

बिहार स्टेट माइनोरिटीज फाइनेन्सियल कारपोरेशन लि० पटना

(अल्पसंख्यक कल्याण विभाग, बिहार सरकार का एक उपक्रम)

34, हार्डिंग रोड, (अली इमाम पथ) पटना-800001 Ph:0612-2204975)

(Email=bsmfclpatna-bih@gov.in website:www.bsmfc.org)

(CIN No.-U65110BR 1984SGC 001964)

संचिका संख्या:नि.ले०/संवाद/20-08/25.....

दिनांक: -----

प्रस्ताव आमंत्रण

अत्यल्प कालीन सूचना

विभागीय निदेश के आलोक में मुख्यमंत्री अकलियत गुप्तगू (अल्पसंख्यक संवाद कार्यक्रम) हेतु सभी विभागीय योजनाओं पर एक 30 मिनट का चलचित्र (Video/Documentary Film) तैयार करने के लिए सूचना एवं जनसंपर्क विभाग, बिहार, पटना द्वारा निर्धारित दर पर सूचीबद्ध एजेंसी (सूची संलग्न) से दिनांक-21.04.2025 के अपराह्न 05:00 बजे तक प्रस्ताव आमंत्रित किया जाता है।

2. सूचीबद्ध एजेंसी द्वारा प्रस्ताव के साथ सरकारी विभागों में फिल्म निर्माण का अनुभव एवं उनके द्वारा निर्मित उच्चगुणवत्ता का अधिकतम 05 मिनट का विडियो / documentary आदि भी समर्पित करना होगा एवं इसे विभाग द्वारा गठित चयन समिति के समक्ष प्रदर्शित करना होगा।
3. चयनित एजेंसी को कार्य आवंटन के एक सप्ताह के अन्दर विभागीय निदेशानुसार चलचित्र (फिल्म) तैयार कर विभाग को उपलब्ध कराना होगा।
4. चयन समिति द्वारा चयनित एजेंसी को चलचित्र निर्माण हेतु आवश्यक जानकारी / आँकड़े विभाग द्वारा उपलब्ध कराये जायेंगे।
5. एजेंसी को फिल्म निर्माण हेतु विभिन्न स्थलों का भ्रमण कर आवश्यकतानुसार शूटिंग करनी होगी।
6. इस कार्य हेतु विभाग द्वारा किसी प्रकार का हार्डवेयर यथा-विडियो कैमरा, पेन ड्राइव, सी०डी० आदि की आपूर्ति नहीं की जायेगी।
7. यह सूचना एवं अन्य जानकारी [website:www.bsmfc.org](http://www.bsmfc.org) पर भी देखी जा सकती है।

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प्रबन्ध निदेशक

ज्ञापांक:- 690.....

दिनांक:- 19.04.2025

प्रतिलिपि:-अपर सचिव-सह-निदेशक, अल्पसंख्यक कल्याण विभाग, बिहार, पटना को सूचनार्थ। अनुरोध है कि यह सूचना विभाग के Website पर भी अपलोड कराने की कृपा की जाय।

19.04.2025

प्रबन्ध निदेशक

बिहार सरकार

अल्पसंख्यक कल्याण विभाग

प्रेषक,

मो० इब्रार आलम भा०प्र०से०

सरकार के अपर सचिव

सेवा में,

प्रबंध निदेशक,

बिहार राज्य अल्पसंख्यक वित्तीय निगम लि०,

बिहार, पटना।

पटना, दिनांक : 18.04.2024

विषय : सूचना एवं जनसंपर्क विभाग द्वारा सूचीबद्ध एजेन्सी की सूची का प्रेषण।

प्रसंग:- सूचना एवं जनसंपर्क विभाग, पटना का कार्यालय आदेश संख्या-400-सह-पठित
ज्ञापांक- 2388 दिनांक- 05.11.2024

महाशय,

उपर्युक्त विषयक प्रासंगिक पत्र की छायाप्रति संलग्न करते हुए कहना है कि मुख्यमंत्री
अकलियत गुप्तगू (अल्पसंख्यक संवाद) -सह- विकास कार्यक्रम के लिए सभी विभागीय
योजनाओं पर एक चलचित्र तैयार करने हेतु सूचना एवं जनसंपर्क विभाग के साथ सूचीबद्ध
एजेन्सियों की सूची आवश्यक कार्रवाई हेतु भेजी जाती है।

अनु०-यथोक्त।

विश्वासभाजन

सरकार के अपर सचिव

कंपनी सचिव
18-04-2024

बिहार सरकार
सूचना एवं जन-सम्पर्क विभाग

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कार्यालय आदेश

विभागीय कार्यालय आदेश सं0-204, दिनांक-13.10.2023 एवं आदेश सं0-212, दिनांक-10.07.2024 द्वारा विभाग में ऑडियो-विजुअल निर्माताओं/फर्मों की कैटेगरी 'A' (टी0वी सीरियल/प्रायोजित विडियो कार्यक्रम/डॉक्यूमेंट्री फिल्म/डॉक्यूड्रामा) कैटेगरी 'B' (प्रायोजित रेडियो कार्यक्रम) एवं कैटेगरी 'C' (ऑडियो-विडियो स्पॉट/ऑडियो जिंगल निर्माण) में सूचना एवं जन-सम्पर्क विभाग में वर्णानुक्रमानुसार सूचीबद्ध एजेंसिया की सूची निम्नवत् है :-

कैटेगरी A	
S.N	Name of Agency
1	Art and Works 145/F, Sri Krishnapuri, Patna-80001 9334203557, 9386591991
2	Comfed productions pvt. Ltd H-1583, LGF Chittranjan Park, New Delhi-110019 Flat No.001 Green Park CHS Ltd. Amritavan complex, Goregaon (E), Nr. Yashodham, School, Mumbai -400063 9999292577
3	Creative hub Add:- 145/1 C 2nd Floor, Shah Purgat, Near DDA Flais, New delhi-110049 9810212435
4	Frame by frame (Media Solutions At its Best) Partner house, Ground floor, Basant Binar Colony, Opp Tapasya Complex, Boring Road Patna 800023 9334942683
5	Frames Production Company Pvt. Ltd. 606, 6th floor, Land mark - Morya-II ,opp infinity mall, New Link Road, Andheri West, Mumbai, Maharashtra 400053 9821299318
6	Genesis media pvt. Ltd C-7, Ground Floor, Nezamuddin West, New Delhi-110013 9811075246 9810221212
7	Icon Communications 101. Qutab view Apartaments, Tower-II, 6th Floor, shaheed Jeet singh Marg, New Delhi-110016 Patna- 401, Rajas Residency, Nageshwer colony, near P&T colony Patna (Bihar). 800001 9350581200
8	Indegenious Wave Crafts, Maharashtra, -401305 7070794979
9	Khushi Media H/NO E-320, NEW T.V.C House, 9811332413, 9811413400

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	Park ng, Lucknow 226012, Hear off- L-24, Kalka Ji, New Delhi-110019 Branch off- L-60, Kalka Ji, New Delhi-110019	
10	Maa Bhawani Films, Pahalwan Market, East Boring Canal Road, New Punilachak, Patna-800001	9334255716
11	Magnificent India Pvt. Ltd. Off Add:- 918/56, Road No:4, Opp. Sapna Apartment, Ramnagri, magistrate Colony, Patna -800025 (Bihar)	9771497707
12	Masslogy Communication For Relation-251/c, sector-19, Rohini, Delhi-110089 Cont. Add:- C-2, Pippalwala mohalla, village Badli, Delhi-110042	9868932823
13	Medien Labs Off Add:- 1st Floor, E-109, IP Building, NH-24 Delhi-110092	8235471797
14	Nexus zone corporate communications Pvt. Ltd. Corporate office-CC-28 Nehru Enclave, Kalkaji New Delhi-110019 Branch office -202, Windsore count-1, Dalibagh Lucknow 226001	8009957054
15	OCA Productions Pvt Ltd 209, 2nd Floor, Reliable Business Centre, Near Heera Panna Mall, Oshiwara, Mumbai-400102 Patna- Samarth Kumar, VishwaKarma Bhawan, Near Taposthan Mandir, Karbigahiya, Patna-1	9920215747
16	Padma Shri Production (P) Ltd. S. No. 39/A/2, Rohan Enclave, Flat No. C-12, Dapodi, Pune-411012	8208789354
17	Pranav motion pictures Off :- Ganga Palace, grands Pallavi Court J.C. Road, Patna 800004 Resid. Add:- Ganga palace, Brands Pallavi Court J.C. Road, Patna 800004	9263912230
18	Ranjit Studio Pvt. Ltd Off Add - 7 Tansen Marg, near Jai market New delhi 110001	921092977
19	Sakshi Communication, A41, Vrindaban Apartment, Malahi Pakri, Kankarbagh, Patna-800020	9430293243, 7903679533
20	Seven Even Consultancy Private Limited Golden Block-404, Patliputra Residency, Near Mehandi Utsav Place, Anandpuri, West Boring Canal Road, Patna	9386012576
11	Softline Studio Service. M-10 Upper Ground Floor, Lajpat nagar, Part-2 New Delhi-110024	9810003433
22	Span Communications Off Add:- B-174, East of Kalash,, New Delhi-110065	9910589750
23	Sri Gurusharan Entertainment Pvt. Ltd. Off Add:- 49/A, Ashoka palace, Exhibition Road, Patna -800001	7004477077

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24	Srushty Diksha Welfare Foundation New Vigarhapur bus stand Behind Tripti Hotel P.S. Jaganpur, P.O.-G.P.O Patna - 1	9308067125
25	Tanvee Films Kedar Bhawan, S.P. Verma Road, Patna - 800001	9835235624
26	TOC Combine Private Limited, New Delhi	9810400386
27	Trikuta communications (P) Ltd. 59, DDA, SFS Flats pocket-1, Sector-5, Dwarka, New Delhi-110075	9971791815
28	Tv 18 Broadcast Ltd Plot No-15216, Express Trade Tower, Film city, Sector-16A Noida-201310 Patna - News 18 Bihar/Jharkhand Ground floor, Rashmi Complex, P&T colony Kidwaipuri, Patna-800001	6304923004
29	Vaibhav Cinecrafts Off Add:- Vaibhav Cinecrafts 2nd floor, manikunj, RoadNo-21 S.K. Nagar, Patna 800001 (Bihar)	8340488731
30	Vermillion communication Pvt. Ltd. AM 2 PM Building, Second Floor, A.G Colony, Main Road, Near Sai Bhawan, Patna-800023	9507251221
31	Vibhore videovision Pvt. Ltd. 213. Gupta Place, A2 /42. Rajouri Garden. New Delhi-110027	9810553618
32	Vision Enterprises Ground Floor, Saraswati Apartment, End of Khaitan Lane, West Boring Canal Road, Patna - 800001 (BIHAR)	9431012102
33	Yashi Films Patna	9987803020
34	Zee Media Patna	9771433957

कैटेगरी B

S.N	Name of Agency	
1	Ask Media And Technology B-136, L.G.F, Kalkaji New Delhi-110019	7599590908
2	Comfed productions pvt. Ltd H-1583, LGF Chittranjan Park, New Delhi-110019 Flat No.001 Green Park CHS Ltd. Amritavan complex, Goregaon (E), Nr. Yashodham, School, Mumbai -400063	9999292577
3	Genesis media pvt. Ltd C-7, Ground Floor, Nezamuddin West, New Delhi-110013	9810221212
4	Khushi Media H/NO E-320, NEW T.V.C House,	9811332413, 9811413400

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	Transport Nagar, Near 5 Number, Parking, Lucknow- 226012 Head off- L-24, Kalka Ji, New Delhi-110019 Branch offi- L-60, Kalka Ji, New Delhi-110019	
5	Softline Studio Service, M-10 Upper Ground Floor, Lajpat nagar, Part-2 New Delhi-110024	9810003433
6	Span Communications Off Add:- B-174, East of Kalash,, New Delhi-110065	9910589750

कैटेगरी C

S.N	Name of Agency	
1	Art and Works 145/F, Sri Krishnapuri, Patna-80001	9334203557, 9386591991
2	Ask Media And Technology B-136, L.G.F, Kalkaji New Delhi-110019	7599590908
3	Centum Advertising Pvt. Ltd. 4th Floor, Padma Tower-II, 22, Rajendra Place, New Delhi-110008	9910021110
4	Collectcent Digital Media Private Limited Add:- 68, Akash neem marg, Dlf phase-II, Gurgaon, Haryana, 122008	9811547313
5	Comfed productions pvt. Ltd H-1583, LGF Chittranjan Park, New Delhi-110019 Flat No 001 Green Park CHS Ltd Amritavan complex, Goregaon (E), Nr. Yashodham, School, Mumbai -400063	9999292577
6	Creative hub Add:- 145/1 C 2nd Floor, Shah Purgat, Near DDA Flats, New delhi-110049	9810312435
7	Genesis media pvt. Ltd C-7, Ground Floor, Nezamuddin West, New Delhi-110013	9810221212
8	Khushi Media H/NO E-320, NEW T.V.C House, Transport Nagar, Near 5 Number, Parking, Lucknow- 226012 Head off:- L-24, Kalka Ji, New Delhi-110019 Branch offi- L-60, Kalka Ji, New Delhi-110019	9811413400
9	Maa Bhawani Films Pahalwan Market, East Boring Canal Road, New Puniachak, Patna-800001	9334255716
10	Medien Labs Off Add:- 1st Floor, E-109, IP Building, NH-24 Delhi-110092	8235471797
11	OCA Productions Pvt.Ltd 209, 2nd Floor, Reliable Business Centre, Near Heera Panna Mall, Oshiwara,.	9920215747

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	Mumbai-400102 Patna Samarth Kumar, Viswakarma Bhawan, Near Taposthan Mandir, Karbighahiya, Patna-1	
12	Padma Shri Production (P) Ltd. S. No. 39/A/2, Rohan Enclave, Flat No. C-12, Dapodi, Pune-411012	8208789354
13	Ranjit Studio Pvt. Ltd. Off Add - 7 Tansen Marg bengali market New delhi-110001	9811092977
14	Sach Communication Pvt. Ltd. Off. Add-682, HIG-1, Sector 29, Atal Nagar, Nawa Raipur, Chhattisgarh-492015	9713048833
15	Savin Communication Private Limited 1st Floor, B-92, Noida Sector-93, Uttarpradesh	9871857326
16	Seven Even Consultancy Private Limited Golden Block-404, Patliputra Residency, Near Mehandi Utsav Place, Anandpuri, West Boring Canal Road, Patna	9386012576
17	Softline Studio Service. M-10 Upper Ground Floor, Lajpat nagar, Part-2 New Delhi-110024	9810003433
18	Span Communications Off Add:- B-174, East of Kalash,, New Delhi-110065	9910589750
19	Sri Gurusharan Entertainment Pvt. Ltd. Off Add:- 49/A, Ashoka palace, Exhibition Road, Patna -800001	7004477077
20	Trikuta communications (P) Ltd. 59, DDA. SFS Flats pocket-1, Sector-5, Dwarka, New Delhi-110075	9971791815
21	Tv 18 Broadcast Ltd Plot No-15216, Express Trade Tower, Film city, Sector-16A Noida-201310 Patna - News 18 Bihar/Jharkhand Ground floor, Rashmi Complex, P&T colony Kidwaipuri, Patna-800001	6304923004
22	Vaibhav Cinecrafts Off Add:- Vaibhav Cinecrafts 2nd floor, manikunj, Road No-21 S.K. Nagar, Patna 800001 (Bihar)	8340488731
23	Vermillion communication Pvt. Ltd. AM 2 PM Building, Second Floor, A.G Colony, Main Road, Near Sai Bhawan, Patna-800023	9507251221
24	Vibhore videovision Pvt. Ltd. 213. Gupta Place, A2 /42. Rajouri Garden. New Delhi-110027	9810553618
25	Vision Enterprises Ground Floor, Saraswati Apartment, End of Khaitan Lane, West Boring Canal Road, Patna - 800001 (BIHAR)	9431012102
26	Zee Media, Patna	9771433957.

2. विभाग में पूर्व में सूचीबद्ध ऑडियो-विजुअल निर्माताओं/फर्मों की सूची को इस हद तक संशोधित मानी जायेगी।
3. यह सूचीबद्धता आदेश पूर्व निर्गत का0आ0 सं0-204, दिनांक-13.10.2023 से 03 (तीन) वर्षों तक प्रभावी रहेगी जिसे आवश्यकता पडने पर अगले 02 (दो) वर्षों के लिए विस्तारित किया जा सकेगा।

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4. परन्तु इसके पूर्व भी सूचीबद्धता सूचना की कडिका-07 के आधार पर किसी भी एजेंसी को सूची से हटाया जा सकता है।
5. सूचीबद्धता के प्रस्ताव में माननीय मंत्री का अनुमोदन प्राप्त है।

(वैभव श्रीवास्तव)
निदेशक,

ज्ञापांक- 2388सू0ज0स0वि0, बिहार, पटना, दिनांक- 05/11/24
प्रतिलिपि:- प्रभारी इलेक्ट्रॉनिक अभियंता/उप निदेशक,
विज्ञापन/ निकासी एवं व्ययन पदाधिकारी, सू0ज0स0वि0, बिहार, पटना को
सूचनार्थ एवं आवश्यक कार्यार्थ प्रेषित।

05/11/24
निदेशक,

ज्ञापांक- 2388सू0ज0स0वि0, बिहार, पटना, दिनांक- 05/11/24
प्रतिलिपि:- आई0टी0 मैनेजर, सू0ज0स0वि0, बिहार, पटना को
विभागीय वेबसाईट पर अपलोड करने हेतु।

05/11/24
निदेशक,

2397

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

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 respective	Rs.10,000	Rs.25,000	Rs.15,000	100% more than the respective

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.

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producer, may, however, obtain prior permission of DAVP for undertaking such journey and should submit supporting documents i.e. 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 graphics/animations 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.

				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 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

