



Government of the Jammu & Kashmir
Directorate of Information & Public Relations
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Sub: Guidelines for Empanelment of Video Producers with DIPR, JK.

Pursuant to this office notice no. INF/AV/88/2020 dated 24/09/2021, regarding the empanelment of video producers/production houses. The interested video producers/production houses may submit their Applications/proposals on the following address:

**Audio-Visual Section, Directorate of Information and
PR, Near Sher-i-Kashmir Park, Residency Road,
Srinagar- 190001, J&K.**

Sd/-
Deputy Director
(Audio-Visual)



CORRIGENDA

In continuation to this office notice no. INF/AV/88/2020 dated 24/09/2021, the following clauses of eligibility criteria in the guidelines notified may be read as under:

In Point No. 6

Category	Existing Clause	Revised Clause
category A, sub category (b)	Professional experience of having produced at least 2 TV Serials of 7 episodes each OR at least 2 Sponsored Video programmes of 7 episodes each OR at least 5 documentary films of at least 5 minutes duration each OR at least 5 episodes of Docudrama of 5 minutes duration each in the past 3 years. Out of the above, at least half of the production work should be from Govt. Departments/DIPR.	“Professional experience of having produced at least 2 TV Serials of 7 episodes each OR at least 2 Sponsored Video programmes of 7 episodes each OR at least 5 documentary films of at least 5 minutes duration each OR at least 5 episodes of Docudrama of 5 minutes duration each in the past 5 years. Out of the above at least half of the production work should be from clients other than DIPR, J&K/Govt. Departments.
Category B , the sub category (b)	Professional experience of having produced at least 20 video spots in last 3 years. Out of total 20 video spots at least 10 video spots should have been produced from Govt. Departments/DIPR.	“Professional experience of having produced at least 20 video spots in last 5 years. Out of total 20 video spots at least 10 video spots should have been produced for clients other than DIPR, J&K/Govt. Departments.

Sd/-
Deputy Director
(Audio-Visual)

No: INF/AV/88/2020
Dated 05/10/2021