

# **REQUEST FOR PROGRAMME PROPOSALS FOR TELECAST ON DD-KASHIR**

## **1. Invitation of Programme proposals for commissioning**

Doordarshan invites Programme Proposals from reputed Producers/ production houses for its 24x7 satellite channel DD KASHIR under Fixed Budget Mode of Commissioned Programmes Category for telecast as per the “**Guidelines for Commissioned Programmes for telecast on DD Kashir – 2017**” . The guidelines are available at [www.ddindia.gov.in](http://www.ddindia.gov.in).

## **2. Background:**

Prasar Bharati is making special efforts in Jammu and Kashmir to promote and nurture talent, provide a platform to deserving producers/artists from Jammu & Kashmir as well as from outside to encourage production of better programmes for Doordarshan viewers.

## **3. About DD KASHIR:**

DD KASHIR is a 24x7 satellite Channel of Doordarshan. The channel was launched in the year 2003. It is planned to bring fresh content on DD Kashir to showcase richness, variety and diversity of the local culture. The channel’s USP will be to attract young people of Jammu & Kashmir with contemporary entertainment shows embedded with informative content.

## **4. Details of Proposals:**

Programme proposals for DD KASHIR are invited for the following identified genres under Fixed Budget Mode.

### **4.1 Daily Soaps**

DD Kashir requires daily Serials/ Soaps. These could be Family, Social dramas based on interesting themes. The Serials/ Soaps should be complete family oriented entertainers. Those proposals which portray women in a positive light are specially welcome. These are to be produced in Hindustani language.

### **4.2 Comedy Series**

DD Kashir requires wholesome Comedy shows. Interesting concepts could be submitted like Stand-up comedy, Comedy reality shows, Sitcoms based on innovative formats. The language of the Comedy series should be Hindustani/Kashmiri/Urdu.

### **4.3 Fiction Series (Youth)**

DD Kashir requires Fiction Series for the youth segment of the population. The series should be entertaining and should connect with young people. Interesting concepts could be submitted for teen dramas, fantasy series, adventure TV series etc., in interesting formats. The language of the Fiction series could be Hindustani/Kashmiri/Urdu.

### **4.4 International News & Current Affairs Programme**

DD Kashir is interested in having a weekly programme on International News & Current Affairs. The language of the programme should be Hindustani. The Programme should include authentic updates on international events informative to the people. It should be of relevance to the people of Jammu & Kashmir and India at large. It can be conceived as a magazine format with a knowledgeable anchor including segments like discussions or can be in other trending formats.

### **4.5 Cuisine Show**

A Cuisine show is required for DD Kashir which will explore the delicacies of Jammu and Kashmir region. Interesting proposals could be submitted for cuisine travelogue, reality based cuisine show, fusion cuisine, cuisine festivals and cuisine competitions for different age groups in interesting formats. The language of the Cuisine show could be Hindustani/Kashmiri/Urdu.

### **4.6 Animation Series for kids**

DD Kashir is looking forward to have a daily Animation series for kids in Hindustani language. This series could be used to familiarise kids with classic stories and fairy tales for children which are popular all over the world including traditional stories of our country.

### **4.7 Film (Hindi) Based Programmes**

To provide wholesome entertainment to the viewers, proposals for Hindi Film based programmes are invited. The programme is to be a weekly series in Hindustani language. Film based programmes may be of different formats like Film song based programmes and Film Content based programmes. The format could be conceived as a magazine/celebrity show or any innovative formats. Jammu & Kashmir with its pristine landscape is a popular shooting location for movies. This platform will be

beneficial for integrating people of Jammu & Kashmir by linking their tradition and culture to the landscape shown in the film.

#### **4.8 Film Content (Hollywood) Based Programmes**

DD Kashir requires weekly Hollywood Film Content Based Programme that can attract people in general and youth segment of the population in particular. The programme could be theme based. It may include movie trailers, movie clips, movie reviews etc. The programme could be in magazine format or any other trending formats. The language of the programme should be Hindustani.

#### **4.9 Travelogues**

Proposals could be submitted for Travelogue programme in Hindustani language to portray different shades of life. The programme could be an adventure travelogue, wildlife travelogue, thematic travelogue, travelogue with celebrity or other attracting formats.

#### **4.10 Chat Shows with Celebrity anchors**

Proposals are invited for Chat Shows which would highlight achievers from various walks of life from all over the country. At least one episode per week would be dedicated to achievers from Jammu and Kashmir. The show should be sophisticated, contemporary and executed in great detail. An element of humour, entertainment is a must. Anchor of the show should be a celebrity. An exquisite and unique set should be designed for the show. Layout of the planned set has to be attached with the proposal.

#### **4.11 Morning Show**

For its morning segment DD Kashir requires a show in a magazine format in Kashmiri and Urdu. The show should be anchored by 2 well known personalities/ anchors from Jammu and Kashmir region. The show should present a roundup of important events of the previous day along with upcoming events for the day on which it is being presented. It should have segments dedicated to music, culture and sports including International sports. Show should be presented in a very entertaining and informative way and should appeal to all sections of population. The duration of the show would be for one hour to be telecast at 8.00 AM. Interesting concepts could be submitted based on innovative formats. Set design and look and feel of the show should be contemporary. It should change once in every month.

#### 4.12 Genres under fixed budget per episode price:

Sl. No.	Genre	Episode Duration (in Minutes)	Episodic Price Ceiling (INR LAKH)
1	Daily Soap	30	5
2	Comedy Series	30	5
3	Fiction Series(Youth)	30	5
4	Film (Hindi) Based Programmes	30	5
	With Celebrity Anchor	30	5 + Actual cost of Anchorperson(s)
5	Film Content (Hollywood) Based Programmes	30	5
	With Celebrity Anchor	30	5 + Actual cost of Anchorperson(s)
6	Weekly News & Current affairs Programme (International)	30	5
7	Cuisine Show	30	5
8	Travelogue:		
	(a) Documentary Format	30	5
	(b) With Celebrity	30	10
9	Animation Series for kids	30	5
10	Chat show with Celebrity Anchor	30	5 + Actual cost of Anchorperson(s)
11	Morning Show	60	5 + Actual cost of Anchorperson (s)

#### Note:

- i. Above rates are exclusive of service tax.
- ii. All programmes in above genres have to be submitted in HD format XDCAMHD MPEG 4:2:2 on PFD 23/PFD 50/PFD 100 Optical Disc Format or any other format prescribed by DD as per technical standards. Submissions in any other format will be summarily rejected.
- iii. Preference will be given to Programmes based on themes and subjects relevant to Jammu & Kashmir.
- iv. Proposals should be submitted only in Hindi/English for above mentioned genres.

## 5. Procedure to submit proposals

- a) The producer/Production house needs to submit proposals in the application format enclosed.
- b) Producers/Production houses may submit more than one proposal however a non-refundable processing fee of Rs. 25000/- shall be submitted for each proposal in the form of a Crossed Bank Draft in favour of 'PBBCI, Director General, Doordarshan, New Delhi' (payable at New Delhi).
- c) A show reel of the work done earlier by the producer up to 10 minutes duration on DVD/CD/pen drive is required to be submitted along with the proposal. If the programme is a Reality Show, episodic break-up and details of set backdrop/Anchor/Judges profiles and criteria of selection are also required with the proposal.
- d) Producer should submit the proposal to produce the programme along with budget details, within the episode price specified by Doordarshan. Budget details should be enclosed in a separate sealed cover, super scribed 'Proposed Budget,' and placed inside the main cover. For details please refer to **Guidelines for Commissioned Programmes for Telecast on DD Kashir 2017** published on Doordarshan website at [www.ddindia.gov.in](http://www.ddindia.gov.in).
- e) All programme proposals should be put in a sealed envelope and super scribed as **"Programme Proposals under Commissioned Category for DD-KASHIR"**.
- f) Completed application form (in the prescribed format) along with the processing fee & show Reel should be sent **only by post** to the following address:

**Ms. Shashwati Das**  
**Section Officer, (DD Kashir)**  
**Directorate of Doordarshan**  
**Room No – 319, Tower-A**  
**Doordarshan Bhawan**  
**Copernicus Marg, New Delhi-110001**

**Hand delivered application forms will not be accepted in any case.**

- g) For detailed information please refer to **Guidelines for Commissioned Programmes for Telecast on DD Kashir 2017** available on the website of Doordarshan at [www.ddindia.gov.in](http://www.ddindia.gov.in)

**NOTE** : Doordarshan reserves the right to make changes in the number of programmes to be commissioned their type/genre, theme/subject and the number of episodes at any stage; its decision in this regard shall be final.

For any further clarification please contact the following:  
[e-Mail: dd.kashir@gmail.com](mailto:dd.kashir@gmail.com).

**6. Last date for submission of proposal -: 27/06/2017.**

**Proposals received after the due date and time will not be accepted.**

Note: (a) Please ensure that AFFIDAVIT-CUM-DECLARATION and CHECK LIST is attached with the application.

- (b) Application and the supporting documents should be a complete document and should be bound as a volume. The documents should be page numbered and each page duly signed by authorized representative.
- (c) Attach the profile of the Producer, Director, Researcher, Script writer, cinematographer & musician alongwith their written consent/ Confirmation for their engagement in the production of Programme(Each one to be given separately)

Place ....  
Date...

Signature with seal

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**Annexure-I**

AFFIDAVIT-CUM-DECLARATION (On a Stamp paper of value Rs. 100/-)

I, ----- son / Daughter of Shri ----- aged about -----years, resident of ----- , do hereby solemnly declare and affirm as under:

1. That I am the proprietor of M/s. -----
2. That I have offered programme titled “-----“ for telecast on Doordarshan from ----- under ----- category.
3. I am not a defaulter/ we are not a defaulter of Doordarshan at the time of the submission of the proposal. No amount is owed by me/us to Doordarshan. No legal Proceeding for recovery of outstanding dues initiated by Doordarshan against me/ us in pending.
4. That in case, any amount is found due from me or from any banner/concern having any linkage with me, I shall be liable to pay the said amount to Doordarshan forthwith.
5. No order of blacklisting passed by the Central Government/ any State Government/ any PSU is in operation against me/ us as on date.
6. I/We accept all the terms and conditions set out in the RFP dated ..... issued by Doordarshan.

I further state that if any information furnished by me in this affidavit or otherwise is found to be incorrect, Doordarshan shall have the right to forthwith terminate its agreement with us.

(DEPONENT)

Verified at ..... on this ----- day of ----- that the contents given above in the affidavit are true and correct to the best of my knowledge.

(DEPONENT)

**CHECK LIST**

NAME &amp; ADDRESS OF PRODUCER/PRODUCTION HOUSE

S. No.	Document	Check the Box
1	DD/Bank Draft for Rs. 25,000/- as processing fee submitted	<input type="checkbox"/>
2	Application Form duly filled in (Annexure III)	<input type="checkbox"/>
3	Detailed Storyline, Synopsis of each episode, detailed scenario script of episodes as stipulated	<input type="checkbox"/>
4	Proof of IPR for the format of the show, wherever applicable	<input type="checkbox"/>
5	Bio-data of Producer/Director, Researcher, Script-writer, Cinematographer & Music Director along with their written consent/confirmation for their engagement in the production of the programme. Consent letter of the writer in case of adaptation of literary works.	<input type="checkbox"/>
6	Show Reel	<input type="checkbox"/>
7	Attested Copies of Aadhar Card/Ration Card/ Voter's ID Card/ Passport as proof of residence of Applicant(Any of two documents)	<input type="checkbox"/>
8	<b>Self-attested photocopies of :</b> <b>A:</b> Certificate of Incorporation, Memorandum & Articles of Association, Partnership Deed, Trust Deed and other relevant documents as the case may be, evidencing the incorporation/registration/existence of the Producer <b>B:</b> Income Tax Returns for the last three financial years, Service Tax Registration Certificate <b>C:</b> PAN card	<input type="checkbox"/>
9	Affidavit-cum- Declaration on a Stamp paper of value Rs. 100/-	<input type="checkbox"/>
10	Verifiable Documentary proof of all the programmes/ films(Telecast Certificate/Censor Certificate) produced by it that have been telecast in the last three calendar years including details of these programmes like year of production, year of telecast, channel of telecast, average ratings of each programme/series and total duration of the programmes ( <b>Enclose details as per format given in Annexure: II of "Guidelines for Commissioned Programmes for Telecast on DD Kashir 2017"</b> ). <b>Note: Please provide only relevant and applicable details towards qualifying criteria.</b>	<input type="checkbox"/>



11	Audited Financial Statements (Profit & Loss A/c and Balance Sheet) of the last 3 financial years. Certificate from Chartered Accountant certifying the amount of turnover as per the eligibility criteria in TV & Film production for each year	<input type="checkbox"/>
12	Self-Declaration by the Producer/applicant certifying on their letter head that they are not listed as a defaulter with DD (Submission through Annexure: I)	<input type="checkbox"/>
13	Self-Declaration by the Producer/applicant certifying on their letter head that they are not blacklisted by any Central Govt. / State Govts. / PSU organization at the time of submission of proposal (Submission through Annexure: I)	<input type="checkbox"/>
14	Budget break-up in a sealed cover	<input type="checkbox"/>
15	An Index Page as mentioned in clause 6.8 of “ <b>Guidelines for Commissioned Programmes for telecast on DD Kashir - 2017</b> ”.	<input type="checkbox"/>

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**Application format**  
(Use extra sheets if required)

Sl No	Description	Details
1	Name of Producer/Production House/ Company:	
2	Address:	
	(i) Mailing Address	
	(ii) E-mail	
	(iii) Telephone Number(s)	
	(iv) FAX Number(s)	
	(v) Mobile Number	
3	Registration Details of the Company	
4	Service Tax, Regd No of the Producer/ Company	
5	Domicile Details along with proof	
6	Attested Copies of Aadhar card/Ration card/Voter's ID/ Passport as proof of residence of applicant (any two documents)	
7	Details of Proposal -	
	(i) Title	
	(ii) Genre	
	(iii) Theme/Concept	
	(iv) Language	
	(v) No. of Episodes Proposed	
	(vi) Detailed Story line	
	(vii) Synopsis and Script (as stipulated)	
	(viii) Treatment	
	(ix) Show reel – Duration, Theme, genre, language etc.	
8	Details of Programmes Produced by Applicant Till Date	
9	Details of Processing Fee	
	(i) Amount	
	(ii) Bank Draft No & Date	
	(iii) Name of the Bank	
	(iv) Payable at -	
10	Details of Show Reel (A compilation of previous production by the applicant) – Theme, genre, language etc.	