

**Policy Guidelines for Empanelment
of Audio-Video Producers
With Central Bureau of
Communication (CBC)–October, 2022
(General)**

1. Background

- 1.1. The Ministry of Information and Broadcasting (MIB) is responsible for disseminating information on government policies, schemes and programmes through multiple mediums of mass communication including radio, television, press, social media, printed literature like booklets; posters, outdoor campaign including traditional modes of communication such as dance, drama, folk recitals etc.
- 1.2. The MIB is also the focal point for policy matters related to the broadcasting sector, as well as for administering the public service broadcasting (Prasar Bharati), multi-media advertising and communication of government policies and programmes, film promotion and certification and registration of print media. It is also the administrative line ministry for Indian Information Services officers who work with other Ministries/Departments to coordinate Information and Communication activities.
- 1.3. Therefore, Ministry of Information & Broadcasting has a mission and vision to create an enabling environment for the facilitation and dissemination of knowledge, entertainment and information. It does this by publicizing flagship schemes of government, strengthening public service broadcasting (TV and radio), facilitating development of the broadcasting sector and promoting value-based cinema for healthy entertainment¹
- 1.4. Central Bureau of Communication (formerly Bureau of Outreach and Communication) was set up on 8th December, 2017 by integrating erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). The Bureau aims at providing 360 degree communication solutions to the Ministries/Departments/ Public Sector Undertakings (PSUs)/autonomous bodies. It also acts as an advisory body to Government on media strategy With 23 Regional Offices and 148 Field Offices; Central Bureau of Communication (CBC) is engaged in educating people, both rural and urban, about the Government's policies and programmes to evoke their participation in developmental activities.

Objectives of communication by Government

1. **Raising awareness of government policies and schemes to help them make informed choice** so the public benefits from them (e.g. explaining the support available to help people buy their own home);
2. **Engaging people as active partners** in progress of the country by **Influencing attitudes and behaviors** for the benefit of the individual and the wider public (e.g. behavior change campaigns to help people stop smoking);
3. **Supporting the effective operation of government services** (e.g. reminding people to submit their Self-Assessment tax returns on time);
4. **Enhancing the image of government and the country at home and abroad** (e.g. promoting trade, tourism and culture on the global stage);
5. **Informing, supporting and reassuring the public** in times of confusion and/or crisis (e.g. fake news, natural calamity, etc.); and
6. **Meeting statutory or legal requirements to provide public information**

¹<https://mib.gov.in/about-us/vision-mission>

- 1.5. CBC is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, Internet Websites, etc. on behalf of client Ministries/Departments and organizations of Government of India in pursuance of para VI (23) of Allocation of Business Rules, 1961 wherein CBC has been allocated the function of "Production and release of advertisements on behalf of the Government of India."
- 1.6. CBC is the nodal department for empanelment of Audio-Video (AV) Producers/ Agencies to utilize their services for AV production for communication of various Government policies and programmes in pursuance of the rules above.

2. Need for the Policy Guidelines

- 2.1. To make policy guidelines attuned to the needs of time.
- 2.2. To encourage fresh talent in the field of AV production by extending the empanelment provision to the start-up AV Producers/ Agencies.
- 2.3. To enable CBC to consider the proposals for production of special programmes through Cable & Satellite (C&S) Television channels to create a high end production content and create maximum visibility by on-boarding the TV Channels with maximum and assuring all such high end productions as per the fixed rate card of AV Producers/ Agencies.
- 2.4. The AV production technology space has evolved in the last 10 years, since the last Policy Guidelines for AV Producers/Agencies were framed. It is required to add more depth and diversity of resource pool through more competitive and transparent process which enables the government to have effective outreach activities.
- 2.5. Facilitating the high quality production for the Client Ministry/Department through the AV Producers/Agencies specialized in the subject matters of concerned Ministries /Departments.

3. Objectives of the Policy Guidelines

- 3.1. To enable better outreach and mass communication by producing the effective and people-centric creative content, at optimal rates in competitive, transparent and time-bound manner.
- 3.2. To provide the stakeholders a clear understanding of parameters and process involved in selection, job award, rate fixation and other related aspects for transparent and efficient execution.
- 3.3. To encourage fresh talent in the field of AV production by extending the empanelment provision to the start-up AV Producers/ Agencies.
- 3.4. To enable CBC to consider the proposals for production of special programmes through Cable & Satellite (C&S) Television channels as per the fixed rate card of AV Producers/ Agencies.
- 3.5. To enable the CBC offices to create original content in the language of the states instead of dubbing as far as feasible.

4. Enactment of policy guidelines for empanelment of AV Producers/ Agencies

- 4.1. These guidelines will come into effect from the date of notification by CBC.
- 4.2. These guidelines shall supersede all the earlier policy guidelines/internal guidelines of CBC (those that were notified by the erstwhile Directorate of Advertising and Visual Publicity (DAVP) about the empanelment of AV Producers/ Agencies

5. Definitions

- 5.1. **Audio Visual content (hereby AV):** AV content having voice and/or video media. Includes but not limited to Television Commercials, Documentary Films, Promotional TV Serials, Audio Spots/Jingles, Video Spots, Sponsored Radio Programmes, Animated Films, Augmented Reality content
- 5.2. **AV Production job:** AV Production jobs would consist of, but not be limited to, production of AV content, Dubbing/Editing of audio into Indian languages and/or modifications of the already available AV material, motion graphics, duration-based AV content production for various Digital/Analog Platforms, etc.
- 5.3. **AV Producers/Agencies:** The individuals/vendors/agencies who are engaged in the task of AV production.
- 5.4. **Start-up AV Producers/ Agencies:** Organization recognized as Start-Ups by the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India or any other Government authority specified by Government of India or State Governments.
- 5.5. **Radio Spot:** The Radio Creatives have only words/speech and do not involve the composition of original music.
- 5.6. **Radio Jingle/Song/Signature Tune:** The Radio Creatives which are wholly or partially music based with an original composition.
- 5.7. **Sponsored Radio Programmes (SRPs):** Radio programmes, which are being sponsored by any client Department/Ministry / PSU which may include Interviews, Talk-show, Radio Drama, Music Programme, Question-Answer sessions, Speeches, Radio Interactions, etc. Production includes signature tune, opening/closing/change over music/jingle, drama, stock voices/music/songs, studio-recorded interviews/expert comments, receiving questions through

phone/E-mail/letters, the reply of questions by anchor/experts in the Programme, production of promos, etc.

- 5.8. **Re-editing:** Deleting or re-arranging some portion of old episodes.
- 5.9. **Re-recording:** Re-recording some portion of an old episode to replace some old portion, and may include charges for voices and editing.
- 5.10. **Video Spot/Documentaries/Telefilms:** This production category may include Television Commercials (TVCs), Documentary Films and Promotional TV Serials, etc. The production in this category may include script, detailed shot-by-shot storyboard (for Video-spots), location, travel (if required), models, anchors, shooting, editing, jingle, 2D/3D animation, 2D/ 3D character animation, all kinds of graphics, titling/sub-titling/text, music, voiceover, background effects, special effects, etc.
- 5.11. **Special Programmes:** Innovative and unique stories/ special programmes/ featurette related to Government programmes/ policies/ schemes/ or success stories of the beneficiaries of Government programmes/ policies/ schemes
- 5.12. **Expert in Field of AV Production:** Expert from the field of AV Production means Film Directors, TV Programme Producers, Content Writers, Cinematographers, Video/Film Editors, Actors, Radio Programme Producers or any person who has considerable and in-depth knowledge in the field of AV/TV/Digital Production
- 5.13. **Language Version:** The language version would include dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic-animations, etc. to ensure regional look to the Programme.
- 5.14. **Date of application:** Date on which applications for selection are invited by CBC through an advisory/notification in public domain in this regard.
6. **Categories of AV Producers and Pre-qualification criteria**
- 6.1. **Categories of AV Producers:**
- i. Empanelment of the AV Producers will be done under three categories i.e. **Category A, Category B, Category C** in Two pools of producers/agencies i.e. **Startup pool** for Start-ups as defined below and **General pool**.
 - ii. An applicant can simultaneously apply for selection in all three categories i.e. **Category A, Category B and Category C of either General pool or Start-up pool** as per their eligibility.

- iii. In case any applicant applies for same or different categories (A, B and C) of both the pools i.e. General Pool and Start-up Pool, the application for the selection in the categories of General Pool only shall be considered.
- iv. AV Producers shall be empanelled as per their specialization/production experience in different sectors/areas i.e. Social & Public Welfare Sector, Economy, Finance & Infrastructure, National Integration, Defence, Diplomacy, Planning, Culture, Tourism, Environment, Energy, Legal, Administration, Personal, Vigilance and Investigation etc. in different categories (A, B and C) of both the pools i.e. General Pool and Start-up Pool.
- v. The categorization of Ministries/departments under different segments is given in the Annexure 'D' of this Policy.
- vi. The Applicants should mention their sectoral specialization/ production experience in different sectors mentioned in the Annexure 'D' of this Policy, at the time of applying for the empanelment as AV Producer with CBC. This shall be cross-verified by the Technical Evaluation Committee during the scrutiny of the documents particularly related to the work experience as well as during the technical presentation.
- vii. An AV Producer may get empanelled for one or more than one sectors of specialization/production simultaneously in all three categories i.e. Category A, Category B and Category C of either **General pool or Start-up pool**, based on the selection by the Technical Evaluation Committee.
- viii. The linguistic specialization/capability to produce in Indian languages content will also be taken into consideration while empanelling the AV Producers in different categories (A, B and C) of both the pools i.e. General Pool and Start-up Pool. The applying AV Producers must mention their linguistic specialization/capability to produce Indian language content.

6.2. Category wise professional and financial pre-qualification criteria

- i. **Professional Eligibility**
 - a. **Category A: TV Serials/ Sponsored Video Programmes/ Documentary films/ Docudrama:** Professional experience of having produced at least two (2) TV Serials of minimum seven (7) episodes of minimum duration of five to fifteen (5-15) minutes each in the last three (3) complete financial years since the time of application or at least five (5) documentary films of a minimum two to fifteen (2-15) minutes duration each in the last three (3) complete financial years since the time of application.
 - b. **Category B: Sponsored Radio Programme:** Professional experience of having produced at least twenty-six (26) episodes of one (1) or more Sponsored Radio Programmes (SRPs) in the last three (3) completed financial years since the time of application.

c. **Category C: AV Spots / Radio Jingles:** Professional experience of having produced at least twenty (20) Audio spots/ Jingles/ Video spots; out of which at least ten (10) should be Video spots in last three (3) completed financial years since the time of application.

ii. **Financial Eligibility**

The AV Producer/ Agency in all categories of the General Pool i.e. Category A, Category B and Category C should have turnover of not less than Rs. 1 (one) Crore in the segment of AV Production during at least three (3) financial years out of the five (5) years immediately preceding the year of application

6.3. Documents as documentary proof for evaluating financial eligibility:

- i. Certificate/document issued by a Statutory Auditor/Chartered Accountant wherein his/ her membership number and address should be indicated in the official seal.
- ii. Audited Balance Sheet by a Statutory Auditor/Chartered Accountant for last three (3) financial years out of the five (5) years immediately preceding the year of application which clearly indicates the turnover of the AV Producer/Agency in the segment of AV Production.
- iii. Certified Profit and Loss Account statement issued by a Statutory Auditor/Chartered Accountant for three (3) financial years out of the five (5) years immediately preceding the year of application which clearly indicates the turnover of the AV Producer/Agency in the segment of AV Production.

6.4. **AV Producers/Agencies who satisfy professional and financial pre-qualification criteria will be eligible for Technical Evaluation**

6.5. **Special criteria for Start-Up firms/ Agencies in the field of AV production**

In order to promote young/fresh professional talents, the minimum turnover criteria shall be waived off for those Start-Up firms/ agencies in the field of AV production, which fulfill the following criteria:

- i. AV Producers/ Agencies recognized as Start-Ups by Department for Promotion of Industry and Internal Trade (DPIIT), Government of India OR Ministry of, Micro, Small and Medium Enterprises (MSME) OR NITI Aayog.
- ii. AV Producers/ Agencies owned/ managed/ run by the professionals who have degree / diploma from the Institutes set up by the Central Government or affiliated with UGC / AICT in the area of film making or related fields like sound recording, editing, acting, directing, cinematography, etc. This academic qualification will be valid for only those, who graduated from aforesaid institutes in five (5) years immediately preceding the year of application.

or

Such Start-Up AV Producers/ Agencies which have won awards either from the Central Government or State Government or any International Award for their films, documentaries, audio productions, web/digital content etc. (as mentioned in Clause no. 13.8) at least once during five (5) years immediately preceding the year of application.

- iii. The Start-Up firms/agencies should have produced at least three (3) AV production jobs in the last one (1) year for the Government, Public Sector Undertakings or Private sector.

6.6. Other criteria

- i. The applicant should NOT have been disqualified by CBC or been a defaulter of CBC in five (5) year preceding the date of application.
- ii. The applicant should not be blacklisted by the Central Government or any State Government.
- iii. The applicant should NOT be involved in a criminal act for which the Proprietor or Director or Promoter of the firm has been convicted by a Court of law.
- iv. The applicant should be compliant with all laws of the land.

7. Terms of Empanelment of AV Producers

- 7.1. The evaluation shall be done based on recommendations of Empanelment Advisory Committee (EAC), mentioned in Para 8 below.
- 7.2. Notification: CBC shall invite applications from AV Producers by notifying the details in the public domain.
- 7.3. The validity of Panel: CBC shall draw an initial Panel of AV producers/ Agencies with the validity period of **three (3) years**.
- 7.4. Extension of validity period: CBC may extend the validity of the AV producers/ Agencies on the Panel, if they continue to fulfill the requisite pre-qualification criteria, for the maximum period of **one (1) year** after recording the reasons.
- 7.5. Fresh empanelment during validity period: In case it is essential to empanel new AV producers/ Agencies due to operational reasons, CBC will enlist new and eligible AV producers/Agencies on the Panel with approval of DG/ Pr. DG, CBC. The same should, however, be ratified by EAC in its next meeting, at least once in a year. However, the validity for the new AV producers/Agencies shall be coterminous with those enlisted on an existing Panel.
- 7.6. Empanelment window and timeline: The empanelment window will remain open throughout the year. All applicants will be required to apply online on the CBC website (www.davp.nic.in) and submit a physical copy thereof along with all the relevant documents to CBC within 15 (fifteen) days of the online application. The applicants will have to accompany a non-refundable fee of Rupees Ten

Thousand (10000/-) through online banking. The applications without the supporting documents to fulfill pre-qualification criteria will be summarily rejected. CBC will ensure to complete the process of empanelment within 6 (six) months from the date of submission of physical copies of the application and supporting documents.

8. Empanelment Advisory Committee (EAC)

8.1. The empanelment, extension of empanelment and de-empanelment of AV producers/ Agencies shall be done by DG/ Pr. DG, CBC on the recommendations of the Empanelment Advisory Committee (EAC). The composition of EAC will be as follows:

- i. Additional Director General (AV-Production), CBC – Chairperson
- ii. Additional Director General (Accounts)/ Other Senior Officer of Accounts Wing of CBC nominated by DG/Pr. DG, CBC – Member
- iii. Director/Joint Director (AV-Production), CBC – Member
- iv. A representative from Doordarshan(Production Department) – Member
- v. A representative from All India Radio (Production Department) – Member
- vi. A representative from Film and Television Institute (FTII) / Satyajit Ray Film and Television Institute (SRFTII) /Indian Institute of Mass Communications (IIMC)/ National Film Development Corporation (NFDC)under Ministry of Information & Broadcasting (Production Department) – Member
- vii. An expert* from the field of AV Production to be nominated by Principal Director General (Pr. DG)/ Director General (DG), CBC
- viii. Deputy Director/Campaign Officer (AV-Production), CBC – Member Secretary

*Expert from the field of AV Production means Film Directors, Television (TV) Programme Producers, Content Writers, Cinematographers, Video/Film Editors, Actors, Radio Programme Producers or any person who has considerable and in-depth knowledge in the field of AV/TV/Digital Production

9. Selection of the AV Producers/ Agencies

9.1. Selection of the AV Producers/ Agencies applying in the General Pool

The applicants applying for selection in the General pool and meeting the pre-qualification criteria in the respective categories of AV producers/ Agencies i.e. Category A, Category B and Category C shall be considered for Technical evaluation. The technical evaluation would be done by assessing the documents submitted by the AV Producers/ Agencies related to production

set-up, manpower, work experience indicating their sectoral specialization as per Annexure 'D' of this policy and awards for their work, etc. and the technical presentation before the Technical Evaluation Committee. The marking of the applicants will be done on the basis of the criteria mentioned as per 'Annexure A' for the documents for total 50 marks and 'Annexure B' for the technical presentation for 50 marks. The applicants who qualify with at least Twenty Five (25) marks in each stage (Stage and Stage II) and overall seventy (70) marks (out of total 100 marks), in the Technical evaluation shall be considered for empanelment as AV producers/ Agencies by CBC.

The list of documents to be submitted in support of the claims made by the AV Producers/ Agencies is at *Annexure 'C'*.

9.2. Selection of the AV Producers/ Agencies applying in the Start-up pool

- i. Start-up AV Producers/ Agencies, who fulfill the pre-qualification criteria (as mentioned above), shall make a presentation of at least one AV production job produced by them in last three (3) years, before the EAC.
- ii. Total marks assigned to the presentation will be 50 marks as per Annexure 'B'. Start-up AV Producers/ Agencies, who score at least Thirty (30) marks, shall be considered for empanelment as Start-Up AV Producers/ Agencies by CBC.

9.3. Selection in case of exceptional circumstances

- i. Pr. DG/ DG, CBC may, however, consider provisional empanelment of eligible AV Producers/ Agencies or extend the validity of the panel, pending the meeting the EAC. The same should, however, be ratified by EAC in its next meeting, at least once in a year.

10. Suspension of Empanelment

- 10.1. An AV Producer/ Agency may be suspended from the panel for at least one year based on poor performance in terms of missing deadlines (without any valid reasons), substandard quality of production or any other valid reason, after giving a reasonable opportunity to explain his/her case. The decision of Pr. DG/ DG, CBC in the matter will be final.
- 10.2. An AV Producer/ Agency may also be permanently blacklisted for furnishing false information/documentary evidence to CBC or for suppressing any material information which may be detrimental from the perspective of the empanelment process.

10.3. An AV Producer/ Agency may be permanently blacklisted by CBC, if it is found to be involved in any kind of fraudulent practice. This is without prejudice to further punitive action initiated by CBC on the matter.

11. Appeal/ Grievance Redressal Mechanism:

11.1 In case of any dispute concerning the implementation of guidelines/empanelment procedure/criteria and selection process the aggrieved party/ complainant may approach the Grievance Redressal Committee. The Grievance Redressal Committee may consider the cases based on the merit of the grounds cited and supporting documents/proofs. In all such cases/disputes decision of the Grievance Redressal Committees shall be final. The composition of the Grievance Redressal Committee may be as following:

- i. Pr DG/DG, CBC – Chairperson
- ii. Advisor for M/o I&B in NITI Aayog- Member
- iii. Representative of M/o I&B –Member
- iv. Industry Expert** nominated by M/o I&B–Member

**Expert from the field of AV Production means Film Directors, Television (TV) Programme Producers, Content Writers, Cinematographers, Video/Film Editors, Actors, Radio Programme Producers or any person who has considerable and in-depth knowledge in the field of AV/TV/Digital Production

12. Rates for AV Production Job

12.1. Jobs executed by CBC empanelled AV Producers/ Agencies will be as per the rates fixed for the jobs.

12.2. Rates for the production jobs will be determined on the recommendation of Rate Fixation Committee (RFC), the composition of which will be as follows:

- i. Additional Director General (AV Production), CBC- Chairperson
- ii. Director/Joint Director (AV Production), CBC- Member
- iii. One official from Ministry of Information and Broadcasting not below the rank of Under Secretary
- iv. One Director, CBC nominated by DG, CBC
- v. One Senior official from Accounts Wing of CBC nominated by DG, CBC
- vi. One representative from Doordarshan
- vii. One representative from All India Radio
- viii. One representative from the from Film and Television Institute (FTII) / Satyajit Ray Film and Television Institute (SRFTII) /Indian Institute of Mass Communications (IIMC)/ National Film Development Corporation (NFDC) or an expert*** from the field of AV Production to be nominated by Pr DG/DG CBC
- ix. Deputy Director/Campaign Officer (AV Production), CBC- Member Secretary

***Expert from the field of AV Production means Film Directors, Television (TV) Programme Producers, Content Writers, Cinematographers, Video/Film Editors, Actors, Radio Programme Producers or any person who has considerable and in-depth knowledge in the field of AV/TV/Digital Production

- 12.3. The rates fixed based on the recommendations of Rate Fixation Committee (RFC) in 2012 will be applicable for the AV producers/ Agencies empanelled as per the instant policy guidelines, till the time rate card is revised on the recommendation of RFC. Such AV producers/ Agencies will have to furnish an undertaking of acceptance to the rate card fixed by CBC and all other terms and conditions specified thereafter.
- 12.4. The production rates will be separately worked out for the Films/TVCs/Anthem Songs etc. which involve shooting and the Films/TVCs/Anthem Songs etc. which are compiled out of the stock footages/graphics etc. only without any fresh shooting involved.
- 12.5. The rates would be released in form of a rate card. There will be an endeavor by CBC to review rate card after every 3 years

13. Procedure for selection of empanelled AV Producers/ Agencies for awarding production jobs

- 13.1. On receipt of AV production job requests and basic brief of the subject/ subjects from client Ministries/Departments, CBC will seek expression of interest from the Producers/ Agencies who have been empanelled as per the sectoral specialization in the respective Ministry/Department. The expression of interest will only be sought from Producers/ Agencies from both General pool and Start-up pool, who are empanelled under the respective sectoral specialization under the respective Category i.e. Category A, Category B and Category C which has been considered as per the nature of the desired job. The Ministry-wise sectoral specialization is given in the Annexure 'D' of this policy.
- 13.2. A maximum of ten (10) agencies will be shortlisted from the lot by an internal committee constituted for this purpose by Pr DG/DG, CBC with a representative of the client Ministry/Department among the all Producers/ Agencies who turned-up for expression of interest based on the concept note/idea submitted by them.
- 13.3. These ten (10) AV Producers/ Agencies would be invited to attend a detailed creative briefing at a venue, time and date as specified by CBC, wherein the requirement of the job, content, objectives, target audience etc. will be explained and reference material, if any, will be circulated.

- 13.4. Those who attend the creative briefing will be asked to give a presentation on the concerned subject/ subjects, on a venue, time and date as specified by CBC or decided during the creative briefing. The concerned AV Producers/ Agencies may also be asked to showcase their past works, if any, in similar subjects or field.
- 13.5. Client Ministry/ Department may formulate a committee in the respective Ministry/ Department for the evaluation of presentation for the final selection of producer(s), approvals to the rough cuts after production and final approval to the produced Creatives. The committee will include at least one member from CBC, not below the rank of Campaign Officer.
- 13.6. If the number of AV production jobs is more than one, then one or more producer may be selected for execution of the job. The selected AV Producers/ Agencies will be assigned the job by CBC, subject to placement of funds to CBC by the concerned client Ministry/ Department.
- 13.7. CBC will also maintain a roster of empanelled AV Producers/ Agencies, for executing additional works like dubbing, re-editing, re voice-over, duplication, etc. of films/spots/jingles, which are not originally produced through CBC. In such cases, CBC will assign the job to the producer next in the roster. However, CBC will take written undertaking from the concerned producer regarding the execution of the job as per requirement. If the original job is done through CBC, then CBC will assign the dubbing, re-editing, re voice-over, duplication, etc. to the same AV Producer/ Agency, who executed the original job, subject to the validity of empanelment of the AV Producer/ Agency with CBC.
- 13.8. CBC reserves the right to directly call for briefing/ assignment of job the renowned producers in field of AV production who have bagged 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, United States of America (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 and
 - (vii) (Such other awards as may be notified by the Ministry of Information and Broadcasting, Government of India.

14. Conditions for job execution

14.1. CBC will forward the rough cuts made by the AV Producers/Agencies (who have been assigned the job) to the client Ministry/Department for approval. The committee constituted in this regard, as mentioned in para 13.5, will evaluate and approve the rough cuts. CBC shall release 30% payment of the approved cost of production to the AV Producers/Agencies, as the rough cuts (as per the approved script) are approved by the Client Ministry/Department.

14.2. Timeline for approval of scripts, rough cuts/jobs

- i. For modification (if any) and finalization of the selected script by the Client and AV Producers/Agencies: maximum 7 days from the date of job assignment.
- ii. Submission of first rough cut by the AV Producers/Agencies: maximum 30 days from the date of job assignment.
- iii. Approval or corrections (if any) to be conveyed by the Client: maximum 15 days from the date of receipt of the respective rough cut.
- iv. Finalization and approval of the final product in all languages by the client: maximum 45 days from the date of receipt of the first rough cut.
- v. However, if the production requires travelling to different places (as per the requirement of the approved script) and may take more time for execution, then the AV Producers/Agencies must seek prior permission with valid reasons and if agreed by both CBC and client, time for production will be extended with written communication. The reimbursement of the travel expenses will be as per the actual for a journey beyond 200 km; journey could be undertaken by rail (First Class/AC-2T) or by road up to 800 km, and by air (economy class) beyond 800 km for maximum three (3) to five (5) members' production crew. The AV Producers/Agencies, may, however, obtain the prior permission of CBC for undertaking such journey and should submit supporting documents, i.e., used tickets or bill for hiring vehicles etc. to support their claim.

14.3. Endorsements: In the selection process for job execution preference may be given to the AV Producers/Agencies who can manage the celebrity endorsement for the creatives in the gratis. In the special cases, where celebrity endorsement is necessarily required for the creatives, with the prior consent of client Ministry concerned and CBC, AV Producer/Agency may be reimbursed a maximum up to Rupees One (1) lakh as an honorarium for celebrity endorsement. The decision of CBC would be final and binding regarding the admissibility of such an honorarium.

14.4. Payment of Royalties: Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in production would be the responsibility of the AV Producer/Agency and there will not be any extra payment towards the same.

14.5. Final payment to AV Producers/Agencies for production: The client Ministry/Department may approve the final creatives on the recommendations

of the committee constituted in the respective client Ministry/Department in this regard, as mentioned in para 13.5. The bills for the product may be processed only after satisfactory completion of the assigned production job or approval of Ministry/Department on the final product and receipt of final deliverables. The payment will be processed only for the actual number of products that have been produced, delivered and approved. However, in cases where the final product is done by AV Producers/Agencies is rejected by the Ministries/Departments, not more than 40% of the approved cost of production, may be paid to the AV Producers/Agencies.

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

Annexure 'A'

Policy Guidelines for Empanelment of Audio-Video Producers/ Agencies with CBC

1. Mark sheet for Evaluation for Category 'A'

Name of producer					
Marks of Technical Evaluation					
Sl. No.	Criteria	Marking Scheme	Marks Scored		
1.	In House Creative Team (maximum 20 Marks) Documents such as salary slips and bank statements of employer and employee since 3 years (as specified in the guidelines) to be submitted as proof of the claims	In-House Team of permanent staff of Creative Director / Director/ Script Writer/ Cinematographer / Cameraperson/ Video Editor/ Sound Recordist/ Graphics / Animation artist/Language Translators (other than Hindi & English) (other than the producer, if any)	5 marks for a permanent staff of 5-10 members 10 marks for a permanent staff of 11-20 members 15 marks for a permanent staff above 20 members		
		Contractual/Ad-hoc/assignment based team including Creative Director / Director/ Script Writer/ Cinematographer / Cameraperson/ Video Editor/ Sound Recordist/ Graphics / Animation artist/ Language Translators (other than Hindi & English) (Based on the work-orders/copy of contract/assignment submitted by the AV Producer)	2 marks for a Empanelled/Temporary staff of 5-10 members		
			3 marks for a Empanelled/Temporary staff of 11-20 members		
			5 marks for a Empanelled/Temporary staff above 20 members		
		2.	Work Experience in last three (3) years (maximum 20 Marks) - Documents as specified in the guidelines to be submitted as proof of the claims	Documentary Film / Corporate Film/ Feature Film/ Short Film (Fiction)/ TV Series / Web Series/ Game Show / Reality Show (for TV or web)/ Video Song / Music Video/ Animation Film (2D/3D) if produced	10 marks for at least 5 productions 15 marks for 6-15 productions 20 marks for above 15 productions
				Applicants should mention their sectoral specialization/ production experience in different sectors mentioned in the Annexure 'D' of this Policy	

3.	Awards in last three (3) years, if any (maximum 10 Marks)	International /National /State Level Awards won in the field of AV production, Scripting, direction, Sound, editing, VFX etc. in the last three (3) years * List of awards as mentioned in the guidelines	1 mark for State Level Awards	
			2 marks for National awards	
			3 marks for International awards *Maximum 10 marks based on the number and Level of awards and Level of awards	
4.	Grand Total (1+2+3) (Maximum 50 Marks)			

2. Mark sheet for Evaluation for Category 'B'

Name of producer			
Marks of Technical Evaluation			
Sl. No.	Criteria	Marking Scheme	Marks Scored
1.	<p style="text-align: center;">In House Creative Team (maximum 20 Marks)</p> <p>Documents such as salary slips and bank statements of employer and employee since 3 years (as specified in the guidelines) to be submitted as proof of the claims</p>	<p>Permanent In-House Team of Creative Director / Head, Script Writer, Sound Studio, Sound Recordist/Engineer/ Music Arranger, Music Composer/ Music Director, Singers, Musicians and Voice-Over Artists, Language Translators (Hindi, English and other regional languages) (other than the producer, if any)</p>	5 marks for a permanent staff of 2-5 members
		<p>Contractual/Ad-hoc/assignment based team including Creative Director / Head, Script Writer, Sound Studio, Sound Recordist/Engineer/ Music Arranger, Music Composer/ Music Director, Singers, Musicians and Voice-Over Artists, Language Translators (Hindi, English and other regional languages)</p>	10 marks for a permanent staff of 5-10 members
		<p>(Based on the work-orders/copy of contract/assignment submitted by the AV Producer)</p>	15 marks for a permanent staff above 10 members
		<p>Contractual/Ad-hoc/assignment based team including Creative Director / Head, Script Writer, Sound Studio, Sound Recordist/Engineer/ Music Arranger, Music Composer/ Music Director, Singers, Musicians and Voice-Over Artists, Language Translators (Hindi, English and other regional languages)</p>	2 marks for a Empanelled/Temporary staff of 2-5 members
2.	<p>Work Experience in last three (3) years (maximum 20 Marks) - Documents as specified in the guidelines to be submitted as proof of the</p>	<ul style="list-style-type: none"> • Sponsored Radio Programmes / Radio Serials(duration at least 10 minutes) • Radio Series / Web Radio Series(each series of duration at least 15 minutes) • Audio Spot / Audio Jingle, (of duration at least 1 Minute) 	3 marks for a Empanelled/Temporary staff of 5-10 members
		<p>(Based on the work-orders/copy of contract/assignment submitted by the AV Producer)</p>	5 marks for a Empanelled/Temporary staff above 10 members
	<p>Work Experience in last three (3) years (maximum 20 Marks) - Documents as specified in the guidelines to be submitted as proof of the</p>	<ul style="list-style-type: none"> • Sponsored Radio Programmes / Radio Serials(duration at least 10 minutes) • Radio Series / Web Radio Series(each series of duration at least 15 minutes) • Audio Spot / Audio Jingle, (of duration at least 1 Minute) 	10 marks for at least 5 episodes
	<p>Work Experience in last three (3) years (maximum 20 Marks) - Documents as specified in the guidelines to be submitted as proof of the</p>	<ul style="list-style-type: none"> • Sponsored Radio Programmes / Radio Serials(duration at least 10 minutes) • Radio Series / Web Radio Series(each series of duration at least 15 minutes) • Audio Spot / Audio Jingle, (of duration at least 1 Minute) 	15 marks for 6-15 episodes

	claims	<ul style="list-style-type: none"> • Audio Song (of duration at least 3 minute) <p>Applicants should mention their sectoral specialization/production experience in different sectors mentioned in the Annexure 'D' of this Policy</p>	20 marks for above 15 episodes	
3.	Awards in last three (3) years, if any (maximum 10 Marks)	<p>International /National /State Level Awards won in the field of Audio Production in the last three (3) years</p> <p>* List of awards as mentioned in the guidelines</p>	<p>1 mark for State Level Awards</p> <p>2 marks for National awards</p> <p>3 marks for International awards</p> <p>*Maximum 10 marks based on the number and Level of awards and Level of awards</p>	
4.	Grand Total (1+2+3) (Maximum 50 Marks)			

3. Mark sheet for Evaluation for Category 'C'

Name of producer			
Marks of Technical Evaluation			
Sl. No.	Criteria	Marking Scheme	Marks Scored
1.	In House Creative Team (maximum 20 Marks) Documents such as salary slips and bank statements of employer and employee since 3 years (as specified in the guidelines) to be submitted as proof of the claims	Permanent In-House Team of Creative Director / Director (other than the producer, if any), Script Writer, Cinematographer / Cameraperson, Video Editor /VFX Artist, Graphics / Animation artist, Sound Studio, Sound Recordist/Engineer/ Music Arranger, Language Translators (other than Hindi & English)	5 marks for a permanent staff of 5-10 members
			10 marks for a permanent staff of 11-20 members
			15 marks for a permanent staff above 20 members
1.	Contractual/Ad-hoc/assignment based team including Creative Director / Director (other than the producer, if any), Script Writer, Cinematographer / Cameraperson, Video Editor /VFX Artist, Graphics / Animation artist, Sound Studio, Sound Recordist/Engineer/ Music Arranger, Language Translators (other than Hindi & English) (Based on the work-orders/copy of contract/assignment submitted by the AV Producer)		2 marks for a Empanelled/Temporary staff of 5-10 members
			3 marks for a Empanelled/Temporary staff of 11-20 members
			5 marks for a Empanelled/Temporary staff above 20 members
2.	Work Experience in last three (3) years (maximum 20 Marks) -	<ul style="list-style-type: none"> • Ad Film / Digital Film / Video Spot (of duration at least 20 seconds) • Short Film (Fiction) (of duration at least 2 minutes) 	10 Marks for 20 Audio spot/ Audio Jingle/ Video Spots (with Min. 10 Video spot)

	<p>Documents as specified in the guidelines to be submitted as proof of the claims</p>	<ul style="list-style-type: none"> • Audio Spot / Audio Jingle (of duration at least 20 seconds) • Video Song / Music Video (of duration at least 20 seconds) • Animation Spot (2D/3D)(of duration at least 20 seconds) <p>Applicants should mention their sectoral specialization/ production experience in different sectors mentioned in the Annexure 'D' of this Policy</p>	<p>15 Marks for 20-30 Audio spot/ Audio Jingle/ Video Spots (with Min. 15 Video spot)</p> <p>20 Marks for above 30 Audio spot/ Audio Jingle/ Video Spots (with Min. 20 Video spot)</p>	
3.	<p>Awards in last three (3) years, if any (maximum 10 Marks)</p>	<p>International /National /State Level Awards won in the field of AV production, Scripting, direction, Sound, editing, VFX etc. in the last three (3) years</p> <p>* List of awards as mentioned in the guidelines</p>	<p>1 mark for State Level Awards</p> <p>2 marks for National awards</p> <p>3 marks for International awards</p> <p>*Maximum 10 marks based on the number and Level of awards and Level of awards</p>	
4..	<p>Grand Total (1+2+3) (Maximum 50 Marks)</p>			

Policy Guidelines for Empanelment of Audio-Video Producers/ Agencies with CBC

Presentation Evaluation

Producer Name		
Marks of Technical Evaluation– Presentation		
Sl. No.	Criteria	Marks Scored
1	<p>Past Experience of last 3 financial years based on Show reel (Min. 10 approved Jobs in each sector of specialization) (Maximum 30 Marks)</p> <ul style="list-style-type: none"> ➤ Past Experience of last 3 financial years based on Showreel under all three categories of General Pool and Start-up Pool ➤ Selection of Producers as per sectoral specialization/ production experience ➤ Showreel must include sector-wise collation of at least 10 different approved AV-Production jobs for every sector in last 3 years according to the applicant category i.e. 'A', 'B' or 'C' ➤ Evaluation of showreel of past creatives on following parameters: <ul style="list-style-type: none"> ▪ Creative Idea (7 marks) ▪ Audio-Visual Conceptualization (5 marks) ▪ Treatment to the Subject (5 marks) ▪ Overall production variables such as direction, cinematography/videography, editing, screenplay and Scale of Production (8 marks) ▪ Technology Induced (5 marks) <p>(Maximum 30 Marks)</p> <p>The sectoral specialization/ production experience in different sectors mentioned in the Annexure 'D' of this Policy, shall be considered by the Technical Evaluation Committee as a criteria to empanel the AV Producers in different sectors under all three categories of General Pool and Start-up Pool</p>	

2	<p>Evaluation of concept/ approach /creative routes and scratch creatives on a given theme/subject on following parameters:</p> <ul style="list-style-type: none"> • Creative Idea (3 marks) • Audio-Visual Conceptualization (4 marks) • Treatment to the Subject (4 marks) • Overall production variables such as direction, cinematography/videography, editing, screenplay and Scale of Production (6 marks) • Technology Induced (3 marks) <p>(Maximum 20 Marks)</p>	
3.	<p>Grand Total (1+2) (Maximum 50 Marks)</p>	

Note:

- **Minimum qualifying marks will be 25 marks in each stage (Stage I and Stage II) and overall 70 marks (out of 100).**
- **The applicants, who are found eligible / qualified by obtaining overall 70% or more in Stage I + Stage II in evaluation by the EAC, shall be empanelled/enlisted as AV Producers by CBC.**

Policy Guidelines for Empanelment of Audio-Video Producers/ Agencies with CBC**List of the requisite documents for empanelment of AV Producers/ Agencies**

Documents	Period	Details
1. Details of work experience of AV Production jobs	Last three (3) Years	Copies of job order/ agreement/ contract/ work completion certificate etc. In the case of feature films, certificate of Central Board of Film Certification (CBFC) or production agreement should be submitted. The job orders/ agreements/ contracts/ work completion certificates should clearly mention the name and address of the producer/ production house, name and address of the client organization and the detail of the job. In case of TV, Web or Radio Series/ Sponsored Radio Programmes (SRP), the names of the respective TV, Online Streaming Platform and Radio channels in which the programme/ show was telecast/ broadcast should also be mentioned
2. GST registration certificate and Copy of PAN card	=	GST registration certificate and Copy of PAN card
3. Copies of income-tax returns	Last three (3) financial years	The producer should also submit, duly verified by a Chartered Accountant (indicating membership number of Chartered Accountant in his/ her seal), Turnover Certificate, Balance Sheet and Profit & Loss Accounts of the firm/company, for the last three (3) financial years from the date CBC's notification inviting application.
4. Details of the 'in-house' creative team	=	<ul style="list-style-type: none"> • Bio-data of members of the permanent Creative team • Salary slips and bank statements of employer and employee since 3 years
5. Affidavit	=	An affidavit on the claims of 'in house creative team' and 'work experience' on stamp paper duly attested by notary
6. Details of Awards won	Last three (3) Years	<p>Details of Awards won (if any) by the producer should be mentioned along with documentary proof. The list of awards are as follows:</p> <ul style="list-style-type: none"> (i) Cannes Lions International Advertising Festival, France (Golden Lion, Silver Lion, Bronze Lion); (ii) American Advertising Federation, United

		<p>States of America (Golden Addy, Silver Addy, Bronze Addy);</p> <p>(iii) Mobius Advertising Awards, California, USA (Best Commercial, Best Recreation, Public Service);</p> <p>(iv) Clio Awards, Miami, USA; (Best Ad Agency, Best Director, Best Art Director, Best Producer);</p> <p>(v) Top Awards by Advertising Agencies Association of India (AAAI) in product categories;</p> <p>(vi) 'ABBY' Award, India and</p> <p>(vii) Such other awards as may be notified by the Ministry of Information & Broadcasting, Government of India.</p>
7. Processing Fees	=	Along with the application form, the producer must submit an online processing fee of Rupees Ten Thousand (10,000/-) , drawn in favour of the 'PAO (BOC etc.)', New Delhi as processing fee (non-refundable).
8. Self Declaration	=	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 three (3) years.
9. showreel	Last three (3) Years	The AV Producers/ Agencies shortlisted at the Technical evaluation shall make a presentation before EAC <u>at their own cost on date(s) and time specified by CBC.</u> The producers shortlisted for presentation will also have to submit a showreel of his / her production work undertaken in the last three (3) years, as and when notified by CBC

Annexure D

CBC may classify the empanelled AV producers in broad sectors (based on the producers' proven expertise) as mentioned below. Jobs may be assigned to producers as per their expertise:

Social & Public Welfare Sector	Economy, Finance & Infrastructure	National Integration, Defence, Diplomacy, Planning and Democracy, etc.	Culture, Tourism etc.	Environment , Energy	Legal, Administration, Personal, Vigilance and Investigation
Health & Family Welfare, AYUSH, Education, Women & Child Development, Labour & Employment, Tribal Affairs, Social Justice & Empowerment, Panchayati Raj, Information & Broadcasting, Minority Affairs, Agriculture & Farmers Welfare, Youth Affairs & Sports, DONER, NHRC, Animal Husbandry, Dairying and Fisheries	Finance, Corporate Affairs, Commerce & Industries, MSME, Statistics & Programme Implementation, Consumer Affairs, Food & Public Distribution, Rural Development, Housing and Urban Affairs, Road Transport & Highways, Shipping, Civil Aviation, Food Processing and Industries, Jal Shakti, Textiles, Chemical & Fertilizers, Skill Development & Entrepreneurship	Cabinet Secretariat, Election Commission, Home Affairs, NITI Aayog, External Affairs, Defence,	Culture, Tourism,	Environment, Forests & Climate Change, Atomic energy, Earth Science Coal, Electronics & Information Technology, Mines, Power, Steel, Petroleum & Natural Gas, Electronics, Communication & Information Technology, Space, New & Renewable Energy	Law and Justice, Parliamentary Affairs, DoPT, DARPG, Pension & Pensioners Welfare, CAG, CIC, CVC, UPSC, SSC

Note: One producer may be included (as per recommendation of EAC) in more than one sector and category in the same pool provided he / she submits documentary proof of expertise for the sectors. For a job which does not fall under any of the sectors (as mentioned at clause – 7 and as specified in Annexure D) or about which there is any doubt, decision of Pr. DG, CBC will be final.