



Notice

Applications on prescribed format are invited from the eligible Video producers of different categories for empanelment with Directorate of Information & Public Relations, J&K. The Video producers/production houses shall apply along with requisite details with supported documents by or before 15/10/2021.

The detailed guidelines along with application format can be downloaded from the www.jkdirinf.in or obtained from the office of the Directorate of Information & PR, Polo view, Srinagar during office hours.


24.09.21
Deputy Director
(Audio-Visual)

No: INF/AV/88/2020/
Dated: 24/09/2021



Guidelines for Empanelment of Video Producers with DIPR, J&K

Various Departments under the Government of J&K require the services of video agencies/producers for publicity of their programmes and policies. With this end in view, DIPR, J&K will empanel video producers to utilize their services for video publicity of various government policies and programmes. The empanelled video producers with DIPR, J&K will be used as a pool for carrying out such activities.

GENERAL

1. These guidelines shall supersede all the guidelines/rules/norms/precedents in this regard and shall come into force with immediate effect.
2. There shall be a Standing Empanelment cum Contract Committee as per the Media Policy 2020.
3. The Empanelment & De-empanelment will be done by the Director, DIPR on the recommendations of Standing Empanelment cum Contract Committee.
4. The Standing Empanelment cum contract Committee may review the guidelines quarterly, if necessary.
5. DIPR may classify video producers in the following broad sectors based on the experience shown by the producers/production houses in those sectors which must be supported by documentary evidence. The applicant will specify the sectors in which they have past experience and have their interest in doing future work as well, in the order of preference, in the application form. DIPR 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. Defense and National security related subjects.
 - f. Tourism Sector and Culture.
 - g. Any other sector, as may be decided by the Competent Authority.

ELIGIBILITY CRITERIA

6. DIPR, J&K aims to empanel video Producers/Production houses into the following categories:

Category A: TV Serials/ Sponsored video programmes and the documentary films/Docudrama (Above 2 minutes duration).

- a. The producers/production agencies should have a minimum net worth of ₹10 lacs to be considered for this 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.

Category B: Video Spots (Up to 2 minutes duration)

- a. The producers/production agencies should have a minimum net worth of 6 lacs to be considered for this 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..

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 for any one of the two preceding financial years from the date of submission of application.

SPECIAL CATEGORY

7. In order to promote young & professionally qualified producers with a certain level of defined experience in the field of production, a special category has been formulated and the producers who satisfy the following conditions will be eligible for consideration/empanelment.
 - a) Young professionally qualified producers must be below the age of 35 years as on 1st January of the year of submission of application.
 - b) Having degree/diploma from Govt. of UT of J&K Institutes, Central Govt. Institutes, FTII Pune and Satyajit Ray Film & TV Institute Kolkata in Direction, Cinematography or Editing courses during preceding 5 years.
 - c) The producers will be required to submit special experience of at least one programme as per the experience required in the above categories/sub-categories for which the application is made. The production need to have been duly acknowledged/certified by the reputed organization/Govt. Deptt. for which it was meant to be produced.

The special category producers will be eligible for empanelment in either category A or in category B or in both depending on their application satisfying all other conditions laid down in the guidelines, however separate application need to be submitted for each category. Further, the requirement of net worth for special category producers will be relaxed by 50% in both categories.

PROCESS FOR EMPANELMENT

8. The application received as per the prescribed format for empanelment will be scrutinized and the applications satisfying the below mentioned criterias only will be considered for empanelment:-
- a) Minimum net worth as per the respective category
 - b) Minimum professional experience as per the respective category
 - c) 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.
 - d) Producers/Production Houses shall be required to submit copies of income-tax returns of any of the preceding two financial years with PAN number. The producer/production house should also submit balance sheets and profit and loss accounts of his/her firm/company, for any of the preceding two financial years, duly verified by a Chartered Accountant (indicating membership no. of Chartered Accountant in his seal).
 - e) 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/production house will also submit documentary proof of ownership/retainer-ship of production facilities, if any.
 - f) The producer/production house shall submit a certificate to the effect that the information submitted by them is correct and any producer/production house found guilty of furnishing false information shall be de-empanelled.
 - g) The producer/production house or their duly authorized representative may be required to make presentation physically/virtually before the DIPR, J&K as and when required.
 - h) The producer/production house shall also have to submit a show-reel of their production work undertaken in the last 3 years.
 - i) The producer/production house shall be required to display capability for multi-language translation supported by documentary/video evidence.
- The eligible applicants can apply in any of the above categories in the prescribed format along with the processing fee of Rs. 1000/- per category in the form of Demand Draft drawn in favor of Accounts Officer, DIPR, J&K.

OTHER CONDITIONS

9. In exceptional cases, DIPR reserves the right to call for briefing/ assignment of job to renowned producers, with acclaimed video productions and at least one international/national awards, who are not on the panel in the event of any exigency or urgency. The rates applicable here shall be same as those for the other category of producers.
10. 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, J&K/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, dependent children/parents/brothers/sisters and other dependents).

11. DE-EMPANELMENT/SUSPENSION

- a) If a producer/production house does not respond to call for briefing or does not submit script/proposal within the stipulated time, the Standing Empanelment cum Contract Committee reserves the right to de-empanel it. Further the Standing Empanelment cum Contract Committee also reserves the right to de-empanel any producer/production house on the basis of poor performance or any other valid reason to be recorded in writing.
- b) If any producer/production house indulges in any activity which incite or tend to incite communal passion, preach violence, offend the sovereignty and integrity of India or socially accepted norms of public decency and behavior, they will be liable for de-empanelment by the Standing Empanelment cum Contract Committee.
- c) Empanelment for Video producers shall be initially valid for a period of one year to be extended from time to time, if the Standing Empanelment cum Contract committee deems fit.
- d) The guidelines may be amended from time to time as and when considered necessary.

12. MISCELLANEOUS

- a) The Standing Empanelment cum Contract Committee will review the panel of empanelled producers from time to time and reserves the right to decide on fresh empanelment/de-empanelment of producers/production houses.
- b) The empanelment does not guarantee that the work will be provided to the producers necessarily.
- c) In case of any dispute with regard to implementation of guidelines, the decision of Director, DIPR will be final.



Directorate of Information & Public Relations J&K.
Application form for Empanelment as Video Producers.

1. Name of the Applicant: _____
2. Name of the organization: _____
3. Office address in full: _____

4. Mobile No./Telephone: _____
5. E-mail address: _____
6. Specialization (Indicate your preference along with documentary evidence of their experience in that area):
 - 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. Defense and national security related subjects.
 - f. Tourism Sector and Culture.Preference Order 1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____
7. Category for which Application _____
is submitted (Category A-TV Serials, _____
Sponsored Video programmes, Documentary _____
Films, Docu-drama), (Category B-Video spot) _____
8. Whether Special Category _____
Application (Yes/No)
9. If answer to point no. 8 is yes please mention the category for which application is submitted (Category A - TV Serials, Sponsored Video programmes, Documentary Films, Docudrama), (Category B- Video spot)

10. Details of Net worth, with supportive _____
documents

11. Detail of professional experience as per the guidelines in the following table: (Please enclose the documentary evidence of the respective entry and also enclose show reel of the corresponding entry)

S.No	Category of the Programme (TV Serials, Sponsored Video Programmes, Documentary Films, Docudrama, Video Spots)	Name & description of the programme	Name of the client /organization	Year of production	Format (Full HD)	Duration (in minutes)	Channel on which programmes were telecast/broad cast

12. Details of the Professional qualification in case of special category (Please attach the matriculation certificate as a documentary proof of age and proof of education qualification (Degree/Diploma & documentary of professional experience with show reel:

S.No.	Age (in years) as on 01-01-2021 as per D.O.B certificate	Educational qualification (Degree/Diploma from Govt. of UT of J&K Institutes, Central Govt. Institutes, FTII Pune and Satyajit Ray Film & TV Institute Kolkata in Direction, Cinematography or Editing courses during preceding 5 years)	Description of Experience of at least one programme in Sponsored Video Programmes/ Documentary Films/ Docudrama/ Video spots with show reel

13. Details of ITR of any of the preceding 2 financial years with Pan No. _____

14. Profit and Loss Statement of Firm of any of the two preceding financial years: _____

15. Bio-data of the key persons (please enclose the documentary evidence for each entry)

S.No.	Name of the production house	Composition of the creative team (Director, Cinematographer, Script Writer, Music Director & Translator etc	Name of the person	Work experience of last 5 years	Award(s) won, if any (National/International)	Documentary proof of Award(s) won

16. Details of production facilities (Please enclose the documentary evidence of the production facilities)

S.No.	Name of the Production House	Nature of ownership/retainer ship	Address	No. of production facilities with details	Documentary proof

17. Details of the authorized representative for the firm: _____

18. Detail of the multi-language translation (Please attach the documentary evidence of the multi-language skill along with show reel.

S.No	Category of the Programme (TV Serials, Sponsored Video Programmes, Documentary Films, Docudrama, Video Spots)	Name & description of the programme	Name of the client /organization	Language version	Channel on which programmes were telecast/broadcast with show reel

19. Details of the Demand Draft: _____

Signature of the Applicant

CERTIFICATE/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, J&K to inspect my studio facilities and other records to ascertain the above facts.
- iii) I permit Directorate of Information & PR, J&K to cross check the above facts from any other source.
- iv) I or my authorized representative, if required by Directorate of information and PR, J&K 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, J&K. 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, J&K in toto regarding empanelment

Signature : _____

Full Name : _____

Date : _____

(Seal of organization)