

PRASAR BHARATI
(India's Public Service Broadcaster)
DIRECTORATE GENERAL: DOORDARSHAN

**Guidelines for Commissioned Programmes
for telecast on North East
DD-Channels -2016.**



Directorate General: Doordarshan
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Subject: Guidelines for Commissioned Programmes for Telecast on North East DD-Channels -2016.

1. OBJECTIVES

- 1.1 Northeast Region of the country constitutes about 8% of India's size and population is approximately 40 million (2011 census) which is 3.1% of the total population of the country. The region shares more than 4,500 kilometres of International Border (about 90 per cent of its entire border area) with China/Southern Tibet in the North, Myanmar in the East, Bangladesh in the Southwest and Bhutan in the Northwest.
- 1.2 Doordarshan with its wide network is the only channel capable of depicting this diversity. DD channels for North East will strive to bring this magnificent diversity by airing programmes which would appeal to the entire country.
- 1.3 Considering the difficult geographic nature of the North-East we need to adopt a communication strategy that will attract viewership through a content mix which would be extremely sensitive to the needs & aspirations of the population. The programmes on DD Channels for NE would show richness, variety and diversity of local culture. The channel would seamlessly integrate NE with the entire country. The channel's USP will be to attract young people of NE with contemporary entertainment shows embedded with informative content. Doordarshan is making special efforts in North East to promote and nurture talent, provide a platform to deserving producers/artists, encourage production of programmes in required languages/dialects for the benefit of Doordarshan viewers.

2. METHOD OF COMMISSIONING

- 2.1 These guidelines provide framework for Commissioning of Programmes for NE channel. Commissioning of programmes is important as it supplements the in-house programme production efforts. It also helps in bringing variety in programming and developing excellence in television production.
- 2.2 Commissioning of programmes will be done by Prasar Bharati both at its Doordarshan Headquarters/or at its Doordarshan Regional Kendras of the region, subject to the availability of funds.

3. INVITING PROGRAMME PROPOSALS

- 3.1 Proposals would be invited on identified themes/subjects from producers/production houses by a notice which will, inter alia, give details of the programme categories, genres, themes, subjects, number of episodes/hours of programme requirement for each channel, language/dialect.etc through open advertisements on the Website of DD and News papers etc.
- 3.2 Doordarshan reserves the right to make changes in the number of programmes to be commissioned their type/genre, theme/subject and the number of episodes at any stage, and its decision in this regard shall be final.
- 3.3 Doordarshan may commission programmes either on fixed budget basis or Assessed Budget basis as per the details below.

A. Fixed Budget Mode:

In the Fixed Budget Mode, the applicant would be expected to submit a proposal to produce the programme within the episode price specified by Doordarshan. The Fixed Budget would apply only for normal commissioning.

B. Assessed budget Mode:

In the Assessed budget Mode the producer would be asked to indicate the budget. The assessed budget mode would be applied only in case of Direct Assignment proposal (DAP) as defined in para-17. The notice would clearly mention the Budget Mode.

- 3.4 Doordarshan may seek suggestions on themes and subject areas from the Ministry of DoNER, other expert bodies and stakeholders as and when required.

4. ELIGIBILITY CRITERIA

- 4.1 The Production House should be an Indian entity (individual proprietorship, partnership, company, society, trust etc.) incorporated/registered/recognized, as the case may be, under the respective applicable laws.(Attested copy of Aadhar/Ration Card/PAN Card/Voter's ID card or Passport as proof of residence of the applicant.-any of the two should be submitted)
- 4.2 The Production House should not be a defaulter of Doordarshan at the time of submission of the proposal. For the above purpose, any Production House which owes money to Doordarshan and/or with whom any suit/arbitration is pending for recovery of outstanding dues shall be treated to be a defaulter. The decision of Doordarshan in this regard will be final and binding.
- 4.3 Consortium will not be allowed in any form.
- 4.4 A blacklisting order passed by the Central Govt./State Govts./ any PSU should not be in operation against the applicant at the time of submission of proposal.
- 4.5 An affidavit-cum-declaration needs to be provided to the effect that the entire information submitted is correct (Annexure-1)

- 4.6 Preference may be given to degree/ diploma holders from FTII, NSD, Central Govt. Institutes, Satyajit Ray Film & TV Institute etc. and National and International award winning Directors.
- 4.7 50% of the notified programmes are earmarked for the North-East residents and the rest of the 50% are for open competition on merit. The residents of the North-East, to avail this benefit must submit documentary evidence to show that the principal shareholding of the company/firm is in the hands of persons domiciled in the North East. An attested copy of the State Subject Certificate should invariably be furnished in support of the domiciled status. In case of partnership firm, State Subject Certificate should be given for each partner.

5. SUBMISSION OF PROGRAMME PROPOSALS

- 5.1 Applicants would be required to submit all essential information in a template designed by Doordarshan and placed on the designated website of Doordarshan (Annexure-II)
- 5.2 The template would seek information on the Subject, title, language, theme, category, genre (e.g. Fiction, Documentary, Quiz, etc.) of the programme.
- 5.3 Detailed story line and broad outline of treatment and script.
- 5.4 Detailed scenario script/screenplay of all episodes with concept and treatment.
- 5.5 A fresh show reel of the programmes for 3 to 5 minutes duration on DVD/CD/pen drive on given genre or theme. If the programme is a Reality Show, no show reel is required; however, episodic break-up and details of set backdrop/Anchor/Judges profiles and criteria of selection are required with the proposal.

- 5.6 Details of the production team including names, bio-data and addresses of the Director, Researcher, script writer, director of photography and music director along with written confirmation of each one, agreeing to be engaged for the production of the programme. No change in the production team, once intimated, will be made without the prior consent of Doordarshan.
- 5.7 For production of quickies, spots, etc, the same details would be furnished along with a complete storyboard and details of post production.
- 5.8 The applicant/producer will produce such other documents and provide such other information as may be required by Doordarshan.
- 5.9 Each proposal will carry as its first page, an index indicating all the above with their page numbers. All documents/affidavits will be submitted with the proposals. Original documents will be provided for verification when asked for by Doordarshan.

6. SHORTLISTING PROCEDURE

DD will follow a transparent and credible shortlisting procedure. Each proposal received will be initially evaluated on the basis of all submitted documents for its eligibility, experience, show reel of the Programme, script/ concept, presentation by the producer/production houses and documents submitted

7. PROCESSING FEE

Each programme proposal shall be accompanied by a non-refundable processing fee of the value of Rs. 25,000/- (Rupees *Twenty five* thousand). The processing fee shall be submitted in the form of a crossed Bank draft payable to “**PBCCI: DG Doordarshan, New Delhi**” payable at New Delhi from any Scheduled Bank.

8. EVALUATION

- 8.1** The Evaluation Committee will consist of six members. It will be headed by a Chairperson and will have two official members, not below the rank of Joint Secretary including the concerned Joint Secretary from the Ministry of DoNER. Director General Doordarshan will be the Member Convenor of the evaluation Committee. In addition to official members the committee will have three outside experts. The Chairperson of the evaluation committee, official and non official members shall be nominated by Prasar Bharati. The Chairperson and three outside experts shall be from the fields of film/TV production, performing art, broadcast journalism, literature, management, social sciences etc.
- 8.2** Doordarshan may ask the applicant/ producer to make a presentation in respect of the programme proposals submitted by him/her. In such an event, the applicant/ producer must present himself/ herself in person before the' Evaluation Committee along with the requisite members of the creative team as may be intimated and make such presentation (with the show reel wherever stipulated). Presentation by a person other than the applicant/ producer will not be allowed.
- 8.3** The Committee will evaluate proposals mainly on the basis of the show reel (wherever applicable), presentation and the information submitted about the programme. The number of episodes will be decided by the Committee.

9. APPROVAL

- 9.1** The recommendation of the Evaluation Committee shall be final.
- 9.2** Acceptance or rejection of the proposal shall be communicated to applicants within thirty days of the decision.

10. AGREEMENT

After approval of a programme, Doordarshan Directorate will enter into an Agreement with the applicant. The agreement shall, inter alia, indicate the time frame for production and submission of the programme to DD.

11. QUALITY CONTROL

- 11.1 To ensure that high standards of quality are maintained throughout the production, Doordarshan may attach a Production Associate who may associate himself/herself with the production of the episodes of an approved programme.
- 11.2 It will be ensured that quality control is exercised at each stage of release of payment, and at the stage of rough-cut and the final product. A Preview Committee constituted for the purpose will do the requisite certification before the payments are released. Whenever necessary, the Production associate nominated by Doordarshan may also do an on-the-spot appraisal of any production with a view to ensuring due standards of quality and adherence to the plan submitted by the producer.

12. PRODUCTION

- 12.1 The programme would conform to the technical formats and technical standards approved and notified by DG: DD from time to time. (by the Director (Programme)/Head of Programme of the Regional Kendra at the regional level).
- 12.2 The Producer shall produce the programme and supply the episodes finished in all respects. All episodes of the programme shall be supplied within the time frame stipulated in the agreement. The Producer shall supply promos (video, audio and print), publicity material for the programme.

- 12.3 If there is likelihood of delay in supply of the programme, the Producer shall seek extension of time from Doordarshan. The latter may, at its discretion grant such further time as it deem fit or reject the request. If extension is granted the period of extension will be decided by the DG, Doordarshan.
- 12.4 Any delay over and above the original/extended period granted would attract interest @ 18% per annum for the delayed period on the amounts paid to the Producer.
- 12.5 The script and Discs (rough-cuts, final master) submitted by the Producer would be previewed by Preview Committee comprising of not more than (03) official members including a technical member and involving two outside experts.
- 12.6 If the Preview committee suggests amendments in the programmes the Producer shall carry out the same within the shortest possible time at his/her own cost.
- 12.7 All programmes/episodes shall conform to the Broadcasting Code of Prasar Bharati.
- 12.8 On completion of the programme/final episode, the following shall become the property of Doordarshan and shall be transferred to and/or handed over to Doordarshan before the release of the final payment of the programme:
- (a.) All scripts and versions of the programme.
 - (b.) All masters, shooting tapes/Discs along with unedited material, preview cassettes, publicity material, photographs, promo material and recordings of songs, if any, pertaining to the programme/episodes.
- 12.9 During the production process the highest technical standards shall be maintained so that the delivered programme is of required standards. Technical specifications stipulated should be maintained through the complete production process i.e. during Production, Post-Production and Delivery, thereby ensuring format compatibility and sustainable archival standard.

- 12.10 Graphics, Captions and action shall be within the safe areas.
- 12.11 Production Discs shall be of the highest professional quality i.e. XDCAM HD MPEG 4:2:2 on Blue Ray Disc/Optical Disc format with time code, recently manufactured. "First usage" of the specified format shall be ensured.
- 12.12 Master Discs shall have 10 sec. Black, 30 sec. Colour Bar w/t 1 kHz tone, 10 sec. Black followed by 10 sec. Countdown in sequence as the programme leader.
- 12.13 Doordarshan would check all the telecast masters for technical quality and if the discs are technically rejected by Doordarshan the Producer shall carry out necessary corrections as desired by Doordarshan, within the shortest possible time at his/her own cost. The telecast masters submitted after necessary corrections shall be checked for technical quality again and if the discs fail the technical quality for the second time or on subsequent checks, the Producer would have to pay penalty equal to 1% of the Episode Price for each rejected tape for each rejection.
- 12.14 All programmes in above genres have to be submitted in HD format (XDCAM HD422, 1920x1080/50i (16:9) in .MXF OP1a Wrapper) only. Submissions in any other format will be summarily rejected.

13. KEY PAYMENTS

Payments for a programme shall be made in the following manner:

Sl. No.	Milestones	Amount to be paid
1	On signing of Agreement and script approval	50% of the total budget
2.	On approval of rough cuts of all episodes	30% of the total budget
3.	On approval of the final product(all episodes)	20% of the total budget

14. BANK GUARANTEE

- 14.1 Payment of amounts will be released by Doordarshan only against a 100% irrevocable Bank Guarantee. The Bank Guarantee will be for cumulative amounts. The maximum validity period of Bank Guarantee will be six months beyond the period specified in the Agreement for submission of the complete programme to the full satisfaction of Doordarshan. In case the Programme is satisfactorily completed the Bank Guarantee will be released within one month of submission of the programme and all other required material.
- 14.2 If the Producer fails to submit the programme within the time frame agreed upon, with or without extension, Doordarshan may, at its discretion and in addition to taking any other action, encash the Bank Guarantee without notice to the Producer.
- 14.3 The amount of penalty wherever imposed and the interest shall be deducted from the episode price payable to the Producer.

15. RIGHTS

- 15.1 All copyrights, whether vested, contingent or future, including broadcasting rights and new media rights, if any, of a programme commissioned by Doordarshan under this scheme and produced by the Producer shall vest with Doordarshan in perpetuity. Producer shall indemnify Doordarshan against all claims, demands, actions, costs etc. in connection with the programme.
- 15.2 The said rights shall, inter alia, include:
- a. Masters/negative/rushes rights for all forms of television transmission, including satellite, terrestrial, free-to-air, pay television, DTH, IPTV,DVB(H) etc. in any manner

whatsoever, via any medium, method and/or technology for broadcast/reception now known or hereafter invented.

- b. The exclusive global rights for video, cable, radio, website, internet, audio, publishing, merchandising and conversion to feature film, CD, DD formats with complete language rights in entirety.
- c. Doordarshan shall be the exclusive owner of the programme worldwide in perpetuity for multiple telecasts on its own channels and/or on other channels.
- d. Doordarshan shall have the right to exploit the programme by any and all means and in any or all medium throughout the world and shall have the right to edit, cut, translate, dub, package or alter the programme and to combine it with other material at its discretion. Doordarshan shall have the right to insert commercial advertisements in the programme.
- e. The Producer shall not have any claim over the revenues earned by Prasar Bharati through advertisements or through any other means in the course of exploitation of the programme.
- f. Rights in the literary material/screenplay on which the programme is based, including the entire Producer's rights, titles and interests shall stand automatically transferred to Doordarshan in perpetuity at the time of delivery of the programme/ episode.
- g. If the Commissioned programme wins any national or international award, the award proceeds shall be shared on 50:50 basis between the Producer and Doordarshan. This is to encourage excellence in programming.

16. GENERAL INFORMATION

- 16.1 An outside Member serving on various committees will be required to-give an undertaking that neither he/she nor any of his/her blood relatives is an applicant and that he/she is

not in any way associated with the proposal under examination.

16.2 Such Producers who lodge complaints against commissioning undertaken by Doordarshan will be disqualified from commissioning for a period of two years if the complaint is found to be frivolous or mischievous.

16.3 Producers who have been charge-sheeted for criminal cases are not eligible to apply. Such Producers who are blacklisted by Doordarshan/Central Government/State Governments are not eligible to apply.

16.4 An individual producer/production house/members belonging to same family will be granted only one assignment, irrespective of the number of subject categories per round of commissioning. For the purpose of this clause, "Family" shall mean:

- a) Spouse (including judicially separated spouse),
- b) Dependent parents,
- c) Dependent brothers/unmarried dependent sisters
- d) Dependent sons/dependent unmarried daughters (including such step sons/ step daughters and adopted sons/adopted daughters).

A family member will be treated as dependent unless he has been an income tax payer during the last three financial years and has attached income tax return in proof of the same and also has been an independent producer in his own right as per the documentary evidence submitted by him.

16.5 No Government servant and any person working in Prasar Bharati or retired from DD/AIR will be allowed to apply as a producer under these guidelines, family members of officials working in Prasar Bharati including in its two constituents – Doordarshan and All India Radio.

For the purpose of this clause 'Family' shall mean:

- a) "Spouse (including judicially separated spouse),
- b) Blood relatives including father, mother, brother, sister, Son or daughter.
- c) Those related by marriage including son-in-law,

daughter-in-law, father/mother of daughter-in-law/
son-in-law; and

d) Step son/step daughter and adopted son or adopted
daughter.

16.6 Any regular employee of a private TV channel operating in
India is not permitted to produce any programme for Prasar
Bharati.

16.7 An applicant/producer who has been notified as defaulter
to Prasar Bharati (DD/AIR) who has outstanding dues
against him will have to clear the dues before being
awarded any assignment.

16.8 Notwithstanding anything contained in these guidelines,
Doordarshan may, with the prior approval of the
Empowered Committee chaired by the CEO, accept any
proposal for telecast of TV programmes on urgent need base
under this scheme in relaxation of any of these guidelines.

16.9 All decisions taken in pursuance of sub clause ix of clause
14 shall be placed before the Prasar Bharati Board for
ratification.

16.10 These guidelines broadly define the policy and procedure of
Commissioning. Exact details of the specific commissioning
requirements would be available in the advertisement as
and when issued.

17. DIRECT ASSIGNMENT PROPOSAL (DAP)

17.1 Notwithstanding anything contained in these guidelines,
Doordarshan may commission programme(s) directly from
eminent Producers/ Directors/ Production Houses on such
terms and conditions and in respect of such
topics/subjects as it may deem fit, in fields where these
eminent producers/ directors/ production houses have a
proven record. This direct selection will be done through an
Empowered Committee chaired by the CEO. The
Committee will include the Director General, Doordarshan,
the concerned Joint Secretary from the Ministry of DoNER,
three experts from Media/TV/Arts/Films/Literature,

management, social sciences to be nominated by the Prasar Bharati from among a panel of experts. The panel will be valid for one year in such cases Assessed Budget would apply. The basis of costing shall be recorded in the proceedings of the Committee. In the Assessed Budget Mode the episode price would be determined by the Costing Committee.

17.2 All such direct assignments will thereafter be placed before the Board, for ratification

17.3 In case of assessed budget mode, Cost of production containing the full details of budget break up at pre-production, production and post production stages. (This may be in a separate sealed cover, superscribed, Proposed Budget inside the main cover).

18. COSTING:

For assessed budget programme/s the empowered committee headed by the CEO would itself be the Costing Committee and would examine the budget submitted by the applicant and fix the cost to be awarded per episode in the light of pre-determined costing parameters.

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Annexure-I

AFFIDAVIT-CUM-DECLARATION
(On a Stamp paper of value Rs. 100/-)

I, ----- son/Daughter of Shri -----aged about ----- years, resident of -----, do hereby solemnly declare and affirm as under:

1. That I am the proprietor of M/s. -----
2. That I have offered programme titled "-----"for telecast on Doordarshan from ----- under -----category.
3. I am not a defaulter/ we are not a defaulter of Doordarshan at the time of the submission of the proposal. No amount is owed by me/us to Doordarshan. No legal Proceeding for recovery of outstanding dues initiated by Doordarshan against me/ us in pending.
4. That in case, any amount is found due from me or from any banner/concern having any linkage with me, I shall be liable to pay the said amount to Doordarshan forthwith.
5. No order of blacklisting passed by the Central Government/ any State Government/ any PSU is in operation against me/ us as on date.
6. I/We accept all the terms and conditions set out in the RFP dated 28.12.2016 issued by Doordarshan.

I further state that if any information furnished by me in this affidavit or otherwise is found to be incorrect, Doordarshan shall have the right to forthwith terminate its agreement with us.

(DEPONENT)

Verified at on this ----- day of ----- that the contents given above in the affidavit are true and correct to the best of my knowledge.

(DEPONENT)

Application Format
(Use extra sheets if required)

S. No.	Description	Details
1.	Name of the Producer/Production House/ Company :	
2.	Address and contact details	
	(i) Mailing Address.	
	(ii) E-mail:	
	(iii) Telephone Number/s	
	(iv) FAX Number/s	
	(v) Mobile Number	
3.	Registration details of the Company	
4.	Service Tax regd. No. of producer/Company	
5.	Domicile details (along with proof)	
6.	Attested copies of Aadhaar Card/ Ration Card/ Pan Card/ Voter's ID/Passport as proof of residence of applicant (any of two documents)	
7.	Details of Proposal	
	(i) Genre	
	(ii) Title	
	(iii) Theme/Concept	
	(iv) Language	
	(v) Detailed Story Line	
	(vi) Synopsis of the First Four episodes	
	(vii) Treatment	
8.	Details of programmes produced by the applicant till date	
9.	Processing Fee details	
	(i) Amount	
	(ii) Bank Draft No & date	
	(iii) Name of Bank	
	(iv) Payable at	
10.	Show reel details- Theme, genre, language etc.	

Note: (a) Please ensure that AFFIDAVIT-CUM-DECLARATION is attached with the application.

(b) Attach the profile of the Producer, Director, Researcher, Script writer, cinematographer & musician alongwith their written consent/ Confirmation for their engagement in the production of Programme(Each one to be given separately)



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