

PRASAR BHARATI  
BROADCASTING CORPORATION OF INDIA  
DIRECTORATE GENERAL: ALL INDIA RADIO

No. 28/03/08-PP&D

New Delhi, dated 16.01.2009

Subject: Regarding publicity of the Software Plan Scheme.

It has been decided that the Software scheme of All India Radio be given wide publicity through local broadcast on All India Radio from 23<sup>rd</sup> January 2009 to 6<sup>th</sup> February 2009 twice a day. Station Directors/Programme Heads of All India Radio except LRS and Vividh Bharati are therefore, requested to publicise this scheme through local broadcast from their stations twice a day.

**“Proposals are invited from the experienced Producers for the commissioned programmes in All India Radio under Normal Category, J&K Special Package and North-East Special Package.**

**Application form may be obtained from Reception Counter of Directorate General, All India Radio, Akashvani Bhavan, Parliament Street, New Delhi-110001 on payment of Rs.100/- between 4.00 PM and 5.00 PM on all working days from 28<sup>th</sup> January 2009 to 27<sup>th</sup> February 2009. If any Producer desires to have the form by post, he/she should send a Demand Draft of Rs.100/- in favour of PB, BCI, DG: AIR, New Delhi to SO(PP&D), Room No.206-C, Akashvani Bhawan, Parliament Street, New Delhi-110001 before closing of the last date i.e. 27<sup>th</sup> February 2009. All India Radio will receive the proposals from 5<sup>th</sup> February 2009 to 16<sup>th</sup> March 2009 with a Demand Draft of Rs.1000/- in favour of PB, BCI, DG: AIR, New Delhi at the Reception Counter of DG:AIR, which should contain concept & parameters, detailed script of the first two episodes and full particulars of Producer and the Script Writer. No proposal would be entertained after closing of the last date.**

**Guidelines of All India Radio for the commissioned programme are available on All India Radio web site:www. allindiaradio.org. Guidelines/ Themes of the projects will be supplied along with the application form.”**

(BRAJESH GODRA)  
SECTION OFFICER(PP&D)  
FOR DIRECTOR GENERAL

All DDGs/DDGs – I/c  
All Heads of AIR Stations

## **Revised Guide Lines for the consideration, processing and approval of Programmes to be produced by commissioning outside producers under the software Scheme of All India Radio.**

These are the guidelines for processing programmes to be commissioned under Software Plan Scheme of All India Radio and shall be applicable to all National as well as Regional stations of the AIR.

1. The proposals received in DG:AIR or proposed by AIR Stations are to be processed by the concerned officials for examining the format and details of the project as well as reviewing the scripts/outlines etc. The processing/review of the proposal is to be done up to the level of concerned DDG who shall obviate duplication, including with reference to archival records. After that such proposals which are to be reviewed in the Screening Committee are to be kept separately for that purpose. Screening Committee will be headed by the concerned Dy. Director General as Chairman, other members will consist of Director of Programmes, well-versed with the subject; non-official member (expert of repute from the fields of production, performing arts, broadcasting, journalism, music, literature etc.) to be nominated by DG, AIR and associated on rotational basis; and PO(P) or Deputy Director in the office of DDG as Convener. At least one participant of this committee shall be lady. In case of software for J&K a representative from Home Ministry will also be a member of the Screening Committee. The recommendation of the Screening Committee for those proposals will have to be approved by DG:AIR.

### **Following broad criteria are to be followed in the processing/review of proposals:**

- (a) Relevance of the format, story, theme or the subject to the needs of AIR.
- (b) Treatment of the subject/story line.
- (c) Conformity to the All India Radio Code/Government Guidelines.
- (d) Track record of the Outside Producer and other members of the production team.
- (e) Subject, title, language and theme/category (e.g. fiction Documentary, Chat Show, Quiz etc)
- (f) Detailed Story line in case of serials, break-up of the story/topic and broad outline of treatment for single episode.
- (g) Synopsis of each episode in cases of serials.
- (h) Detailed script of at least two episodes of concept and treatment in case of serials.
- (i) Details of creative team including names, bio-data and addressed of the Director, Researcher, Script Writer and Music Director alongwith a written confirmation from each one agreeing to be engaged for the production of the programme. Any change in the team shall be with the approval of not below Stations Director level.
- (j) Recording to be submitted on-Audio Tape (magnetic) 7.5"

- (k) Prescribed application form indicating the name of Producer, programmes, budget, details of production in the format of programme will be supplied on demand to the aspiring outside producer on payment of Rs.100/-.
- (l) The proposal received shall be accompanied by a crossed bank draft of the value of Rs.1000/- payable in favour of "PBBCI Directorate General, AIR New Delhi". This amount shall not be refunded irrespective of the fact whether the proposal is finally accepted or rejected.
- (m) In case of commissioned programmes it will have to be specified as to why the programme cannot be produced in house by AIR.

### **Regional Stations**

2. For the Regional Stations, the Screening Committee will be headed by the concerned Dy. Director General of that Zone assisted by the Director of concerned stations and Station Engineer of the Station. Other members will consist of concerned Programme Officers and two outside experts of repute from the fields of production, performing arts, Broadcast Journalist, Music, Literature etc. to be nominated by the Zonal DDG. At least one member of the Committee shall be a lady.

Each station will be required to send the expenditure statement every month to the DG:AIR detailing the expenditure incurred on the production of the programmes. The details of the programmes recommended by the Screening Committee of the Regional Stations are to be sent to DG:AIR only for information.

The processing fee and the cost of application forms are to be same as mentioned above. Screening Committee is to ensure that at the given point of time the producer does not get more than two programmes, for more than 26 episodes in total.

3 (i) Proposals found acceptable for commissioning with the approval of the Director General, All India Radio will then be considered by the Costing Committee. The composition of the Committee shall be as follows:

- (a) Deputy Director General concerned - Chairman
- (b) DDG(F), DG:AIR or representative - Member
- (c) Two Directors of Programme –one routinely concerned with and the other having deep knowledge of the particular subject not dealing with it in administrative capacity.
- (d) PO(P)/Director of Programmes (PP&D) DG:AIR as Convener.
- (e) The Costing Committee for the Regional Stations will consist of concerned Dy. Director General of that Zone, concerned Director of the Station and Station Engineer, two Programme Officers and Sr. Accounts Officer or Administrative Officer of the concerned Station. Deputy Director of the Zonal Officers or ASD/Senior-most PEX to act as Convener. In case of outside production, approval of DG shall be obtained prior to release of any payment.

(ii) The Costing Committee while approving the production of programmes under these guidelines will ensure that the overall expenditure likely to be incurred during the financial year in respect of approved schemes does not exceed the relevant annual budget provisions available for Software Plan Schemes of All India Radio.

4. The Costing Committee will decide the budget and item-wise expenditure for production of each programme. It would clearly specify in the minutes of the meeting the format and duration of the programme, the number of episodes with duration of each episode in case of serials and time allowed for completing the programme. The recommendations of the Costing Committee will be put up on file to the Director General through the Internal Financial Adviser of All India Radio.

5. The decision taken in the matter by the Director General, AIR shall be final and binding.

6. All India Radio will not share the right of any commissioned programme with the outside producer. These programmes shall exclusively be the property in perpetuity of All India Radio, except that after the basic conceptualization and other production parameters are cleared, the actual production work will be executed by an outside producer as per the terms of the agreement entered into with him by All India Radio. Any awards won by the outside produced programmes shall be shared equally by the outside producer and AIR.

7. There will be no bar on approving production of more than one programme on the same subject or format as may be warranted by the needs of programming.

8. All India Radio shall advise the outside producer approved for production of a programme on commissioned basis about the terms of approval and forward to him the draft agreement required to be signed by him with All India Radio.

9. All payments in respect of commissioned programmes will be made only to the outside producers.

10. The schedule of payment to the outside producer by All India Radio would be as follows:-

(a)	Signing the Agreement & Script approval	40%
(b)	Approval of first two episodes	20%
(c)	On approval of final product	40%

All payments will be released by AIR only against and after submission of 100% irrevocable bank guarantee for covering the entire period of production. The Bank Guarantee submitted by the outside producer will be released/discharged only after submission and approval of all episodes of the project/programme.

11. All India Radio will deduct Income Tax at source, if applicable, in accordance with the instruction at the relevant time.

12. If felt necessary by AIR, an applicant shall submit documents of credentials, such as Income Tax return, partnership agreement, Memorandum/ Article of Association, Audited Balance Sheet or any other similar document. Any application/outside producer/ member of production team, who has any dues of AIR outstanding against him, will either clear his dues or get the repayment plan approved before being awarded any assignment.

13. The producer will be given a time frame of six months to complete the production. Any deviation from the time frame to complete the production within the stipulated time will attract penalty @ 18% per annum penal interest on the money advanced to them. Any delay beyond agreed time frame will result in the encashment of the bank guarantee, by AIR. Extension of time frame will be at the discretion of AIR.

14. REQUEST FOR EXTENSION MAY BE CONSIDERED DEPENDING UPON THE EXIGENCIES. That will be processed in screening committee headed by concerned DDG and has to be sanctioned DG,AIR.

15. The commissioned programmes will be previewed by a committee approved by concerned DDG and the recommendation about acceptability of the programme will be put up to Director General, AIR for approval.

16. For Regional Stations- the Preview Committee for the Regional Stations will be approved by the concerned Director of the Station and concerned DDG of that region is also to be informed about that.

17. If the preview Committee suggests amendment 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, and at his own cost.

18. The agreement or the supplementary agreement may be terminated by All India Radio at their discretion with the approval of Director General, All India Radio, if any of the terms or conditions of these agreements is violated by the outside producer. In the event of termination of the agreement, All India Radio besides invoking the bank guarantee, would also initiate proceeding for recovering the amount advanced to Outside Producer with interest @ 18% from the date the advance was made till the date of its recovery.

19. Outside Producers who fail to complete the programme within the time stipulated in the agreement or within the time duly extended shall be blacklisted with the approval of Director General, All India Radio.

20. All rights including new media and any rights that may be available in future will rest with AIR.

21. In case of any disagreement or dispute in the execution of the agreement by the outside producer, the matter shall be referred for sole arbitration of the Arbitrator appointed by the Prasar Bharati Board. The award of such arbitrator shall be final and binding on all parties.

22. Expenditure and Progress of software scheme shall be regularly monitored by Deputy Director General concerned with the help of Director of Programmes concerned. Feed-back regarding the progress should be supplied to the Prasar Bharati at regular intervals.

23. These guidelines will be applicable to National as well as Regional Stations of All India Radio.

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A. THEMES FOR NORMAL CATEGORY:

- i) Ancient Indian literature
- ii) Preserving our Heritage
- iii) Popularising classical Music
- iv) Radio Adaptation of World Classics.
- v) Compilation and Cataloging of Tribal and Folk Music.
- vi) Popularising Classical Music.
- vii) Rivers of India.
- viii) Serving the under privileged Sections of Society.
- ix) Programmes series on empowerment of women.
- x) Programmes series on Rural Development.
- xi) Programmes series on Child labour and Child abuses.
- xii) Protection of Girl Child.
- xiii) 20<sup>th</sup> Century-in Retrospect.
- xiv) 100 Years of Indian Music.
- xv) 100 Years of Indian Drama.
- xvi) 20<sup>th</sup> Century Achievement in Agriculture and Technology.
- xvii) Centers of excellence in Karnatic Music, Hindustani.

B. THEMES FOR J&K SPECIAL PACKAGE:

- i) Established work on Kashmir or by writer of the state.
- ii) Changing Scenario in the State.
- iii) Programme on Developmental Themes like advancement in the field of Education, Health, Agriculture, Tourism promotion etc.
- iv) Development of infrastructure.
- v) Rich cultural heritage of stage and allied topics.
- vi) Programme on Militants who want to join main social stream.
- vii) Any other subject relevant to the state.
- viii) Programmes to counter day to day propoganda of PAK Radio.

C. THEMES FOR N.E. SPECIAL PACKAGE:

- i) Land and the People
- ii) History and Culture of the State
- iii) Fair and Festival of the State
- iv) Folk and Tribal arts
- v) Music of the State
- vi) Art and Literature
- vii) Tourism
- viii) Eminent person of the State(Historical & Political)
- ix) History of Freedom Movement