

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati House
Copernicus Marg, New Delhi -110001

No: P-1/012(29)2020-Ops

Dated: 20.10.2020

Notification
(No. 01/2020-Ops.)

Prasar Bharati, hereby, notifies the "Policy Guidelines for Commissioning of Programmes under DAP (Direct Assignment Process)" approved by the Prasar Bharati Board in its 163rd meeting held on 15.10.2020. These Guidelines are applicable across Prasar Bharati in supersession of the process laid down for DAP in all earlier/existing policies.

2. As per these Guidelines, Prasar Bharati can directly assign production of content for projects of Strategic, National, Iconic significance to reputed/ eminent production houses, creative directors, producers in conformity with the various provisions in the Prasar Bharati Act, 1990. Further, the formalising of the agreement and other formalities would be carried out on the approval of the commissioning of the programme.

3. These Guidelines, as annexed, are being placed on Prasar Bharati website www.prasarbharati.gov.in for the information of all the stakeholders.


(Prakash Veer)
DDG (Operations)

Copy to:

- i) Staff Officer to CEO, Prasar Bharati
- ii) PPS to Member(Finance)
- iii) DG:DD, DG:AIR, DG:N&CA, DG:NSD
- iv) All Zonal Heads(Content Ops.)
- v) DDG(Content Ops.), PBS
- vi) DDG(Corporate Governance), PBS
- vii) DDG(Tech), PBS for placing this notification on the Prasar Bharati Website

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Policy Guidelines for Commissioning of Programmes under DAP (Direct Assignment Process)

1. Preamble:

- 1.1 To effectively serve its mandate of Public Broadcasting and to bring high value content on its platforms, Prasar Bharati, in conformity with sub section 3 of section 12 of the Prasar Bharati Act, with special reference to clauses (c) and (e) of this sub section,¹ may directly commission reputed Producers / Production houses, creative directors, with proven track record in specific genres, to produce programming of Strategic, National, Iconic significance, in addition to other modes of content acquisition.
- 1.2 Commissioning of Programmes under the Direct Assignment Process (DAP) shall be applicable across Prasar Bharati in supersession of the process laid down for DAP in all earlier/existing policies.

1 '12(3) - in particular, and without prejudice to the generality of the foregoing provisions, the Corporation may take such steps as it thinks fit ----

(c) to negotiate for purchase of, or otherwise acquire, programmes and rights or privileges in respect of sports and other events, films, serials, occasions, meetings, functions or incidents of public interest, for broadcasting and to establish procedures for the allocation of such programmes, rights or privileges to the services;

(e) to conduct or commission, from time to time, programmes, audience research, market or technical service, which may be released to such persons and in such manner and subject to such terms and conditions as the Corporation may think fit;'

2. The Process:

2.1. Topics/Subjects/Themes for Direct Assignment:

- 2.1.1. From time to time the Prasar Bharati Management shall shortlist topics/subjects/themes of iconic/strategic/ national significance for direct assignment.
- 2.1.2. The Management would with due diligence identify reputed production houses, creative directors, producers who could be considered for direct assignment.
- 2.1.3. All such shortlists shall be informed to the relevant Board Committee prior to initiating the DAP process.
- 2.1.4. Any suo-motu proposals on topics/subjects/themes of iconic/strategic/ national significance from Reputed/eminent production houses, creative directors, producers shall also be placed before the relevant Board committee for shortlisting and further reference to the DAP Empowered Committee for evaluation.

2.2. Selection:

- 2.2.1. Projects/assignments for Direct Assignment shall be considered and approved by an Empowered Committee chaired by the CEO Prasar Bharati and comprising members both internal and external as per requirement.
- 2.2.2. This Empowered Committee shall place its recommendations before the Relevant Committee of the Board/Board for ratification.

3. Empowered Committee for the DAP:

- 3.1. The Committee chaired by the CEO shall comprise of Member Finance and one of the DGs as relevant, as Standing members. It shall have at least two external experts who would be media/subject specialists nominated by the CEO. If required the Management shall

include departmental officer/(s)/ex-officio members in the Committee. The quorum will be the CEO Prasar Bharati, at least one Standing Member and one external expert. The Committee shall be serviced by the Chairperson of the Internal Scrutiny Committee.

4. Internal Committees

- 4.1. There shall be two internal committees namely, (i) Scrutiny Committee; and (ii) Costing Committee. These Internal Committees constituted with the approval of the CEO will handle scrutiny of the proposal and its Costing before bringing it to the DAP Empowered Committee.
 - 4.1.1. The Scrutiny Committee shall,
 - 4.1.1.1. Examine completeness of required documentation and the background of the identified entities;
 - 4.1.1.2. Bring any point/(s) pertinent to commissioning, broadcast, copyrights, earlier productions by the same entity, litigations/ dues if any of the entity, etc. to the notice of the DAP committee/ competent authority;
 - 4.1.1.3. Be the interface with the identified entities for various communications/ clarifications;
 - 4.1.1.4. Carry out the responsibilities detailed in para 4.2 below; and
 - 4.1.1.5. Attend to any other requirement that may be deemed necessary.
 - 4.1.2. The Costing Committee shall,
 - 4.1.2.1. Examine the budget and costs in line with prevalent industry norms and rates;
 - 4.1.2.2. Discuss costs for clarification/ negotiation with the Producer/applicant as required;
 - 4.1.2.3. Carry out the responsibilities detailed in para 4.2 below; and
 - 4.1.2.4. Attend to any other responsibility assigned.
- 4.2. On approval of the Commissioning, the Scrutiny Committee through its chairperson shall be responsible for timely completion of commissioning

formalities including formalising of the Agreement, pre-production requirements, budget release, continuous monitoring of the Production and its timely progress till its completion and submission as per terms of the agreement. The Costing Committee shall provide reasoned inputs on the Costing for the benefit of the DAP Empowered Committee and interact with the Producer on various aspects of the budget as required.

5. Funding and Copyrights

The Empowered Committee for the DAP shall be authorised to consider complete funding of the Project with complete ownership of copyright, shared funding with sharing of copyright/limited copyright, or other models of funding in the best interests of Prasar Bharati.

6. Process Flow

- 6.1. The process flow for implementation of the policy will be broadly as under:
 - 6.1.1. Identification of Topics/Themes/subjects, Directors/ Producer/(s)/Production House/(s) for the proposed Commissioning;
 - 6.1.2. Initial Scrutiny, Budgets and costing;
 - 6.1.3. Placement of the proposal before the Empowered Committee for DAP;
 - 6.1.4. Presentation of the proposal by the Producer/Director supported by Powerpoint/Pilot/Showreel;
 - 6.1.5. Comparative assessment by the Empowered Committee, if the pitch is invited from more than one Producer, on pre-determined parameters;
 - 6.1.6. Recommendation (approval/rejection);
 - 6.1.7. Recommendation of the DAP Committee placed before the Relevant Committee of the Board/Board for ratification;
 - 6.1.8. Completion of administrative formalities and launch of the approved Project as per recommended timelines and Budgets.
