

Guidelines for Commissioning of Programmes

The new guidelines for Commissioning of Programmes as approved by the Prasar Bharati are as under:-

(i) Doordarshan will assess its requirements of Commissioned Programmes for the ensuing year, in the last quarter of the financial year, and prepare a list of the same. The list will be drawn upon the basis of specific slots and the requirements of programmes of different genres and formats, on the different channels and Regional Kendras. The Central Commissioning Unit (CCU) at the Headquarters will consolidate these annual budget requirements and forward the same to the Finance Wing, who will earmark the available budget to different Channels/Kendras.

(ii) Programmes will be considered for commissioning to supplement and compliment In-House production efforts and to bring variety in programming. Certain genres may be excluded for commissioning, as they would be available in the sponsored category. These genres would include: daily soaps, sit-coms, mythological, mega-serials etc.

(iii) Proposals from eminent film directors of proven credentials, will be considered on themes, which are required for telecast on DD Channels. These will be from:

- a) Film makers who have won national or international awards
- b) Filmmakers with proven credentials and considerable experience as Directors, Technicians, Writers, Researchers etc.

(iv) The budget allocated for commissioning will be utilized by inviting eminent Producers/ Directors including award winning Producers/ Directors listed in (iii) above with proven credentials and track records on a variety of subjects.

(v) Part of the Commissioning Budget will be identified and allocated for the promotion of new talent, for assigning Programmes to young graduates from various film/ TV institutes recognized by UGC and those who have otherwise produced good quality Programmes for Doordarshan or other satellite channels.

(vi) The proposals received will be initially examined by an Evaluation Committee and the proposals should essentially include the following:

- a) Subject, title, language and theme/ category (e.g. Fiction, Documentary, Chat-Show, 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.
- d) Detailed scenario/script of at least one episode of concept and treatment, in case of 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) The proposal received shall be accompanied by a Crossed Bank Draft of the value of Rs.10,000/ payable in favour of "PBBCI" Directorate General, Doordarshan, New Delhi", in case of eminent film makers and Rs.5000/ in case of young and upcoming film makers as detailed in (v). This amount shall be the processing fee and shall not be refunded irrespective of the fact whether the proposal is finally accepted or rejected or returned.
- 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-Beta SP/ Digi Beta/ Film (16/35 mm)

vii) The Evaluation Committee at the Headquarters will comprise:

- a) Addl. Director General/ Deputy Director General of Concerned Channel-Convener
- b) Deputy Director General(Sales & Marketing)
- c) Addl. Director General/ Dy. Director General of other channels.
- d) Controller of Programme CCU
- e) Controller of Programme of concerned Channel
- f) Outside expert(s) of repute from the fields of production, performing arts, broadcasting, journalism and literature.

At the Regional Kendras the proposals will be evaluated by the following:

- a) Chief Producer
- b) Dy. Director(Programmes)/Executive Producer
- c) Station Engineer
- d) Programme Officer in-charge of commissioning
- e) Programme Officer in-charge of the subject
- f) Outside expert(s) of repute and unquestionable credentials from the fields of production, performing arts, broadcasting, journalism and literature

viii) The Evaluation Committee will:

- a) Assess and evaluate the merits of the proposal in relation to the channel specific as well as general requirements of Doordarshan
- b) If necessary, request the producer to present his/her concept before the Committee.
- c) Decide the number of episodes to be commissioned.
- d) Evaluate the proposal on the basis of the marking scheme and a minimum benchmark.
- e) Will ensure that at a given point of time, the Producer/ Director does not get more than two programmes, or more than 26 episodes.
- f) Prescribe the time frame for the completion of the programme.

ix) The proposals short listed in this manner by the Evaluation Committee shall be put up to a Costing Committee which will consist of:

- a) Additional Director General/Deputy Director General of Concerned Channel-Convener
- b) Dy. Director General (Sales & Marketing)
- c) Deputy Director General (Finance)
- d) Controller of Programme(CCU)
- e) Controller of Programme of concerned channel/section
- f) CP (Marketing)

The Costing Committee at the Kendra(s) will be as follows:

- a) Director
- b) Chief Producer
- c) Suptd. Engineer
- d) Executive Producer/ Deputy Director Programmes in charge of commissioning
- e) DDA (Finance & Admn.)

x) The Costing Committee will critically evaluate the budget requirements of the proposal. All the terms and conditions with regard to rights will also be decided by the Costing Committee

xi) 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 Controller of Programmes of concerned channel/section.

xii) The producer would be given a time frame to complete the production.

Any deviation from the time frame to complete the production with the stipulated time will attract penalty @ 18% penal interest on the money advanced to them. Any delay beyond three months of the agreed time frame, will result in the encashment of the Bank Guarantee, by Doordarshan.

xiii) The payment schedule by Doordarshan will be as follows:

- a) Signing of agreement & Script approval 20%
- b) Approval of rough cuts 30%

c) On approval of final product 50%
(including the Chartered Accountant's certificate)

xiv) All payments will be released by Doordarshan only against submission of 100% irrevocable Bank Guarantee for covering the entire period of production.

xv) The rough cuts will be previewed by the Evaluation Committee of the concerned Channel.

xvi) For monitoring and coordinating the progress and quality of production, an Executive Producer of Doordarshan may be assigned to the Producer by the channel, if the Costing Committee deems it fit.

xvii) The final approval of the programme will be given, after preview by a committee approved by the Head of the concerned Section/ Channel and Director of the Kendra for Regional Kendras. If the Preview Committee suggests amendments in the programme on the basis of the approved script, the Producer will carry out the same within the shortest possible time, however, not exceeding one month.

xviii) All rights including new media and any rights that may be available in future will rest with Doordarshan.

xix) Any awards won by the programme will be shared equally by Doordarshan and the Producer/ Director.

xx) All programmes will follow the broadcasting code.

xxi) The above guidelines will be applicable mutatis to all channels.

PRASAR BHARATI
(BROADCASTING CORPORATION OF INDIA)
DIRECTORATE GENERAL: DOORDARSHAN

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