



Government of the Jammu & Kashmir
Directorate of Information & Public Relations
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Notice

Applications on prescribed format are invited from the eligible Audio/Video producers of different categories for empanelment with Directorate of Information & Public Relations, J&K. The Audio/Video producers/production houses shall apply along with requisite details with supported documents by or before 05/07/2021.

The detailed notice along with application format is given below or can be obtained from the office of the Directorate of Information & PR, Polo view, Srinagar during office hours.

Sd/-
Deputy Director
(Audio-Visual)

Guidelines/Terms & Conditions for Empanelment of Audio-Visual Producers

DIPR J&K intends to empanel audio-visual producers to utilize their services for production of audio-visual creatives & productions of various government policies and programmes. Various Departments under the Government of JK require the services of audio-visual agencies/producers for publicity of their programmes and policies.

General Guidelines

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. DIPR JK proposes to classify producers in the following broad sectors based on the experience shown by the producers in those sectors. The applicant will specify the sectors in which he has past experience and his interest in doing work in future as well, in the order of preference, in the application form. DIPR J&K will try to provide work on the basis of those preferences though the producers may also be required to work on other sectors based on the preference of DIPR J&K. Following categories may be specified in this regard:-
 - a. Welfare sector: Welfare schemes of the Government.
 - b. Social sector: Health and related issues, education, women and children related issues, social issues etc.
 - c. Infrastructure sector: Water resources, irrigation, agriculture, road safety, power, urban development, rural development, environment, tourism etc.
 - d. Culture, Social harmony and security related subjects.
 - e. Finance and others: Tax compliance, consumer right awareness etc.
 - f. National integration, defense and national security
 - g. Any other field which DIPR J&K may deem inevitable for the purpose of empanelment.

Eligibility Criteria

Only such Indian citizens/producers who have adequate qualifications, experience and capabilities to produce good quality audio-video production, as per the eligibility criteria prescribed for different categories will be eligible to apply only on prescribed proforma along with all requisite documents/enclosures for each category. The Institution/production house should have technical team (Director, Editor, Music Director, Cameraman, Film Editor, Script Writer). The details of which may be submitted in resume along with application form. Applications should be submitted in separate sealed envelopes for empanelment in various categories of production along with the prescribed declaration form.

Interested applicants shall submit their proposals in a sealed cover. On the cover of the tender for the spot and film production, the eligibility of A/B/C and special category and radio jingles/serials for the radio will have to be written. For the

concerned institution which is eligible in a given category, it is mandatory to submit the security deposit payable in the name of Accounts Officer, DIPR at the time of release order for the intended work.

CATEGORISATION

DIPR J&K proposes to empanel producers/production agencies in following categories.

Category A

- a. The producers/production agencies should have a minimum average turnover & net worth of 50 lakh or above only from film production work, to be considered for this category (It can be the average of last three financial years i.e., 150 lakh for 2018-19,2019-20 & 2020-21).
- b. Professional experience of having produced at least 20 documentary films / TV serials of 10 to 30 min duration & at least 40 advertisement spots/jingles in the past two years.

Category B

- a. The producers/production agencies should have a minimum average turnover & net worth of 30 to 50 lakh only from film production work, to be considered for this category ((It can be the average of last three financial years i.e., 90-150 lakhs for 2018-19,2019-20 & 2020-21)
- b. Professional experience of having produced at least 15 documentary films/ Short films & at least 30 advertisement spots/jingles in the past two years.

Category C

- a. The producers/production agencies should have a minimum average turnover & net worth of 15 to 30 lakh only from film production work, to be considered for this category (It can be the average of last three financial years i.e., 45-90 lakhs for 2018-19,2019-20 & 2020-21)
- b. Professional experience of having produced at least 08 documentary films/ short films & at least 15 advertisement spots/jingles in the past two years.

Special Category.

- a. Young professionally qualified producers with net worth of 5 lakhs/year who are degree/diploma holders in Mass communication from EMMRC, Kashmir University, IIMC, Jammu University or any other university recognized by UGC with experience of at least 05 years in the field of production/Departmental documentaries.
- b. DIPR may call for briefing/assignment of job to renowned producers, with acclaimed audio-video productions and at least having received one international/national acclaimed award who are not on the panel.
- c. AV producers empanelled with Doordarshan.

APPLICATION:

1. All applicants shall be required to submit the application in the prescribed proforma.
2. Application forms along with guidelines /rules & regulations can be obtained from the office of DIPR J&K during the office w.e.f 14/06/2021 to 05/07/2021
3. Last date of submission of application form is 05/07/2021 till 5.00 P.M. at the office.
4. Separate application form should be submitted along with all requisite documents/enclosures etc. for each category of empanelment.
5. The following information/documents/material must be furnished along with the application :-
 - a. Ownerships of Production Studios: Legal/Valid Documentary proof of ownership of studio facilities and equipments.
 - b. Ownerships of Production Firm: Legal/valid Documentary proof of ownership/ retainer ship of the firm.
 - c. The details of films/programmes produced, the channel/occasion on which the film/programme telecasted.
 - d. Turnover from Audio-Visual Productions: Copy of PAN & GST No., Copy of Income Tax, VAT & GST returns including acknowledgement issued by concerned department for last three (03) financial years in support of income from Audio-Visual Productions.
 - e. Only Audio-Visual Production costs will be considered for turnover calculations & grant will not be considered for turnover calculations.
 - f. Various categories of Producers may be awarded Audio-Visual work of varying types, depending upon their technical and financial capacity as reflected in their category.
 - g. Turnover & Net worth: Certificate with complete calculation by Chartered Accountant (indicating membership No. of CA with seal) in support of turnover & net worth of minimum amount for applied categories.
 - h. Balance Sheets and profit/loss account statement: Balance sheets and profit & loss accounts of his/her firm/company for the last three financial years duly audited & certified by a Chartered Accountant indicating membership No. of CA with seal.

- i. Bio-data of the key persons of his/her creative team. Composition of creative team to be submitted along with bio-data of atleast Director, Cinematographer, Sound Recordist, Editor, 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 showreel of his/ her work and documentary proof of ownership/retainer ship of production facilities, if any.
- j. The producer or his/her duly authorized representative may be required to make presentation at his/her own cost before the empanelment committee at fixed time, date and venue.
- k. The producer will have to provide as part of his/her work experience detail of work orders and completion certificates for the work done by him/her in past years. Orders and certificates should be separate and show the kind of work done both in terms of finance and excellence according to applied category. These certificates should be self attested and issued by Govt. departments/organizations or any reputed company or any renowned production house. Censor certificate issued by Central Board of Film Certification, India will also be treated as completion certificate.
- l. Undertaking on a non- judicial stamp paper of 100/- to the effect that the information submitted by him/her is correct and he/she will abide by the decision of DIPR JK with regard to empanelment. In case the information submitted by him/her is found to be false or fabricated in any manner, he/she may be suspended or debarred from empanelment.

OTHER CONDITIONS:

1. 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 DIPR JK will not be eligible for empanelment (Close relative means spouse, dependent children/parents/ brothers/ sisters and other dependents).
2. DIPR JK reserves the right to accept or reject any or all applications, without assigning any reason thereof.
3. If a producer does not respond to call for briefing/does not submit script after attending a briefing, without any valid reason, on two consecutive occasions, he/she can be removed from the list of empanelled producers.
4. Empanelment will be valid for the two years from the date of empanelment.

5. DIPR J&K reserves the right to terminate the panel any time or extend the tenure of empanelment without assigning any reason thereof.
6. The guidelines/terms & conditions may be amended from time to time as considered necessary.
7. The empanelment does not guarantee that the work will be provided to the empanelled producers.

IMPORTANT NOTE:

All criteria mentioned above are essential for applying for empanelment in above categories. Any producer/production agency who does not meet any one of the above mentioned criteria or has not submitted the required valid and authenticated documents or applications received without requisite documentary proof would be rejected without any intimation.

RATE STRUCTURE/FINANCIAL BID

Rate Structure for Empanelment of Audio-video producers/production Houses. The producers are required to quote their rates/offers, according to applied category for audio-visual production in the given format. The rates quoted shall not exceed the approved rates of DAVP under each category. The producers shall be asked to quote the rates through quotations/tenders and on the basis of these quotations/tenders, a panel of tenderers agreeing on the (L1) rate will be constituted for determining the rate for the tender under each category. If the (L1) rate is not acceptable to the other tenderers, then a new rate will be evaluated by taking the previous rates, DAVP approved rates Prasar Bharti rates and rates offered by other tenderers into consideration. The new rate shall in no case exceed the DAVP approved rates under concerned category. For those categories in which DAVP rates are not available, in such cases the rates shall be determined by taking pro rata basis from the previous and next spot category of DAVP approved rates.

The creatives shall have to be produced in a time frame and in desired quality and in case the work is not done within desired quality and time limit the organization shall forfeit the security deposit to be decided at the time of issuance of release order. The organization will also be blacklisted for a period of 2 years.

Film/Video spots/ TV programmes

Duration	Beta Cam/DV Cam/HDV/ DVC Pro or equ.	Full HD or Equ	2K or Equ.	4 K or Equ.	4 K Ultra or Equ.	Language Version	Shorter Version
Up to 30 seconds							
Spot up to 60 seconds							
Spot up to 60-90 seconds							
Spot 90-120 seconds							
Documentaries/Tele films 2-5 minutes							
Documentaries/Tele films 5-10 minutes							
Documentaries /Tele films 10-15 minutes							
Documentaries /Tele films 15-30 minutes							

Note: The AV producers/production houses are required to compulsorily provide the quotations under HD category. The quotations under other categories are however also desired.

Animation

Duration	White Board Animation	2-D Animation	3-D Animation
Spot up to 30 seconds (HD)			
Spot up to 60 seconds (HD)			
Spot up to 120 seconds (HD)			
Spot up to 5 minutes (HD)			

Radio Jingles/Spots

Duration	Master Version	Language Version	Additional Recording	Shorter Version
Spot up to 30 seconds				
Spot up to 120 seconds				

Radio Programme

Duration	Master Version	Language Version	Additional recording	Shorter Version
Up to 10 minutes				
Up to 15 minutes				
Up to 20 minutes				
Up to 30 minutes & above				

Directorate of Information & Public Relations J&K.

Application for Empanelment of Audio-Video Producers.

1. Name of the Applicant: _____

2. Name of the organization: _____

a. Office address in full: _____

b. Residential address: _____

c. Telephone No. with STD code: Off.: _____ Res.: _____

d. Fax No. _____

e. Mobile No. _____

f. E-mail address: _____

g. Do you have branch office/
Offices other than the one indicated

(If yes, give details) _____

3. Do you have your own studio: _____
(If yes, film or Video or Audio)

a) Address: _____

b) Telephone No. _____

c) Is the studio fully owned by your own organization or in partnership
with some other organization: _____

(Please attach list of shooting, recording, editing and other equipments
and facilities and documentary proof of ownership of studio and
equipments)

Legal status of Organization

4. a) Is it a registered firm/company: Yes/No _____
(If yes, self attested copy of the certificate of registration may be attached)
- b) Is your organization a Proprietorship Firm/Partnership Firm/Private Ltd. or Public Ltd (Attach self attested documents (If a partnership firm, state the name/s and address/es of your partners. If company, state the names and Addresses of Directors)
- _____
- _____
- c) PAN _____ d) GST No. _____

Professional Qualifications and Experience

5. Have you done any degree/ diploma course in the field of audio-visual production (If yes, give details with documents):
Yes/No _____
- _____
- _____
6. Programme category applied for - Programme Category A/B/C /Special
(Please tick mark the category and give details of professional experience as required against each category in the guidelines in the following format)
Total number of productions as per the Category applied _____
7. Important functionaries of the organization who usually form the team for creative work and the nature of work they are associated with. Enclose the bio-data of at least Director, Cinematographer, Sound Recordist, Editor, Script Writer and Music Director along with awards won if any by each.
- _____
- _____
8. Has any of your productions won an award? : _____
(Give details):
- _____
- _____
9. Programme category wise specialization (indicate your preferences along with documentary evidence of their experience in that area) :
- a) Documentary/Short films
 - b) Television Serials/Tele films.
 - c) TV spots/Advertisement films & Jingles.
 - d) Educational programmes.
 - e) Feature length films.
 - f) Corporate films/Video presentation.
 - g) Animation films

Preference order 1.----- 2.-----
 3.-----4-----
 5-----6-----
 7-----

10. Sector wise specialization (indicate your preferences along with documentary evidence of their experience in that area) :
- a. Welfare sector: Welfare schemes of the Government.
 - b. Social sector: Health and related issues, education, women and children related issues, social issues etc.
 - c. Infrastructure sector: Water resources, irrigation, agriculture, road safety, power, urban development, rural development, environment, tourism etc.
 - d. Culture, Social harmony and security related subjects.
 - e. Finance and others: Tax compliance, consumer right awareness etc.
 - f. National integration, defense and national security
 - g. Any other field which DIPR J&K may deem inevitable for the purpose of empanelment.

Preference order 1.-----2.-----
 3.-----4-----
 5-----

11. Do you want to claim exemption in professional experience, turnover & net worth for “Young professionally qualified producers” category under Special Category of the guidelines for film producers ? If so, please provide documentary evidence for financial stability.
12. Turnover (Submit proof of certificate by a Chartered Accountant in support of your claim)
13. Net worth (Submit proof of certificate by a Chartered Accountant in support of your claim) (Net worth should be for last three years consistently). Furnish certificate for each year.
14. Details of Income Tax Return submitted - enclose copy of Income Tax Return for the last three financial years.
15. Provide as part of his/her work experience as required work/job orders and equal no. of work completion certificates for the work done by him/her in past years. Orders and certificates as per category should be separate and show the kind of work done both in terms of finance and excellence according to applied category. These certificates should be self attested and issued by Govt. departments/organizations or any reputed company or any renowned production house, apart from Directorate of Information & Public Relations J&K. Censor certificate issued by Central Board of Film Certification, India will also be treated as completion certificate.

16. Has the agency ever been blacklisted by any organization ? : Yes/No
If yes, give details

17. Any other relevant information : _____

Signature with seal _____

Full name and designation _____

NOTE :

- 1) Please attach separate sheets wherever necessary.
- 2) All the enclosures should be properly annexed and serial numbered.
- 3) Please ensure that application form is complete. In all respect incomplete application form will not be considered.
- 4) All disputes shall be subject to the jurisdiction of J&K only.

DECLARATION

- i) I _____ (Executive Producer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If the information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment.
- ii) I Permit Directorate of Information & PR to inspect my studio facilities and other records to ascertain the above facts.
- iii) I permit Directorate of Information & PR to cross check the above facts from any other source.
- iv) I or my authorized representative, if required by Directorate of information and PR would make presentation & show all original documents before the selection committee/ competent authority at my own cost.
- v) I declare that me and my organization/company _____ is not blacklisted from any Govt./Pvt. Department/organization.
- vi) I declare that I owner of _____ is not an employee of any Govt. department/channel.
- vii) I declare that application form is complete and also submit all required documents as desired by Directorate of Information & PR. These are true. If all required documents are not found, form is not found duly completed, then the application may be rejected.
- viii) I will accept and abide by the decision of Directorate of Information and PR in toto regarding empanelment

Signature : _____
Full Name : _____
Date : _____

(Seal of organization)

