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No. I&PR-H(F)-7-7/2013
Directorate of Information and Public Relations
Government of Himachal Pradesh

From

The Secretary (I&PR),
to the Government of Himachal Pradesh.

To

1. All the Administrative Secretaries
to the Government of Himachal Pradesh.
2. All the Heads of Departments in Himachal Pradesh.

Dated : Shimla- 171002.

17 August, 2024

Subject: **List of Audio-Visual Producers/Production Agencies empanelled with Information and Public Relations Department, Himachal Pradesh.**

Sir,

Please find enclosed herewith the list of Information and Public Relations, Himachal Pradesh empanelled Audio-visual Producers/Production Agencies as per the Expression of Interest (EOI) document approved by the State Government.

The validity of the enclosed empanelled panel of Audio-visual Producers/Production Agencies is till 2.08.2026.

The empanelment of Audio-visual Producers/Production Agencies is only for the Audio-Visual creatives as per the Rate Card notified by Central Bureau of Communication (CBC) vide F. No. 22204/11/09 AV (Part 2) dated 18.05.2012.

Yours faithfully,

(Rakesh Kanwar)

Secretary (I&PR) to the,
Government of Himachal Pradesh.

Encls:

1. List of Empanelled Audio-visual Producers/Production Agencies in General Pool and Start-up Pool.
2. Rate Card for empanelled Audio-visual Producers/Production Agencies.
3. EOI document for Empanelment of Audio-Visual Production Agencies with Information and Public Relations Department Himachal Pradesh approved by the State Government.


No. I&PR-II(F)-7-7/2013 - 2070
Directorate of Information and Public Relations
Government of Himachal Pradesh

Dated : 3-8-24

Order

Subject: Empanelment of Audio-Visual Producers/production agencies with Information and Public Relations Department, Himachal Pradesh-regarding.

1. In pursuance of the EOI Notice No. DPR/IIP/5481 published by the Department in various Newspapers on dated 4.02.2024 on the above subject; total 31 applications were received for empanelment as AV Producers/Agencies, out of which 24 were of General Pool and 7 were of Startup Pool.
2. Finally, after the detailed scrutiny and evaluation of all the applications as per the criteria mentioned in the EOI document by the Empanelment Advisory Committee, on its recommendations, the Competent Authority has approved the empanelment of 18 AV Producers/Agencies under General Pool (list enclosed as Annexure I) and 4 AV Producers/Agencies under Startup Pool (list enclosed as Annexure II) for the categories of production mentioned against each.
3. 6 applicants in General Pool and 3 applicants in Startup Pool, which could not make it to the final list of empanelled agencies is at Annexure-III.
4. The validity of the present empanelment will be for two years unless de-empanelled earlier. The empanelment may be extended for another two years.
5. Merely empanelment of the AV Producers/Agencies does not provide right for the award of job. It will be the discretion of the DI&PR, HP to award the job to any AV Producers/Agencies in any category i.e. Category A, Category B & Category C in view of the suitability.
6. On receipt of AV production job requests from client Departments/Organizations, DI&PR, IIP will share the list of empanelled AV Producers/Agencies and it will be the discretion of the concerned Department/Organizations to award job to any of them.
7. Rates for AV production will be as per rates fixed by Central Bureau of Communication (CBC), Ministry of Information and Broadcasting, Government of India, from time to time.
8. The list of AV producers/agencies have been arranged in alphabetical order and not in the order of merit.


Director,
Information and Public Relations,
Himachal Pradesh.

Endst. No. and Date:

Copy forwarded to :

1. The Secretary (I&PR) to the Government of Himachal Pradesh for information please.


Director,
Information and Public Relations,
Himachal Pradesh.

General Pool

Sr. No.	Name of the AV Producer/Agency	Empanelment for Categories
1.	A.K. Films, 125, 3 rd Floor, Shahpur Jat, New Delhi-110049.	A and C
2.	M/s Banyan Infomedia Pvt. Ltd., 186, 2 nd Floor Siddhartha Enclave near Ashram Chowk, New Delhi-110014.	C
3.	M/s Comfed Production Media Pvt. Ltd., H-1583, LGF, Chittranjan Park, New Delhi-110019.	A, B and C
4.	M/s Creative Channel Media Pvt. Ltd., 3 rd Floor, C-120, New Rajendra Nagar, New Delhi-110060.	A, B and C
5.	M/s Entertainment Network (India) Ltd., FM CTI Building Doordarshan Kendra, Choura Maidan, Shimla-HP-171004.	B and C
6.	M/s Genesis Media (P) Ltd., C-7, Ground Floor Nizamuddin, West, New Delhi-110013.	A, B and C
7.	M/s Kesari Connect Pvt. Ltd., Civil Lines Jalandhar-144001 India.	C
8.	M/s Khushi Media, L-24, Kalkaji, New Delhi, South East Delhi-110019.	A and B
9.	M/s Nexus Zone Corporate Communication Pvt. Ltd., Corporate Office, CC28, Nehru Enclave, Kalkaji, New Delhi-110019.	A and C
10.	M/s NSB Productions Pvt. Ltd., WZ 23, 2 nd Floor, Ram Nagar Extension, Tilaknagar, New Delhi-110013.	A and C
11.	M/s Padmashri Productions (P) Ltd., Rohan Enclave Sr. No. 39/A/2 Flat No. C12, Dapodi Pune-411012.	A and C
12.	M/s Ranjit Studio Pvt. Ltd., MD 7 Tansen Marg, Bengali Market, New Delhi-110001.	A
13.	M/s Span Communication, B-174, East of Kailash, New Delhi.	A and C
14.	M/s Speedways Advertising, SCO-84, LI & II Sector 46C, Chandigarh-160047, India.	A, B and C
15.	M/s Super-Ads Creative Media Pvt. Ltd., 9/13, First Floor, East Patel Nagar, (opp, Jaypee, Siddharth) New Delhi-110008.	A, B and C
16.	M/s TOC Combine Pvt. Ltd., New Delhi-110092, H-002, Saraswati Apartment, 97 IP Extension Patparganj, New Delhi-110092.	A and C
17.	M/s Trikuta Communication Ltd., 59 DDA SFS Pocket-1 Sector-5, Dwarka, New Delhi-110075.	A and C
18.	M/s 360 Degree Media Solution Pvt. Ltd., Eco Towers, A-147 th Floor Sector-125, Noida-201301-UP.	A



Information and Public Relations,
Himachal Pradesh.

Annexure-II

Start-up Pool

Sr. No.	Name of the AV Producer/Agency	Empanelment for Categories
1.	M/s Cinemonks Entertainment, Moti Bagh, New Delhi	A and C
2.	M/s Elara Media Pvt. Ltd. Janki Puri, New Delhi.	A and C
3.	M/s Hashtag Films LLP, New Delhi. LLP, D-1533, 5 th Avenue, Faur City-1, Sector-4 Greater Noida, West UP-201318.	A, B and C
4.	M/s White Lotus Production Pvt. Ltd. 15/6 Choti Sabzi Mandi, Janakpuri, New Delhi-110058.	A and C


Director,

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Himachal Pradesh.

General Pool

Sr. No.	Name of the AV Producer/Agency
1.	M/s Damaniya International, Pine-301 Paramount Floraville Sector 137, Noida, UP-201301.
2.	M/s Freizeit Media Pvt. Ltd., D-22, Sector 3. Noida UP-201301.
3.	M/s Softline Studio Services Ltd., M-10, Upper Ground Floor, Lajpat Nagar Part, New Delhi-110024.
4.	M/s Shally Suman Production Pvt. Ltd., D-48 Kalkaji New Delhi-110019.
5.	M/s Anhad Studio Pvt. Ltd., 2/16 IGF Kalkaji
6.	R. C. Vision Technics, 10/3 Convent Road, Dehradun-248001 UK (India).

Startup Pool

Sr. No.	Name of the AV Producer/Agency
1.	M/s Ivaan Techmedia Pvt. Ltd., Panchkula
2.	M/s Capdit Pictures LLP, Ghaziabad.
3.	M/s Final out Solution, L-60, L.G.F. Kalkaji. Extension, New Delhi-110019.


 Director,
 Information and Public Relations,
 Himachal Pradesh.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
(AV Wing)
(F. No.22204/11/09-AV(Part -2) dtd 18/5/2012)

ADVISORY ON REVISED RATE CARD FOR PRODUCERS

**Sub: Revised Rate Card for Producers/Production Houses
empanelled with DAVP**

Following the fresh empanelment of producers by DAVP 2012-15, the competent authority has revised the rate-card for production of creatives, both audio and video for the producers empanelled with DAVP. The new rate-card, which is attached herewith, shall come into immediate effect, for all work-orders given after 24th of May, 2012.

Signed/-
(B.Narayanan)
Director (AV),
24/5/2012

Encl: a/a

RATE CARD FOR AUDIO-VIDEO PRODUCTIONS (2012-15)
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
M/O INFORMATION AND BROADCASTING
SOOCHNA BHAVAN, LODI ROAD, NEW DELHI

(F. No.22204/11/09-AV(Part -2) dtd 18/5/2012)

**(TO BE READ ALONGWITH DAVP'S TERMS AND CONDITIONS FOR AV PRODUCTIONS
FOR EMPANELLED PRODUCERS)**

RADIO SPOTS/JINGLES

1) **Radio Spot:** The consolidated rates given below are for radio creatives which have only words/speech, and do not involve composition of original music:

Duration of Radio Spot	Master Version	Language Version	Re-recording	Shorter Version or Re-editing of old Spots
1.1.Upto 30 seconds	Rs.10,000	Rs.9,000	Rs.5,000	Rs.3,000
1.2.31 to 60 seconds	Rs. 15,000	Rs. 12,000	Rs. 5,000	Rs. 3,000
1.3.Above 60 seconds	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs. 5,000	Rs. 3,000

2) **Radio Jingle/Song/Signature Tune** : The consolidated rates given below are applicable to radio creatives which are partially or fully music based, with original composition:

Duration of Radio Jingle	Master version	Language Version (with same or separate music track)	Re-recording	Shorter Version or Re-editing of old jingles/song/tuner
2.1. Upto 60 sec.	Rs. 30,000	Rs.15,000	Rs. 10,000	Rs. 5,000
2.2. Above 60 sec	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs.10,000	Rs. 5,000

3) **Definition of Consolidated Rates for Spot/Jingle/Song/Signature Tune:** The consolidated rates include charges for script, production with good voices & music/audio and following software, master CD, one broadcast copy of CD, one DAVP copy of CD, and client copy of CD

4) **Re-recording charges for Spot/Jingle/Song/Signature Tune :** These charges would be admissible if script is changed after production is carried out as per the approved script and artists have to be called again for recording. No charges would be admissible if changes in spot/jingle can be made only through editing, within six months of the approval of the spot, even if spot was made as per approved script. This would include one broadcast CD copy, one DAVP CD copy and one client CD copy.

SPONSORED RADIO PROGRAMMES

5) **Sponsored Radio Programmes:** The consolidated rates for Radio programmes, which are being sponsored by any Client Department/Ministry is given below:

Duration	Rates	Re-recording	Re-editing
5.1. Upto 15 mts	Rs.15,000	Rs.5,000	Rs.2,500
5.2.Upto 30 mts	Rs.24,000	Rs.5,000	Rs.2,500
5.3. Above 30 minutes	Pro-Rata, based on the 30 minute rate.	Rs.5,000	Rs.2,500

6.1) **Definition of Consolidated Rates for SRPs:** The consolidated rates include charges for script, production with good voices, master (CD), one broadcast copy (CD) and one DAVP copy (CD) & one client copy (CD). Production includes signature tune, opening/closing/change over music/jingle, drama, stock voices/music/songs, studio recorded interviews/expert comments, receiving questions through phone/E-mail/letters, reply of questions by anchor/experts in the programme, production of promos including one broadcast CD copy, one DAVP CD copy and one client CD copy.

6.2) **Field Interviews:** If field interviews are specifically desired by the client, the producer shall carry them out with no extra cost to the Client/DAVP

6.3) **Re-editing:** Re-editing of old episodes is defined as deleting or re-arranging some portion..

6.4) **Re-recording:** Re-recording is defined as re-recording some portion of an old episode to replace some old portion, and may include charges for voices, editing, one broadcast CD, one DAVP CD and one client CD.

7) **Software for SRPs:** If the software is dispatched by the producer, actual postage would be reimbursed. . Rs50 will be paid for replication of CDs, per CD, including design of cover, logging of contents on inlay card, and packaging.

VIDEO SPOT

8) **Video Spot./Documentaries/Telefilms :** The consolidated rates of Video Spot./Jingle/Documentaries/Telefilms are as given below, shot on Digi Beta or DV Cam:

Duration	Master	Dubbing	Language Version	HD Format	Re-voiceover	Re-shooting charges	Re-editing charges	35/16 mm film
Video Spot								
Upto 60 seconds	Rs.3,50,000	Rs.20,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.35,000	Rs.15,000	100 % more than the respective master/ Language rate
Above 60 seconds to 120 seconds	Pro-rata	Pro-rata	Pro-rata	50 percent more than the respective master/ Language rate	Pro-rata	Pro-rata	Pro-rata	100% more than the respective master/ Language rate
Documentaries/Spots/Telefilms								
From 2 to 5 mts	Rs.3,50,000	Rs.35,000	Rs.1,75,000	50 percent more than the respecti	Rs.10,000	Rs.25,000	Rs.15,000	100% more than the respecti

				ve master/ Langua ge rate				ve master/ Langua ge rate
Above 5 to 15 mts	Rs.4,50,000	Rs.45,000	Rs.2,25,000	50 percent more than the respecti ve master/ Langua ge rate	Rs.12,000	Rs.30,000	Rs.18,000	100% more than the respecti ve master/ Langua ge rate
Above 15 to 30 mts	Rs.5,50,000	Rs.50,000	Rs.2,50,000	50 percent more than the respecti ve master/ Langua ge rate	Rs.15,000	Rs.35,000	Rs.21,000	100% more than the respecti ve master/ Langua ge rate
Above 30 mts	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	50 percent more than the respecti ve master/ Langua ge rate	Pro- rata, based on 30 minute rate	Pro- rata, based on 30 minute rate	Pro- rata, based on 30 minute rate	100% more than the respecti ve master/ Langua ge rate

9.1)Explanation of Consolidated Rate for Videospots/Telefilms/Documentaries: The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, travel outside Delhi upto 200 kilometers, models, anchors, shooting, editing, jingle, 2-D/3D animation/ 2D & 3D Character animation/all kinds of Graphics as required by Client , titling/sub-titling/text, music, voiceover, background effects, special effects,). Two Master Copies (both mixed and unmixed) in Digi Beta or DVC , for Client and DAVP. In addition, all video-spots would be be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

9.2) Reimbursement of Actuals for journey beyond 200 kms: Journey could be undertaken by rail (First Class/AC-2T) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The

producer, may, however, obtain prior permission of DAVP for undertaking such journey and should submit supporting documents ie used tickets or bill for hiring vehicles etc to support their claim.

9.3) **Language Version:** The language version would include besides dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphicanimations etc. to ensure regional look to the programme

10) **Endorsements:** If endorsement is made by top personality (artist/singer/celebrity etc.) free of charge, we may pay an honorarium of Rs.40,000 to the producer for arranging free endorsement and meeting additional contingent expenses which would take place in such cases. Decision of DAVP would be final and binding regarding the admissibility of such an honorarium.

11) **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in a production would be the responsibility of the producer

12) **Labelling:** Each DVD/CD and its cover should be properly labelled mentioning title of spot/programme, subject, duration, language, name of client, name of DAVP/production agency and year of production.

MISCELLANEOUS VIDEO COMPILATION

13) **Video compilation in Beta SP/DVC Pro :** The rates given below are for consolidation of various video spots into one compilation :

Upto 5 min.	Rs. 5,000
Upto 30 min.	Rs. 10,000
Upto 60 min.	Rs. 15,000
More than 60 mts	Pro-rata, based on 60 mts rate
(charges include cost of title/graphic plate, one Beta/DVC Pro and two DVD/VCD copies)	

14) **Additional Beta T'cast/DVC Pro copy :** The rates given below is for duplication of creatives into Betas/DVC Pro

Upto 5 min.	Rs. 2,000
Upto 30 min.	Rs. 2,500
Upto 60 min.	Rs. 3,000
DVD (per copy, of all durations)	Rs. 100
CD (per copy, of all durations)	Rs. 50

15) Period of Applicability & Schedule of Payments:

15.1) This rate card would be applicable for three years and if need is felt for amendment during this period, the same would be carried out by the Rate Structure Committee with the approval of DG, DAVP.

- 15.2) Client shall make 100% payment of the cost of producing the creative, in advance to DAVP, as LOA or Cheque before Work-order is issued by DAVP to the producer.
- 15.3) In cases where funds transfer has taken place by LOA, the responsibility for giving approval to the creative before the LOA lapses, so that DAVP can make the payment, is solely that of the Client. In case the LOA lapses on 31st of March, and the Client has not still given approval, he may again revalidate the LOA so that payment can be made.
- 15.4) DAVP shall make payment of 50 percent of the cost of creative to the producers, from the funds deposited by Client, at the time of the submission of the rough cut of the creative by the Producer to the Client.
- 15.5) Whenever required, DAVP, at the discretion of the DG, shall convene a Production Costing Committee to arbitrate on any issue regarding production/costing etc.

**Government of Himachal Pradesh
Information & Public Relations Department, Shimla-2**

**EXPRESSION OF INTEREST (EoI)
FOR EMPANELMENT OF AUDIO-VISUAL PRODUCTION AGENCIES
WITH INFORMATION AND PUBLIC RELATIONS DEPARTMENT
HIMACHAL PRADESH**

1. Background:

The Information & Public Relations Department, Himachal Pradesh, henceforth referred to as DI&PR, HP, is responsible for dissemination of the policies, programmes and development initiatives of the State Government in the right perspective through multiple mediums of mass communication and to gauge and assess the reactions of the quarter concerned and keep informed the Government about their impact amongst the masses. Besides, it also educates the people about various programmes launched for the welfare of the people by the State Government from time to time. Therefore, I&PR, HP has a mission and vision to create an enabling environment for the facilitation and dissemination of knowledge and information. It does this by publicizing flagship schemes of government, strengthening public service broadcasting (TV and radio). DI&PR, HP is the nodal organization for paid outreach campaigns through Print Media, Electronic Media, Outdoor Media, News Websites, News Web Channels and Social Media influencers etc. on behalf of client Departments and organizations of Himachal Pradesh Government.

Existing empanelment of Advertising Agencies were done in the year 2022. However, the objective of this empanelment was to produce publicity content for print, electronic, digital, and outdoor media. The audio-visual and audio media have become very important for publicity, hence need for fresh empanelment of the agencies dealing in the production of audio-visual and audio content is being felt. The previous empanelment list for this purpose will stand null and void after the fresh empanelment.

2. Definitions:

Audio Visual Content (AV): AV content having voice and/or video media includes but not limited to Television Commercials, Documentary Films, Promotional TV Serials, Audio Spots/Jingles, Video Spots, Sponsored Radio Programmes, and Animated Films.

AV Production job: AV Production jobs would consist of, but not be limited to,

production of AV content, Dubbing/Editing of audio and/or modifications of the already available AV material, motion graphics, duration- based AV content production for various Digital/Analog Platforms, etc.

AV Producers/Agencies: The individuals/vendors/agencies who are engaged in the task of AV production.

Radio Spot: The Radio Creatives have only words/speech and do not involve the composition of original music.

Radio Jingle/Song/Signature Tune: The Radio Creatives which are wholly or partially music based with an original composition.

Sponsored Radio Programmes (SRPs): Radio programmes, which are being sponsored by any client Department which may include Interviews, Talk-show, Radio Drama, Music Programme, Question-Answer sessions, Speeches, Radio Interactions, etc. Production includes signature tune, opening/closing/change over music/jingle, drama, stock voices/music/songs, studio-recorded interviews/expert comments, receiving questions through phone/ E-mail/ letter, the reply of questions by anchor/experts in the Programme, production of promos, etc.

Re-editing: Deleting or re-arranging some portion of old episodes.

Re-recording: Re-recording some portion of an old episode to replace some old portion, and may include charges for voices and editing.

Video Spot/Documentaries/Telefilms: This production category may include Television Commercials (TVCs), Documentary Films and Promotional TV Serials, etc. The production in this category may include script, detailed shot- by-shot storyboard (for Video-spots), location, travel (if required), models, anchors, shooting, editing, jingle, 2D/3D animation, 2D/ 3D character animation, all kinds of graphics, titling/sub-titling/text, music, voiceover, background effects, special effects, etc.

Special Programmes: Innovative and unique stories /special programmes/ featurette related to Government programmes/ policies/ schemes/ or success stories of the beneficiaries of Government programmes/ policies/ schemes.

Expert in Field of AV Production: Expert from the field of AV Production means Film Directors, TV Programme Producers, Content Writers, Cinematographers, Video/Film Editors, Actors, Radio Programme Producers or any person who has considerable and in-depth knowledge in the field of AV/TV/Digital Production

Language Version: The language version would include dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic-animations, etc. to ensure regional look to the Programme.

Start-up AV Producers/Agencies: Organization recognized as Start-Ups by the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India or any other Government authority specified by Government of India or State Governments.

3. Categories of AV Producers and Pre-qualification criteria.

Categories of AV Producers:

- i. Empanelment of the AV Producers will be done under three categories i.e. **Category A, Category B, Category C** in two pools of producers/agencies i.e. Startup pool for Start-ups as defined below and General Pool.
- ii. An applicant can simultaneously apply for selection in all three categories i.e. Category A, Category B and Category C of either General pool or Start-up pool as per their eligibility.
- iii. In case any applicant applies for same or different categories (A, B and C) of both the pools i.e. General Pool and Start-up Pool, the application for the selection in the categories of General Pool only shall be considered.
- iv. **Category A includes-**
 - TV Serials of duration of not less than 5 minutes.
 - Sponsored Video Programmes/Documentary films/ Docudrama of minimum duration of 2 minutes.
- v. **Category B includes-** Radio programmes, which are being sponsored by any client Department which may include Interviews, Talk-show, Radio Drama, Music Programme, Question-Answer sessions, Speeches, Radio Interactions, etc. Production includes signature tune, opening/closing/change over music/jingle, drama. stock voices/music/songs, studio-recorded interviews/expert comments, receiving questions through phone/ E-mail/ letter, the reply of questions by

anchor/experts in the Programme, production of promos, etc.

- vi. **Category C includes-** AV Spots/Radio Jingles of duration of less than 2 minutes.
- vii. An applicant can either apply for selection in any one of the categories or can simultaneously apply for selection in all three categories i.e. Category A, Category B and Category C as per their eligibility.
- viii. An AV Producer may get empanelled for one or more than one sectors of specialization/production simultaneously in all three categories i.e. Category A, Category B and Category C based on the selection by the Technical Evaluation Committee.
- ix. The linguistic specialization/capability to produce in Indian languages content will also be taken into consideration while empanelling the AV Producers in different categories (A, B and C). Applying AV Producers must mention their linguistic specialization/capability to produce Indian language content.

1. Category wise professional and financial pre-qualification criteria:

i. Professional Eligibility:

- a. **Category A: TV Serials/ Sponsored Video Programmes/ Documentary films/ Docudrama:** Professional experience of having produced at least two (2) TV Serials of minimum seven (7) episodes of minimum duration of more than five minutes each in the last three (3) complete financial years since the time of application or at least five (5) documentary films/ Docudrama of more than 2 minutes duration each in the last three (3) complete financial years since the time of application.
- b. **Category B: Sponsored Radio Programme:** Professional experience of having produced at least thirteen (13) episodes of one (1) or more Sponsored Radio Programmes (SRPs) in the last three (3) completed financial years since the time of application.
- c. **Category C: AV Spots/Radio Jingles:** Professional experience of having produced at least twenty (20) Audio spots/ Jingles/ Video spots; out of which at least ten (10) should be Video spots in last three (3) completed financial years since the time of application.

ii. Financial Eligibility

The AV Producer/ Agency in all categories of the General Pool i.e. Category A, Category B and Category C should have annual turnover of not less than Rs. 50 (Fifty) Lakh in the segment of AV Production during at least three (3) financial years out of the five(5) years immediately preceding the year of application.

Documents as documentary proof for evaluating financial eligibility:

Certificate/document issued by a Statutory Auditor/Chartered Accountant wherein his/ her membership number and address should be indicated in the official seal.

Audited Balance Sheet by a Statutory Auditor/Chartered Accountant for last three (3) financial years out of the five (5) years immediately preceding the year of application which clearly indicates the turnover of the AV Producer/Agency in the segment of AV Production.

Certified Profit and Loss Account statement issued by a Statutory Auditor/Chartered Accountant for three (3) financial years out of the five (5) years immediately preceding the year of application which clearly indicates the turnover of the AV Producer/Agency in the segment of AV Production.

AV Producers/Agencies who satisfy professional and financial pre- qualification criteria will be eligible for Technical Evaluation

Other Criteria:

- i. The applicant should not have been disqualified by DI&PR, HP or been a defaulter of DI&PR, HP in five (5) year preceding the date of application.
- ii. The applicant should not be blacklisted by the Central Government or any State Government.
- iii. The applicant should not be involved in a criminal act for which the Proprietor or Director or Promoter of the firm has been convicted by a Court of law.
- iv. The applicant should be compliant with all laws of the land.
- v. The applicant firm should have a local office in Himachal Pradesh. If not then they will have to submit an undertaking that the firm will open a local office in Himachal Pradesh within three months after being empanelled in DI&PR, HP.

Special criteria for Start-Up firms/agencies in the field of AV production

In order to promote young/fresh professional talents, the minimum turnover criteria shall be waived off for those Start-Up firms/agencies in the field of AV production, which fulfil the following criteria:

- i. AV Producers/Agencies recognized as Start-Ups by Department for Promotion of Industry and Internal Trade (DPIIT), Government of India OR Ministry of Micro, Small and Medium Enterprises (MSME) OR NITI Aayog.
- ii. AV Producers/ Agencies owned/managed/run by the professionals who have degree/diploma from the institutes set up by the Central/State Government or affiliated with UGC/AICT in the area of film making or related fields like sound recording, editing, acting, directing, cinematography, etc. This academic qualification will be valid for only those, who graduated from aforesaid institutes in five (5) years immediately preceding the year of application. Such Start-Up AV Producers/Agencies which have won awards either from the Central Government or State Government or any International Award for their films, documentaries, audio productions, web/digital content etc. at least once during five (5) years immediately preceding the year of application.

Or

- i. Such Start-Up AV Producers/Agencies which have won awards either from the Central Government or State Government or any International Award for their films, documentaries, audio producers, web/digital content etc. (as mentioned in Clause 10 (c)) at least once during five (5) years immediately preceding the year of application.
- ii. The Start-Up firms/agencies should have produced at least three (3) AV production jobs in the last one (1) year for the Government, Public Sector Undertakings or Private sector.

4. Terms of Empanelment of AV Producers

- i. The evaluation shall be done based on recommendations of Empanelment Advisory Committee (EAC), mentioned in Para 5 below.
- ii. **The validity of Panel:** DI&PR, HP shall draw an initial Panel of AV producers/ Agencies with the validity period of **two (2) years which may be extended for another 2 (Two) Years unless de-empanelled earlier.**
- iii. **Extension of validity period:** DI&PR, HP may extend the validity of the AV producers/ Agencies on the Panel, if they continue to fulfil the requisite pre-

qualification criteria, for the maximum period of Two (2) years after recording the reasons.

- iv. **Fresh empanelment during validity period:** In case it is essential to empanel new AV producers/ Agencies due to operational reasons, DI&PR, HP will enlist new and eligible AV producers/Agencies on the Panel. The same should, however, be ratified by EAC in its next meeting, at least once in a year. However, the validity for the new AV producers/Agencies shall be coterminous with those enlisted on an existing Panel.
- v. **Empanelment window and timeline:** All applicants will be required to apply offline on and submit a physical copy thereof along with all the relevant documents to DI&PR, HP within stipulated time period as mentioned in the advertisement. The applicants will have to accompany a non-refundable fee of Rupees Ten Thousand (10,000/-) as processing fee through Bank Draft in favour of Director, Information and Public Relations Department, Himachal Pradesh, Shimla-2 payable at Shimla. The applications without the supporting documents to fulfil pre-qualification criteria will be summarily rejected.

5. Empanelment Advisory Committee (EAC):

The empanelment, extension of empanelment and de-empanelment of AV producers/ Agencies shall be done by the Principal Secretary (I&PR) on the recommendations of the Empanelment Advisory Committee (EAC). The composition of EAC will be as follows:

- | | | |
|--|---|----------|
| i. Director, I&PR- | - | Chairman |
| ii. Additional Director, I&PR | - | Member |
| iii. Joint Director, I&PR | - | Member |
| iv. Dy. Director, I&PR | - | Member |
| v. AC(F&A) | - | Member |
| vi. A representative from DDK, Shimla (Production Department) | - | Member |
| vii. A representative from AIR, Shimla (Production Department) | - | Member |

6. Selection of the AV Producers/Agencies.

6.1 Selection of AV Producers/Agencies applying in the General Pool

The applicants applying for selection and meeting the pre- **qualification criteria in the respective categories of AV producers/ Agencies** i.e. Category A, Category B and Category C shall be considered for Technical evaluation. The technical evaluation would

be done by assessing the documents submitted by the AV Producers/Agencies related to production set-up, manpower, work experience and awards for their work, etc. and the technical presentation before the Technical Evaluation Committee. The marking of the applicants will be done on the basis of the criteria mentioned as per 'Annexure A' for the documents for total 50 marks and 'Annexure B' for the technical presentation for 50 marks. The applicants who qualify with at least Twenty Five (25) marks in each stage (Stage I and Stage II) and overall seventy (70) marks (out of total 100 marks), in the Technical evaluation shall be considered for empanelment as AV producers/ Agencies by DI&PR, HP.

The list of documents to be submitted in support of the claims made by the AV Producers/ Agencies is at Annexure 'C'.

6.2 Selection of the AV Producers/Agencies applying in the Start-up pool

- i. Start-up AV Producers/Agencies, who fulfil the pre-qualification criteria (as mentioned above), shall make a presentation of at least one AV production job produced by them in last three (3) years, before the EAC.
- ii. Total marks assigned to the presentation will be 50 marks as per Annexure 'B'. Stat-up AV Producers/Agencies, who score at least Thirty (30) marks, shall be considered for empanelment as Start-Up AV Producers/Agencies by the DI&PR, HP.

7. Suspension of Empanelment

- i. An AV Producer/ Agency may be suspended from the panel for at least one year based on poor performance in terms of missing deadlines (without any valid reasons), substandard quality of production or any other valid reason, after giving a reasonable opportunity to explain his/her case.
- ii. An AV Producer/Agency may also be permanently blacklisted for furnishing false information/documentary evidence to DI&PR, HP or for suppressing any material information which may be detrimental from the perspective of the empanelment process.
- iii. An AV Producer/Agency may be permanently blacklisted by , DI&PR, HP, if it is found to be involved in any kind of fraudulent practice. This is without prejudice to further punitive action initiated by D I&PR, HP on the matter.

8. Appeal/Grievance Redressal Mechanism:

In case of any dispute concerning the implementation of guidelines/empanelment procedure/criteria and selection process the aggrieved party/complainant may approach the Pr. Secretary (I&PR) to the Government of H.P.

9. Rates for AV Production Job

Rates for AV production will be as per rates fixed by CBC from time to time for different categories.

10. Procedure for selection of empanelled AV Producers/Agencies for awarding production jobs

- a. Merely empanelment of the AV Producers/Agencies does not provide right for the award of job. It will be the discretion of the DI&PR, HP to award the job to any AV Producers/Agencies in any category i.e. Category A, Category B & Category C in view of the suitability.
- b. On receipt of AV production job requests from client Departments/Organizations, DI&PR, HP will share the list of empanelled AV Producers/Agencies and it will be the discretion of the concerned Department/Organizations to award job to any of them under the respective Category i.e. Category A, Category B and Category C which could be considered as per the nature of the desired job.
- c. DI&PR, HP reserves the right to directly call for briefing/ assignment of job to the renowned producers in field of AV production who have bagged at least 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, United States of America (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 and
- (vii) (Such other awards as may be notified by the Ministry of Information and Broadcasting, Government of India.

11. Conditions for job execution:

- a. The AV Producer/Agency will forward the rough cuts made by it (who have been assigned the job) to the client Department for approval.
- b. **Timeline for approval of scripts, rough cuts/jobs**
 - i. For modification (if any) and finalization of the selected script by the Client and AV Producers/Agencies: maximum 7 days from the date of job assignment.
 - ii. Submission of first rough cut by the AV Producers/Agencies: maximum 15 days from the date of job assignment.
 - iii. Approval or corrections (if any) to be conveyed by the Client: maximum 7 days from the date of receipt of the respective rough cut.
 - iv. Finalization and approval of the final product in all languages by the client: maximum 15 days from the date of receipt of the first rough cut.
 - v. However, if the production requires travelling to different places (as per the **requirement of the approved script**) and **may take more time for execution, then the AV Producers/Agencies must seek prior permission with valid reasons and** if agreed by both DI&PR, HP and client, time for production will be extended with **written communication. The reimbursement of the travel expenses will be as** per the actual for a journey beyond 200 km; journey could be undertaken by road up to 800 km, and by air (economy class) beyond 800 km for maximum three (3) to five (5) members' production crew. The AV Producers/Agencies, may, however, obtain the prior permission of DI&PR, HP/client Department for undertaking such journey and should submit supporting documents, i.e., used tickets or bill for hiring vehicles etc. to support their claim.

- c. **Endorsements:** In the selection process for job execution preference may be given to the AV Producers/Agencies who can manage the celebrity endorsement for the creatives in the AV. In special cases, where celebrity endorsement is necessarily required for the creatives, with the prior consent of client Department concerned and DI&PR, HP, A V Producer/Agency may be **reimbursed a maximum up to Rupees One (1) lakh as an honorarium** for celebrity endorsement. The decision of DI&PR, HP would be final and binding regarding the admissibility of such an honorarium.
- d. **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in production would be the responsibility of the AV Producer/Agency and there will not be any extra payment towards the same.
- e. **Payment term:** The client Department/organization may approve the final creative. The bills for the product will be processed only after satisfactory completion of the assigned production job and approval of Department/organization on the final product and receipt of final deliverables. The payment will be processed only for the actual number of products that have been produced, delivered and approved.
- f. The empanelment does not guarantee that the work will be awarded to the AV Producers/Agencies necessarily.

Empanelment of audio-Video Producers/Agencies with DI&PR, HP

1. Mark sheet for Evaluation for Category 'A'

Stage-1

Name of producer				
Marks of Technical Evaluation				
Sr. No.	Criteria		Marking Scheme	Marks Scored
1.	In House Creative Team (maximum 20 Marks) Documents such as salary slips And bank statements of employer and employee since 3 years to be submitted as proof of the claims	In-House team of permanent Staff of Creative Director/ Director/Script Writer/ Cinematographer/ Cameraperson/Video Editor/ Sound Recordist /Graphics/ Animation Artist/Language Translators(other than Hindi &English)(other than the producer, if any)	5 marks for a permanent Staff of 5-10members	
			10 marks for a permanent staff of 11-20 members	
			15 marks for a permanent staff above 20 members	
		Contractual/Ad-hoc/assignment based team including Creative Director / Director/ Script Writer/ Cinematographer Cameraperson/Video Editor/ Sound Recordist/ Graphics / Animation artist/ Language Translators(other than Hindi &English)(Based on the work-orders/copy of contract/assignment submitted by the AV Producer)	2 marks for a Empanelled/ Temporary staff of 5-10 members	
			3 marks for a Empanelled/ Temporary staff of 11-20 members	
			5 marks for a Empanelled/Temporary staff above 20 members	
2.	Work Experience in Last three(3) years (maximum 20 Marks)– Documents to Be submitted as Proof of the claims	Documentary Film/ Corporate Film/Feature Film/ Short Film(fiction)/TV Series /Web Series/ Game Show/ Reality Show(for TV or web)/ Animation Film(2D/3D)if produced	5 Marks for at least 2 TV Serials of minimum 7 Episodes of the duration of More than 5minutes each. Or at least 5 documentaries /docudrama of more than 2 minutes each.	

			10 marks for at least 3-5 TV Serials of minimum 7 Episodes of the duration of More than 5 minutes each. Or at least 6-10 documentaries/docudrama of more than 2 minutes each.	
			15 marks for at least 6—8 TV Serials of minimum 7 Episodes of the duration of more than 5 minutes each. Or at least 11-15 documentaries/docudrama of more than 2 minutes each.	
			20 marks for above 8 TV Serials of minimum 7 Episodes of the duration of more than 5 minutes each or above 15 documentaries/docudrama of more than 2 minutes each	
3.	Awards in last three (3) years, if any(maximum10 marks)	International / National / State Level Awards won in the field of AV production, Scripting, direction, Sound, editing, VFX etc, in the last three (3) years *List of awards as mentioned in the para 10	1 mark for State Level Awards	
			2 marks for National awards	
			3 marks for international awards *Maximum 10 marks based on the number and Level of awards	
4.	Grand Total (1+2+3) (Maximum50 marks)			

2. Mark sheet for Evaluation for Category 'B'

Stage-1

Name of producer				
Marks of Technical Evaluation				
Sl.No.	Criteria		Marking Scheme	Marks Scored
1.	In House Creative Team (maximum 20 Marks) Documents such as salary slips and bank statements of employer and employee since 3 years to be submitted as proof of the claims	Permanent in-House team of Creative Director/Head, Script Writer, Sound Studio, sound Recordist /Engineer/ Music Arranger, Music Composer/ Music Director, singers, Musicians and Voice-Over Artists, Language Translators (Hindi, English and other regional languages)(other than The producer, if any)	5 marks for a permanent staff of 2-5 members	
			10 marks for a permanent staff of 5-10 members	
			15 marks for a permanent staff above 10 members	
		Contractual/Ad-hoc/assignment based team including Creative Director / Head, Script Writer Sound Studio, sound Recordist/ Engineer/ Music Arranger, Music Composer/ Music Director, Singers, Musicians and Voice-Over Artists, Language Translators (Hindi, English and other regional languages) (Based on the work-orders/copy of contract/assignment submitted by the AV Producer)	2 marks for a Empanelled/ Temporary staff of 2-5 members	
			3 marks for a Empanelled/Temporary staff of 5-10 members	
2.	Work Experience in last three (3) years(maximum 20 Marks) – Documents to be submitted as proof of the claims	<ul style="list-style-type: none">• Sponsored Radio Programmes / Radio Serials(duration at least 10 minutes)• Radio Series/Web Radio Series(each series of duration at least 15 minutes)• Audio Spot / Audio Jingle,(of duration at least 1 Minute)• Audio Song(of duration at least 3 minute)	10 marks for at least 13 episodes	
			15 marks for 14-26 episodes	
			20 marks for above 26 episodes	

3.	Awards in last three(3) years, if any (maximum 10 marks)	International / National / State Level Awards won in the field of Audio Production in the last three (3) Years *List of awards as mentioned in the para 10	1 mark f or State Level Awards	
			2 marks for National awards	
			3 marks for international awards *Maximum 10 marks based on the number and Level of awards	
4.	Grand Total (1+2+3) (Maximum 50 marks)			

3. Mark sheet for Evaluation for Category 'C'

Stage-1

Name of producer				
Marks of Technical Evaluation				
Sr. No.	Criteria		Marking Scheme	Marks Scored
1.	In House Creative Team (maximum 20 Marks) Documents such as salary slips and bank statements of employer and employee since 3 years to be submitted as proof of the claims	Permanent in-House Team of Creative Director/ Director (other than the producer, if any), Script Writer, Cinematographer/ Cameraperson, Video Editor / VFX Artist, Graphics/Animation artist, Sound Studio, Sound Recordist/Engineer/Music Arranger, Language Translators (other than Hindi & English)	5 marks for a permanent staff of 5-10 members	
			10 marks for a permanent staff of 11-20 members	
			15 marks for a permanent staff above 20 members	
		Contractual/Ad-hoc/assignment based team including Creative Director / Director (other than the producer, if any), Script Writer, Cinematographer / Cameraperson, Video Editor /VFX Artist, Graphics / Animation artist, Sound Studio, Sound Recordist/Engineer/ Music Arranger, Language Translators(other than Hindi &English) (Based on the work-orders/copy of contract/assignment submitted by the AV producer)	2 marks for a Empanelled/Temporary staff of 5-10 members	
			3 marks for a Empanelled/ Temporary staff of 11-20 members	
			5 marks for a Empanelled/ Temporary staff above 20 members	

2.	Work Experience In last three (3) Years (maximum 20 Marks) –to be Submitted as Proof of the claims	<ul style="list-style-type: none">• Ad Film/Digital Film/ Video Spot(of duration at least 20 seconds)• Audio Spot / Audio Jingle,(of duration at least 20 seconds)• Video Song / Music Video(of duration at least 20 seconds)• Animation spot (2D/3D)(of duration at least 20 seconds)	10 marks for 20 Audio spot/Audio Jingle/ Video Spots (with Min.10Videospot)	
			15 Marks for 20-30 Audio spot/Audio Jingle/Video Spots (with Min.15 Video spot)	
			20 Marks for above 30 Audio spot/audio Jingle/Video Spots (with Min.20 Video spot)	
3.	Awards in last three (3) years, if any (maximum 10 marks)	International / National / State Level Awards won in the field of AV production, Scripting, direction, sound, editing, VFX etc, in the last three (3) years *List of awards as mentioned in The para10	1mark for State Level Awards	
			2marks for National awards	
			3 marks for international awards *Maximum 10 marks based on the number and Level of awards	
4.	Grand Total (1+2+3) (Maximum 50 marks)			

Annexure 'B'

Empanelment of Audio-Video Producers/Agencies with DI&PR, HP Presentation Evaluation

Stage-2

Producer Name		
Marks of Technical Evaluation-Presentation		
Sr. No.	Criteria	Marks Scored
1	<p>Past Experience of last 3 financial years based on Show reel (Min.10 approved Jobs in each sector of specialization) (Maximum30 Marks)</p> <ul style="list-style-type: none"> ➤ Past Experience of last 3 financial years based on Show reel under all three categories ➤ Selection of Producers as per sectoral specialization/production experience ➤ Show reel must include sector-wise collation of at least 10 different approved AV-Production jobs for every sector in last 3 years according to the applicant category i.e. 'A', 'B' or 'C' ➤ Evaluation of show reel of past creatives on following parameters: <ul style="list-style-type: none"> ▪ Creative Idea (7marks) ▪ Audio-Visual Conceptualization (5marks) ▪ Treatment to the Subject (5 marks) ▪ Overall production variables such as direction, cinematography/ Videography, editing, screenplay and Scale of Production (8marks) ▪ Technology Induced (5marks) <p>(Maximum30 Marks)</p>	

2	Evaluation of concept/approach / creative routes and scratch creatives on a given theme/subject on following parameters: <ul style="list-style-type: none"> • Creative Idea (3 marks) • Audio-Visual Conceptualization (4marks) • Treatment to the subject (4 marks) • Overall production variables such as direction, cinematography/videography, editing, screenplay and Scale of Production (6 marks) • Technology Induced (3 marks) <p>(Maximum 20 Marks)</p>	
3.	Grand Total (1+2) (Maximum 50 Marks)	

Note:

- Minimum qualifying marks will be 25 marks in each stage (Stage I and Stage II) and overall 70 marks (out of 100).
- The applicants, who are found eligible / qualified by obtaining overall 70% or more in Stage I + Stage II in evaluation by the EAC, shall be considered for empanelment as AV Producers by DI&PR, HP.

Annexure 'C'

Empanelment of Audio-Video Producers/Agencies with DI&PR, HP

List of the requisite documents for empanelment of AV Producers/Agencies

Sr. No.	Documents	Period	Details
1.	Details of work experience of AV Production jobs	Last three (3) Years	Copies of job order/ agreement/ contract/ work completion certificate etc. In the case of feature films, certificate of Central board of film Certification (CBFC) or production agreement should be submitted. The job orders/agreements/ contracts/ work completion certificates should clearly mention the name and address of the producer/ production house, name and address of the client organization and the detail of the job. In case of TV, Web or Radio Series/ Sponsored Radio Programmes (SRP), the names of the respective TV, Online Streaming Platform and Radio channels in which the programme/show was telecast/broadcast Should also be mentioned
2.	GST registration certificate and copy of PAN card	=	GST registration certificate and Copy of PAN card
3.	Copies of income-tax returns	Last three(3) financial years	The producer should also submit, duly verified by chartered Accountant (indicating membership number Chartered Accountant in his/ her seal), Turnover Certificate, Balance sheet and Profit & Loss Accounts of the firm/company, for the last three (3) financial years from the date DI&PR, HP notification Inviting application.
4.	Details of the in-house creative team	=	<ul style="list-style-type: none">• Bio-data of members of the permanent Creative team• Salary Slips and bank statements of employer and employee since 3 years
5.	Affidavit	=	An affidavit on the claims of 'in house creative team' and 'work experience' on stamp paper duly attested by notary
6.	Details of Awards won	Last three (3) Years	Details of Awards won (if any) by the producer should be mentioned alongwith documentary proof. The list of awards are as follows: <ul style="list-style-type: none">(i) Cannes Lions International Advertising Festival, France (Golden Lion, Silver Lion, Bronze Lion);(ii) American Advertising Federation, United States of America (Golden Addy, Silver Addy, Bronze Addy);(iii) Mobius Advertising Awards, California ,USA (Best Commercial, Best Recreation, Public Service);

			<p>(iv) Clio Awards, Miami, USA;(Best Ad Agency, Best Director, Best Art Director, Best Producer);</p> <p>(v) Top Awards by advertising Agencies Association of India (AAAI) in product categories;</p> <p>(vi) 'ABBY' Award, India and</p> <p>(vii) Such other awards as may be notified by the Ministry of Information & Broadcasting, Government of India.</p>
7.	Processing Fees	=	Along with the application form, the producer must submit a processing fee (non-refundable) of Rupees Ten Thousand (10,000/-),in the form of Bank Draft drawn in favour of Director, Information and Public Relations, Himachal Pradesh Payable at Shimla.
8.	Self Declaration	=	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 three (3) years.
9.	Show-reel	Last three (3) Years	The AV Producers/ Agencies shortlisted at the Technical evaluation shall make a presentation before EAC at their own cost on date(s) and time specified by DI&PR, HP. The producers shortlisted for presentation will also have to submit a show- reel of his/her production work undertaken in the last three (3) years, as and when notified by DI&PR, HP.
10.	Affidavit		<p>i. Not having been disqualified by DI&PR, HP or been a defaulter of DI&PR, HP in five (5) year preceding the date of application.</p> <p>ii. Not having been blacklisted by the Central Government or any State Government.</p> <p>iii. Applicant agency is not involved in a criminal act for which the Proprietor or Director or Promoter of the firm has been convicted by a Court of law.</p> <p>iv The applicant will comply all laws of the land.</p>
11.	Self Declaration	Office in Shimla	The applicant firm should have a local office in Shimla. If not then they will have to submit an undertaking that the firm will open a local office in Himachal Pradesh within three months after being empanelled in DI&PR,HP.