

**GUIDELINES FOR CONSIDERATION, PROCESSING AND
APPROVAL OF COMMISSIONED PROGRAMMES FOR TELECAST
ON DOORDARSHAN CHANNELS.**

A. OBJECTIVES:

1. Doordarshan has decided to commission programmes by outside producers with the following objectives:
 - a. To complement and supplement in house production efforts and to bring in variety in our programming. However, commissioning will be considered only when Doordarshan is not in a position to do it in -house.
 - b. To encourage Producers and Directors who have generally made video/film production programmes their career, particularly with specialized training for this purpose in institution like the FTII, SRFTI and similar such specialized institutions all over the country. This will also include those Producers/Directors who have won national and international awards in the area of video / film production, or with proven track records in any specialized area.
 - c. Since a variety of subjects of public interest do not lend themselves to commercial sponsoring, it is necessary that such areas are identified and programmes commissioned for that specific purpose, when and where felt necessary.
 - d. Promotion of excellence in video / film production in the country.
 - e. To produce programmes in such subjects where in house production is neither feasible nor practicable.
2. Commissioning of programmes of through outside producers will be done for Doordarshan both at its headquarters and its Regional Kendra's, subject to the availability of funds from time to time.

B. PROPOSALS:

3. The requirements of commissioned programmes for Doordarshan would vary from year to year. It is proposed to keep a list programmes identified to be required by us for the next two years to begin with. While identifying such special areas of programme production Doordarshan would keep its archival record too in mind to avoid any duplication. Decision of Doordarshan in this regard shall be final. Doordarshan shall, in accordance with its programme requirements, invite proposals by making suitable announcements over its Network, by putting the advertisement on website, by putting the notice on Notice Board of Doordarshan Kendra and if required, also by inserting the advertisements in newspapers. It must be ensured that minimums of two proposals are received for each genre so as to get the best quality at competitive cost.

4. While Doordarshan would not take the responsibility to make available to the prospective applicants the exhaustive list of commissioned and in house programmes already available with Doordarshan, applicants are advised to ascertain the same from the respective Kendra's/headquarters to avoid duplication of programme production. It will be the endeavour of Doordarshan to make such list available to the extent possible at the Kendra's as well as headquarters and through our website. Such a list can only be illustrative and not exhaustive.
5. The proposal for commissioning should essentially contain the following:
 - a. Subject, title, language and theme / category / genre (e.g. Fiction, Documentary / quiz, etc.).
 - b. Detailed story line in case of serials. Break up of the story / topic and broad outline of treatment for single episode programmes.
 - c. Synopsis of each episode, in cases of serials with scenario script for four episodes.
 - d. Detailed scenario/script of at least one episode with concept and treatment, in case of non-serials.
 - e. Details of creative team including names, bio-data and addresses of the Director, Researcher, Script writer, Director of Photography and Music Director, along with a written confirmation from each one, agreeing to be engaged for the production of the programme. The Producer shall also furnish full bio-data and show reel, in respect of himself/herself while making the application. No change in the production team, once intimated, shall be made without the prior consent of Doordarshan.
 - f. Either a pilot of the programme or the tape of a programme already produced by the producer.
 - g. For production of quickies, spots, etc. the same details would be furnished along with a complete story board and details of post production.
 - h. Format will be Beta SP/Digi Beta/Film (16/35 mm)
6. The proposals for commissioning are required to be submitted in two parts, one relating to the script, the content, the concept, etc. at least for four episodes if it is a serial programme of 13 episodes or one episodes if it is a non serial programme. The second part would consist of the cost of the production as envisaged by the applicant containing the full details of budget break up at pre-production, production and post production stages and will be taken up for examination only after the acceptance of the first part containing the script, the concept, the content, etc. These two parts shall be submitted in separate sealed covers within another

- sealed cover. The proposal for commissioned programmes could be for a minimum of 13 episodes or appropriate number of episodes decided by mutual agreement.
7. Prospective applicants are advised to avoid submitting proposal in the genre of daily soaps, sitcoms, chat shows, talk shows, etc. Doordarshan would not normally entertain proposal in such categories for which already there is a large number of proposal pending with Doordarshan in the sponsored category.
 8. (i) It is necessary for the prospective applicants to be personally present with their team whenever required for presentation of their proposals at any stage of their processing. It will be the endeavour of Doordarshan to give an opportunity to every prospective applicant for presentation before his/her proposal is accepted / rejected.

(ii) If felt necessary by Doordarshan, an applicant should produce relevant document such as income tax returns, partnership agreements, memorandum of association, article of association, audited balance sheets etc. in order to prove the authenticity of the Company, partnership / firm of the producer.

(iii) Any producer who has any dues outstanding against him will either have to clear the dues or get the repayment plan approved before being awarded any assignment.
 9. Application who express the intention to utilize the infrastructure available with Doordarshan as per DD's rate card, wherever feasible, would be encouraged.
 10. Doordarshan will be at liberty to appoint an Executive Producer wherever felt necessary to monitor and direct the production of the programme.
 11. In case the applicants want an arrangement where 50% of the approved episodes in serials would be commissioned by Doordarshan and rest of the 50% will be sponsored by the applicants, Doordarshan may consider such cases. This intention should be expressed well in advance at the time of application. Such an arrangement can be decided by Doordarshan also in case of some Producers who have already established a brand name, etc. on any television channel by telecasting programmes of at least 200 hours with an average TRP of 4+.
 12. Doordarshan reserves the right to commission programmes by assignment to eminent producers and directors in the country who have won national and international recognition/awards.
 13. No unsolicited or suo moto proposal will be accepted.

C. PROCESSING FEE :

14. Every proposal for commissioning shall be accompanied by crossed Bank draft of the value of Rs. 25000/-. In the case of those submitted to the Doordarshan Headquarters and Rs. 10000/- in the case of proposals to be submitted in any of the Regional Kendra's payable to PBBCI, Directorate General, Doordarshan, New Delhi. This amount shall be the processing fee and is non-refundable.

D. PRODUCTION STANDARDS

15. Completed production should maintain excellence in technical and aesthetic standards of production. Technically the quality should be as per CCIR/ITU-R specifications for video and chrominance levels. Typically maximum luminance, 1 volt P-P with 0.7 volts of video and 0.3 volts of sync. Pulse. Maximum Chrominance saturation = 100% (colour difference signal = 0.7 volts). Audio level of the programme should be within the range of -5 db to +4 db).
16. All programmes will follow the Broadcasting Code of Prasar Bharati. No commissioned programme shall carry any sequence that directly projects and promotes anything Tanta mounting to commercial interests.

E. RIGHTS :

17. In case of programmes commissioned by Doordarshan and produced by the private producer, all copyrights including broadcasting rights and new media rights, if any, shall vest with Doordarshan, in perpetuity.
18. Shooting tapes along with unedited material should be handed over to Doordarshan for its archival & future use before the final payment is released.
19. As and when the Commissioned programmes win national or international awards, the proceeds and the right will be shared on 50:50 basis between the Producer and Doordarshan. This is to promote excellence in programming.

F. EVALUATION AND COSTING :

20. Proposals containing all the relevant details for commissioning will be processed by Doordarshan in two stages.
- (i) Evaluation (ii) Costing
21. (i) The **Evaluation Committee** at the headquarters will comprise :
- a. Addl. Director General/Deputy Director General of concerned Channel - Convenor.

- b. Deputy Director General (Sales & Marketing)
 - c. Addl. Director General/Deputy Director General of the channel.
 - d. Director of Programme, (Central Commissioning Unit)
 - e. Director of Programme of concerned channel
 - f. Three outside experts (at least one would be a lady) of repute from the fields of production, performing arts, broadcasting, journalism and literature. These outside experts are to be invited by rotation keeping in view their availability from a panel of fifteen persons to be nominated by a committee consisting of CEO, Member (Finance) and DG: Doordarshan. Out of three outside experts, not more than one should be an ex-DD/AIR employee.
- (ii) At the Regional Kendra's the Evaluation Committee will consist of:
- a. Chief Producer
 - b. Deputy Director (Programmes)/Executive
 - c. Station Engineer
 - d. Programme officer in charge of commissioning
 - e. Programme officer in charge of the subject
 - f. Three outside experts (at least one would be a lady) of repute from the fields of production, performing arts, broadcasting, journalism and literature. These outside experts to be invited on rotation keeping in view their availability from a panel of fifteen persons to be nominated by the zonal DDG on the recommendation of the Director of the Kendra. Out of three outside experts, not more than one should be an ex-DD/AIR employee.
- (iii) Minimum quorum for the meeting excluding non-official members would be three.

22. **The Evaluation Committees** both at headquarters and Kendra's will:

- a. Assess and evaluate the merits of the proposal in relation to the channel specific as well as general requirement of Doordarshan.
- b. Decide the number of episodes to be commissioned in case of serials.
- c. Evaluate the proposal on the basis of a marking scheme and a minimum benchmark.
- d. Will ensure that at a given point of time, the Producer/Director does not get more than two programmes, or more than 26 episodes.
- e. Prescribe the time frame for the completion of the programme.

- f. Indicate briefly the reasons for rejecting the proposal.
23. The proposals short-listed by the Evaluation Committee shall be put up to a **Costing Committee** whose composition at headquarters and Kendra's is given as follow:

National Channels :

- a. Addl. Director General/Dy. Director General of concerned channel - Convenor
- b. Deputy Director General (Sales & Marketing)
- c. Dy. Director General (Finance)
- d. Director of Programmes (Central Commissioning Unit: CCU)
- e. Director of Programmes of concerned channel/section
- f. Director (Commercial)/CP (Marketing)

The Costing Committee at the Regional Kendra's will consist of

- a. Director
 - b. Chief Producer
 - c. Suptd. Engineer/Station Engineer
 - d. Executive Producer/Dy. Director Progs. (In charge of commissioning)
 - e. DDA (Finance & Admn.)/Sr.Admn. Officer
24. The decision taken by the Costing Committee shall be final and its sanction or otherwise will be communicated to the Producer within five working days of the meeting, by the Director of Programmes / Station Directors of concerned channel / station.

25. **Commissioning of programmes for North-East and Kashir Channels**

Proposals from Producers belonging to North-East/Kashir will be given due weight age vis-a vis other applicants while commissioning of programmes for J&K and North East. Producer claiming the weight age will have to enclose definite and clear documentary proof of their residence along with their proposal.

26. **Current Affairs Programmes:**

- a. News and Current Affairs Wing at the HQ and at the Kendra's would prepare a panel of Producers after examining their credentials in terms of track record, number of programmes produced, etc. For this, proposals for empanelment would be invited by open announcement through the media.

- b. The empanelment would be done by an evaluation Committee as envisaged in these guideline both at HQ and Kendra's. The Producers will be graded and classified according to their experience, specialization, expertise, etc. The purpose would be to ensure that a Producer of a specialized genre is available at a very short notice for production of news and current affairs programmes quickly.
 - c. Programmes would be assigned by the Evaluation-cum-Costing Committee within the organization, as per the guidelines without involving any outsider.
27. It will be the endeavour of Doordarshan to finalise the evaluation and costing at the earliest. However, depending on the need of Doordarshan, particularly on the availability of good sponsored programmes, which varies from season, Doordarshan reserves, and the right to process these applications in phases according to its requirements and return some of the proposals without processing.
 28. Concerned Channels/Kendra will take care to ensure that blood/close relatives of the applicants are not including either in the Evaluation Committees or in the Costing Committees. A statement to this effect has to be given by member of the Evaluation and Costing Committees.

G. RELEASE OF FUNDS :

29. **After selection by the Costing Committee the payment schedule by Doordarshan will be as follows:**
 - a. **Signing of agreement and script approval** - **30%**
 - b. **Approval of rough cuts** - **30%**
 - c. **On approval of final product (including the Chartered Accountant's certificate)** - **40%**
30. All payment will be released by Doordarshan only against submission of 100% irrevocable Bank Guarantees. The validity period of Bank Guarantee should be six months beyond the entire period allowed by Doordarshan to the Producer to complete the production to the full satisfaction of Doordarshan. Bank Guarantees will be for the cumulative amounts. At each stage of payment Bank Guarantee for the total amount paid to the producer till that stage will be insisted upon.
31. The rough cuts will be previewed by the Evaluation Committee of the concerned channels/stations in a Fortnight's time, of receipt of the same. An outside expert may also be associated with the preview of the rough cuts.
32. The Producer would be given a time frame to complete the production. Any deviation from the time frame to complete the production within the stipulated time will attract penalty @18% penal interest on the money advanced by Doordarshan to the Producer. Any delay beyond three months of the agreed time

frame, will result in the encashment of the Bank Guarantee, by Doordarshan, without notice to the producer.

33. The final approval of the programme will be given, after approval by the preview committee, by the Head of the concerned section/channels and Director of the Kendra for regional Kendra's. If the preview committee suggests amendments in the programmes on the basis of the approved script, the Producer will carry out the same within the shortest possible time, but not exceeding one month.

H. APPEALS

34. a. A Producer, whose proposal has been rejected by the Selection Committee may, if she/he so desires, make a written application addressed to DG, Doordarshan for reconsideration of his/her proposal indicating the ground if any on which the proposal may be reconsidered.
- b. The application to this effect shall be made by the Producer within a period of one month of the issue of the letter conveying the rejection of his proposal. No application for reconsideration of the proposal received after the expiry of the said period of one month shall be entertained by Doordarshan on any ground whatsoever.
- c. The application for reconsideration of the proposal shall be accompanied by a non-refundable fee of Rs. 15000/- in the form of a crossed bank draft payable in favour of PBBCI, DG: Doordarshan, New Delhi.
- d. The DG will forward this appeal once again to the Evaluation & Costing Committees for reconsideration of the rejected proposals. The Committee would then comprise three officials and out side experts who were not part of the earlier evaluation process. DG would take his decision based on the recommendation of this committee. The decision thus taken will be final and no further request for reconsideration of the proposal shall be entertained. The decision on the reconsideration of the proposal shall be communicated to the Producer within a period of three months.