

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

No.1/9/2010-MUC

Dated : 30/08/2011

Guidelines for Empanelment of Audio-Video Producers with DAVP

Various Ministries under the Government of India require the services of audio-video agencies/producers for publicity of their programmes and policies. With this end in view, Directorate of Advertising and Visual Publicity(DAVP) will empanel audio-video producers to utilize their services for audio-video publicity of various government policies and programmes. The empanelled audio-video producers with DAVP will be used as a pool for carrying out such activities.

GENERAL :

1. These guidelines shall supersede all guidelines/ rules/ norms / precedents, in existence in this regard.
2. These guidelines shall come into force with immediate effect.
3. DG, DAVP means head of DAVP.
4. Empanelment and De-empanelment will be done by DG, DAVP on the recommendations of the EAC. However, in case of disagreement, the matter may be referred to Secretary, Ministry of I&B for final decision. The recommendations as accepted by the DG, DAVP regarding empanelment/de-empanelment of a producer shall be final.
5. Empanelment Advisory Committee (EAC) will be constituted by DG, DAVP as follows :-
 - a. ADG, DAVP - Chairman.
 - b. One representative not below the rank of Deputy Secretary / Director from the Ministry/ related media units to be nominated by M/o I&B -Member
 - c. One representative as member from MCRC, Jamia Milia/IIMC (Electronic Journalism) - Member
 - d. Director(Accounts), DAVP – Member
 - e. Director(AV), DAVP - Convener & Member Secretary
6. Producers already empanelled with DAVP who have completed their three year term and those seeking fresh empanelment will apply in response to DAVP's advertisement. DAVP will offer empanelment to fresh producers usually on annual basis depending upon the requirement.

7. DAVP may classify producers in the following broad sectors based on the experience shown by the producers in those sectors which should be supported by documentary evidence. The applicant will specify the sectors in which he has past experience and his interest in doing future work as well, in the order of preference, in the application form. DAVP will try to provide work on the basis of those preferences.

a) Social sector : Health and related issues, education, women and children issues, social and welfare issues etc.

b) Infrastructure sector : water resources, irrigation, agriculture, road safety, power, rural development, environment etc.

c) Finance and others : tax compliance, consumer right awareness etc.

d) National Integration, Communal Harmony and Social harmony.

e) Defence and national security related subjects.

ELIGIBILITY CRITERIA

8. DAVP proposes to empanel producers/ production agencies in following three categories.

Category A: TV Serials/ Sponsored video programmes and the documentary films/Docudrama.

a) The producers/production agencies should have a minimum **net worth of ₹10 lakh** to be considered for this category.

b) Professional experience of having produced at least 2 TV Serials of 7 episodes each OR 2 Sponsored Video Programmes of 7 episodes each OR at least 5 documentary films of at least 5 minutes duration each OR 5 episodes of Docudrama of at least 5 minutes duration each in the past 3 years. Out of the above, at least half of the production work should be from client other than DAVP/Govt. Departments.

Category B: Sponsored Radio Programme.

a) The producers/production agencies should have a minimum net worth of ₹8 lakh to be considered for this category.

b) Professional experience of having produced at least 13 episodes of sponsored radio programme in one or more programmes in the last 3 years.

c) Sponsored radio programme producers should have fully equipped audio studio of their own with adequate facilities, with proof of ownership of the studio and equipments therein.

Category C: Audio-Video Spots/Audio Jingles :

- a) The producers/production agencies should have a minimum net worth of ₹6 lakh to be considered for this category.
- b) Professional experience of having produced at least 20 audio spots/jingles/video spots(out of which at least 10 should be video spots) in last 3 years. Out of total 20 audio/video spots/jingles at least 5 audio/video spots/jingles should have been produced for clients other than DAVP/Govt. Departments.

Net worth

Net worth means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its net worth certified by a statutory auditor/chartered accountant. **Net worth will be calculated at the closing of the financial year immediately preceding the year of application.**

SPECIAL CATEGORY

9. a) Special Category: Young professionally qualified producers who are degree/diploma holders from Central Government institutes, FTII Pune and Satyajit Ray Film & TV Institute Kolkata in Direction, Cinematography or Editing courses during preceding 5 years will be eligible for empanelment in the above categories. They should apply with their award/prize winning productions.
- b) They will be required to show special experience of atleast one programme of the category for which empanelment is sought.

APPLICATION

10. All applications shall be required to be submitted in the prescribed Proforma. The following information/documents/material must be furnished along with the applications:

- a) The details of programmes produced, the channel in which the programmes were telecast, date and time of telecast and TRP ratings of the programme, for TV serial/sponsored video programme sub category.
- b) Producers shall be required to submit copies of income-tax returns of last year with PAN number. The producer should also submit, duly verified by a Chartered Accountant (indicating membership no. of Chartered Accountant in his seal), balance sheets and profit and loss accounts of his firm/company, for the preceding year.

- c) Bio-data of the key persons of his/her creative team. Composition of creative team to be submitted along with bio-data of at least Director, Cinematographer, Script Writer & Music Director. Award won by the members of the creative team as well as the producer may be stated along with the documentary proof. The producer will also submit documentary proof of ownership/retainer-ship of production facilities, if any.
- d) The producer will submit a certificate to the effect that the information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be disqualified from the panel for a period of 3 years.
- e) The producer or his/her duly authorized representative may be required to make presentation before the EAC at his/her own cost.
- f) The producer will submit along with his/her application, a demand draft for ₹10,000 (non-refundable) for categories A & B and ₹5,000 (non-refundable) for category C drawn in favour of the Accounts Officer, DAVP, New Delhi, as processing fee.
- g) The applicant can apply in all the categories provided he satisfies the prescribed eligibility criteria but separate applications have to be made for each category along with separate processing fees.
- h) The producer will also have to submit a show-reel of his production work undertaken in the last 3 years.
- i) The producers will be required to display capability for multi- language translation.

OTHER CONDITIONS

11. DAVP reserves the right to call for briefing/ assignment of job, renowned producers, with acclaimed audio-video productions and at least one of the following international/national awards, who are not on the panel : (i) Cannes Lions International Advertising Festival, France (Golden Lion, Silver Lion, Bronze Lion); (ii) American Advertising Federation, USA (Golden Addy, Silver Addy, Bronze Addy), (iii) Mobius Advertising Awards, California, USA (Best Commercial, Best Recreation, Public Service), (iv) Clio Awards, MIAMI, USA (Best Ad Agency, Best Director, Best Art Director, Best Producer), (v) Top Awards by Advertising Agencies Association of India (AAAI) in product categories, (vi) 'ABBY' Award, India. (vii) Such other awards as may be notified by the Ministry of I&B.

12. No producer will be eligible to have empanelment in more than one name (either in his own name or in the name of his/her close relative). Employees and close relatives of employees of Ministry of Information & Broadcasting and its Media units/autonomous organizations will be entitled to be empanelled as producers only after two years from the date of employee's retirement. (Close relative means spouse, dependant children/ parents/ brothers/ sisters and other dependents).

DE-EMPANELMENT/SUSPENSION

13. If a producer does not respond to call for briefing or does not submit script, he will not be considered for any briefing for a period of six months. If a producer does not attend briefing/fails to submit script by stipulated time on three occasions, he will be removed from the panel of empanelled producers. The producer may also be suspended from the panel on the basis of poor performance or any other valid reason, after giving a reasonable opportunity to the affected producer to explain his/her case.

14. Empanelment for individual producers will be for a period of three years from the date of approval by DG, DAVP.

15. The guidelines may be amended from time to time as considered necessary.

PROCEDURE FOR NOMINATION

16. The nomination of empanelled producers to client Ministries will be done on random basis. A panel of minimum three producers will be sent to the client Ministries.

17. DAVP will evaluate the scripts submitted by the producers. Based on the said evaluation, the scripts will be sent to the client Ministry/ Department in order of merit. The evaluation will be done by constituting a committee of three officers nominated by DG, DAVP.

18. DAVP will also evaluate the producers based on evaluation sheet for their own work. The evaluation will be done by constituting a committee of three persons based on the evaluation sheet as at annexure.

19. A producer nominated to a client Ministry will not be nominated again till he has been either accepted or rejected by the client Ministry. The producer will not be nominated again till he has completed the work allotted to him. However, the producer can be nominated again if the Ministry fails to finalize the job within three months from the date of briefing.

20. The empanelment does not guarantee that the work will be provided to the producers necessarily.

21. The rate card for production work will be notified by DAVP separately.

22. In case of any dispute with regard to implementation of guidelines, the decision of DG, DAVP shall be final.
