

**DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY**

**MINISTRY OF INFORMATION & BROADCASTING**  
**GOVERNMENT OF INDIA**

**(Guidelines for Empanelment of Audio-Video Producers with DAVP, approved by the Ministry of Information & Broadcasting vide I.D. No. 1/54/2005-MUC dated 21.06.2006)**

DAVP will empanel audio-video producers with a view to utilize their services for audio-video publicity of various government policies and programmes. Various Ministries under the Government of India require the services of audio-video agencies/producers for publicity of their programmes and policies. 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 will be done by an Empanelment Advisory Committee (EAC). The authority to de-empanel will also lie with the EAC.
5. The Empanelment Advisory Committee will have following members :-
  - a) DDG/Director, DAVP to be nominated by DG, DAVP will chair EAC.
  - b) Two officers of Deputy Secretary/Director level from related media units i.e Doordarshan/AIR/Films Division etc.
  - c) One member from MCRC, Jamia Milia/IIMC (Electronic Journalism).
  - d) JD (Accounts)/FA&CAO, DAVP.
  - e) Joint Director (AV)/ DD (AV), DAVP will be the Convener and Member Secretary.

The EAC will be constituted with the approval of Secretary, Ministry of I&B.

6. Producers already empanelled with DAVP and those seeking empanelment for the first time shall apply afresh every time the applications are invited by DAVP for empanelment. There will be no 'provisional empanelment'.
7. DAVP 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 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 though the producers may also be required to work on other sectors based on DAVP's preference :-

- 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) Social harmony and security related subjects.

### **ELIGIBILITY CRITERIA**

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

**Category : A** - TV serials/sponsored video programmes :-

- a) The producers/production agencies should have a minimum networth of Rs. 8 lakh to be considered for this category.
- b) Professional experience of having produced atleast three TV serials/sponsored video programmes of 5 episodes each or equivalent number of episodes in the past five years.

**Category : B** - Sponsored radio programmes :-

- a) The producers/production agencies should have a minimum networth of Rs. 5 lakh to be considered for this category.
- b) Professional experience of having produced atleast 13 episodes of sponsored radio programme in one or more than programmes in the past 5 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** - Documentary films/Docu-drama produces :-

- a) The producers/production agencies should have a minimum networth of Rs. 3 lakh to be considered for this category.
- a) Professional experience of having produced atleast 5 documentary films or episodes of Docu-drama productions in past 5 years.

**Category : D** - Advertisement spots/jingles :

- a) The producers/production agencies should have a minimum networth of Rs. 1 lakh to be considered for this category.
- b) Professional experience of having produced atleast 10 advertisement spots/jingles (out of which atleast 5 should be video spots/jingles) in last 5 years. Out of total 10 spots/jingles atleast 5 advertisements spots/jingles should have been done for clients other than DAVP.

## **EXCEPTION**

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 or other reputed institutes recognized or affiliated to universities, 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 a net worth equal to 1/3<sup>rd</sup> of the net worth laid down in eligibility criterion in the category where they seek empanelment.
- c) They will be required to show past special experience of atleast one programme of the category for which empanelment is sought.

## **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 network certified by a statutory auditor/chartered accountant.

## **APPLICATION**

10. All applications shall be required to be submitted in the prescribed proforma. The following information/documents/material must be furnished alongwith 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 alongwith bio-data of atleast Director, Cinematographer, Script Writer & Music Director. Award won by the members of the creative team as well as the producer may be stated alongwith the documentary proof. The producer will also submit documentary proof of ownership/retainership 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 authorised representative may be required to make presentation before the EAC at his/her own cost.
  - f) The producer will submit alongwith his/her application, a demand draft for Rs. 5,000 (non-refundable) for categories A & B and Rs. 2,000 for categories C & D, 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 alongwith separate processing fees.

## **OTHER CONDITIONS**

11. DAVP reserves the right to call for briefing/assignment of job, renowned producers, with acclaimed audio-video productions and atleast 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 organisations 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).
13. DG: DAVP shall notify the panel on the advice of the EAC. In case, he is not satisfied with the advice of the EAC, he shall refer the matter to Secretary (I&B), whose decision shall be final.
14. 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. DG, DAVP may suspend producers 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.
15. Empanelment will be valid for three years from the date of approval by DG, DAVP or till such time, the new panel is in place whichever is later.
16. The guidelines may be amended from time to time as considered necessary.

## **PROCEDURE FOR NOMINATION**

17. 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. The nomination will be done based on the category of experience shown by producers but they can be asked to work in other areas/subjects as well.

18. The selection of the producers from the panel will be done by the client Ministries based on the evaluation sheet enclosed at annexure.
19. 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.
20. 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 six months from the date of briefing.
21. The empanelment does not guarantee that the work will be provided to the producers necessarily.

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### Legal status of Organisation

- 6) a) Is it a registered firm/company ? : Yes/No  
(copy of the certificate of registration may be attached)
- b) Is your organization a proprietorship firm, partnership firm or company ? (Attach 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) State whether the proprietor/ any of the Partners/Directors is/are Retired Government officials. (If yes, the date of his/her/their Retirement and the Department from which retired) : Yes/No
- d) State whether any close relative (spouse/dependant children/parents brothers/sisters/other dependants) of the proprietor/any of the Partners/Directors of the agency is working with or retired (after attaining age of superannuation) from Ministry of I&B or its media units/autonomous organizations : Yes/No  
(if yes, his/her name, designation and official address or date of his/her retirement.
- 7) Is any of your close relative/subsidiary firm/sister company empanelled with DAVP ? Give details (close relative means spouse, dependent children/parents/brothers/sisters other dependents) : Yes/No

### Professional Qualifications and Experience

- 8) Have you done any degree/diploma course in the field of audio-video production (if yes, give details with documents) : Yes/No
- 9) Programme category applied for - Programme Category A/B/C/D (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 Cat. applied \_\_\_\_\_

S.No.	Name of Production	Year of Prod.	Format Duration Language	Organisation for which produced	Sr. no. of enclosures at which supporting Documents are placed
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(please submit the showreel alongwith the documentary evidence i.e. job order, payment received etc. to support your claim for that production)

- 10) Experience of programme production for Category A producers (serial/sponsored video progs.)
- a) Title of programme
  - b) Total number of episodes
  - c) Channel on which telecast  
(enclose documentary evidence of telecast  
e.g. certificate from channel/TAM report)
  - d) Dates/period of telecast
  - e) TRP chart (TRP ratings(female 15+ ABC)  
for each episode should be given
- 11) 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 atleast Director, Cinematographer, Script Writer and Music Director alongwith awards won if any by each.
- 12) Has any of your productions won an award ? :  
(give details)
- 13) Sectorwise specialisation (indicate your preferences alongwith documentary evidence of their experience in that area) :
- a) Social sector covering Health & related issues, education, women & children issues, social & welfare issues etc.
  - b) Infrastructure sector covering water resources irrigation, agriculture, road safety, power, rural development etc.
  - c) Finance and others like tax compliance, consumer right awareness etc.
  - d) Social harmony and security related issues.

Preference order \_\_\_\_\_

- 14) Do you want to claim exemption in professional experience and networth for “Young professionally qualified producers” category under Clause 9 of the guidelines for AV producers ? If so, please provide documentary evidence.

### **Financial Stability**

- 15) Net worth (please refer to guidelines for definition & submit a proof certified by a statutory auditor/Chartered Accountant in support of your claim)
- 16) Details of Income Tax Return submitted - enclose copy of Income Tax Return submitted for the financial year.
- 17) Has the agency ever been blacklisted by any organization ? : Yes/No  
If yes, give details
- 18). Details of Demand Draft (non-refundable) drawn in favour of Accounts Officer, DAVP, New Delhi as processing fee.
- a) Draft No.
  - b) Drawn on Bank

19) Any other relevant information :

Signature\_\_\_\_\_

Full name and designation\_\_\_\_\_

## DECLARATION

- i) I \_\_\_\_\_(Executive Producer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any 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 DAVP to inspect my studio facilities and other records to ascertain the above facts.
- iii) I permit DAVP to cross check the above facts from any other source.
- iv) I or my authorized representative, if required by DAVP, would make presentation before Empanelment Advisory Committee at my own cost.
- v) I will abide by the decision of DAVP in toto regarding empanelment.

Signature\_\_\_\_\_

Full Name\_\_\_\_\_

Date\_\_\_\_\_

(Seal of organization)

- NOTE :**
- 1) Please attach sheets wherever necessary.
  - 2) All the enclosures should be properly annexured and serial numbered.
  - 3) Please ensure that application form is complete. Incomplete application form would not be considered.
  - 4) Last date for submission of complete application in prescribed proforma alongwith relevant documents, showreels and Demand Draft is \_\_\_\_\_

### Details of enclosures :

Sr. no.	Particulars	Column no. of the proforma to which it relates	Sr. nos. at which placed
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