office/ Cluster Head
Akashvani Itanagar, Cluster

Annexure–I

APPLICATION FORM

FOR COMMISSIONING OF RADIO PROGRAMMES UNDER THE LOW-COST COMMISSIONING MODE

SUBMISSION OF DETAILS BY THE APPLICANT

Sl. No.	Particulars	Details
1.	Name of the Entity (Applicant)	
2.	Name of authorised person	
3.	Nature of the Entity (Individual / Proprietary Firm / Partnership Firm / Limited Liability Partnership / Company)	
4.	PAN No. of Applicant	
5.	GST Registration Certificate of Applicant	
6.	Address for Correspondence: Mobile No: Landline No: E-Mail:	
7.	Address of the Registered Office: Mobile No: Landline No: E-Mail:	
8.	Genre/Programme Format Applied For	
9.	Language of programme (Hindi / English/Regional Language - specify)	
10.	Number of Programme(s)/Episode(s) Offered	
11.	**Declaration regarding Rights** – Whether the applicant agrees to the applicable rights/ownership provisions specified in this NIPP and the Agreement with Prasar Bharati (Yes/No)	

12/11/16

Annexure–II

Required information

Sl. No.	Particulars	Status/Remarks
A.	Name of the Production House (s)	
B.	Name of Producer(s)	
C.	Concept Note with proposed name of programme, theme, concept of programme, storyline, visualization, treatment of concept, proposed cast and crew, proposed number of episode(s) along with duration	
D.	Synopsis of Programme (Episode-wise)	
E.	Script of 13 episodes/Full content, whichever is less	
F.	Show reel of either of fresh or previous work (Duration: 3 minutes (Approx.))	
G.	Proposed cost (with episodic cost breakdown)	
H.	Awards or recognition, if any	
I.	PAN No.	
J.	GST Registration Certificate	
K.	Registration Certificate in case of proprietary firms / Partnership Deed along with Registration Certificate in respect of partnership firms/Certificate of Incorporation in case of companies	
L.	Income Tax Returns for last three (3) years	
M.	Authorization for signatory. Authorization shall be from all partners for partnership firms and from Board of Directors for companies	
N.	Affidavit for meeting eligibility criteria and furnishing correct information (format is available as ***Annexure-III***)	
O.	Indemnification	
P.	Integrity pact on plain paper where cost of sourcing is two (2) Crore or above	
Q.	Balance sheets/audited accounts for last three (3) years	

12/11/25

Annexure–III

AFFIDAVIT

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

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

1. That I/We _____ am/are the sole proprietor / Partner / Director / Karta(s) / Rights Owner(s) of the programme(s) offered to Prasar Bharati for broadcast on Akashvani and its Regional/Local channels, as applicable.
2. That there is no dispute / court case pending regarding ownership of the rights in respect of the said programme(s). All rights are with the deponent.
3. Above named deponent verifies and declares that:

a. The information / documents given is/are absolutely correct and complete to the best of my/our knowledge and belief and nothing has been concealed therein. If at any stage, the information / documents given is/are found contrary / wrong, I/We shall be personally held responsible and liable to face all legal consequences apart from forfeiture of revenue share / other contractual entitlements, as applicable.

b. Any debarment under Rule 151 of GFR 2017 shall be brought to the notice of Prasar Bharati and failure to do so will result in action as per rules/policy and the terms of the agreement.

Place:

Date:

DEPONENT

VERIFICATION

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

DEPONENT

Annexure–IV

Details of Programmes offered

(To be provided in a spreadsheet)

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

12/11/26

Annexure-V

AIR Broadcast Code

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

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

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

Code for Commercial Advertising

a. Advertisement on cigarettes, bidis or tobacco products, pan masala, alcohol drinks and other intoxicants are not allowed for broadcast.
b. Advertisements for Medicinal products should be accompanied by the approval of the Drugs Controller before broadcast.
c. Ads should not contain any exaggerated, superlative or misleading claim.
d. All those engaged in advertising are strongly recommended to familiarize themselves with the AIR Code and Code of Commercial for advertising on All India Radio.
e. The following products/services are allowed for broadcast on All India Radio:

1. Jewelry
2. Matrimonial Agencies
3. Mutual Funds approved by SEBI
4. Hair Dyes
5. Foreign Products
6. Foreign Banks including financial services
7. Family Planning Devices
8. Government-run lotteries
9. Finance Rating Agencies
10. Educational Institutions (Tutorial Colleges, Computer Training Centers, etc.)
11. Guide Books
12. Holidays Resorts
13. Baby foods (with a Mandatory clause "Breast Milk is the best for babies up to a specific age "to be broadcast prior to the advertisement).
14. Advertisements relating to real estate including sale of flat/land, flats for rent both commercial and residential. While booking such ads, stations should obtain indemnity bond from Agency/Client indemnifying AIR from any legal wrangles.

12/11/26

15. Astrologers/ Numerologists/ Vastu Consultants

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

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

g. **NO ADVERTISEMENT SHALL BE PERMITTED WHICH:**

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

12/11/26

कार्यालय प्रमुख/ क्लस्टर प्रमुख
आकाशवाणी इटानगर क्लस्टर
Head of Office/ Cluster Head
Akashvani Itanagar, Cluster