

**Madhya Pradesh Madhyam**  
(A Govt. of M.P.Undertaking )  
40, Administrative Zone, Arera Hills, Bhopal 462011  
Tel.:0755-2550826, 2551330

***Guidelines/Terms & Conditions for Empanelment of Audio Visual Producers***

**Madhya Pradesh Madhyam**, wished to empanel audio-visual producers with intention to utilize their services for production of audio visual publicity of various government policies and programmes (For the financial year 2019-2020 & 2020-2021). Various Departments under the Government of Madhya Pradesh require the services of audio-visual agencies/producers for publicity of their programmes and policies. The empanelled audio-visual producers will work as an Executive Producer with **Madhya Pradesh Madhyam** (Producer) and will be used as a pool for carrying out such activities.

**GENERAL :**

1. These guidelines shall supersede all guidelines/ rules/norms/precedents, in existence in this regard.
2. These Guidelines shall come into force with immediate effect.
3. **Madhya Pradesh Madhyam** proposes to classify producers in the following broad sectors based on the experience shown by the producers in those sectors. The applicant will specify the sectors in which he has past experience and his interest in doing future work as well, in the order of preference, in the application form. **Madhya Pradesh Madhyam** will try to provide work on the basis of those preferences though the producers may also be required to work on other sectors based on **Madhya Pradesh Madhyam**'s preference :-
  - a) Welfare sector : Welfare scheme of the Government.
  - b) Social sector : Health and related issues, education, women and children issues, social issues etc.
  - c) Infrastructure sector : water resources, irrigation, agriculture, road safety, power, urban development, rural development, environment,tourism etc.
  - d) Culture,Social harmony and security related subjects.
  - e) Finance and others : tax compliance, consumer right awareness etc.

## **ELIGIBILITY CRITERIA :**

4. Only such Indian citizen/producers who have adequate qualifications, experience and capabilities to produce good quality audio-video production, as per the eligibility criteria prescribed for different categories will be eligible to apply only on prescribed proforma along with all requisite documents/enclosures for each category. Applications should be submitted in separate sealed envelopes for empanelment in various categories of productions.
5. Producers already empanelled with Madhya Pradesh Madhyam or applied earlier against any advertisement for empanelment in any category and those seeking empanelment for the first time shall apply afresh with requisite documents for empanelment under these Guidelines.
6. Madhya Pradesh Madhyam proposes to empanel producers/production agencies in following three categories.

### **Category :**

**Grade A** - Documentary films / Short films/ TV spots/Animation films / Jingles/ Advertisement films producers :-

- a) The producers/production agencies should have a minimum turn over & networth of ₹150 lakh to be considered for this category.(It should be for last three years consistently i.e. 2015-2016, 2016-2017 & 2017-2018 )  
Furnish certificate for each year.
- b) Professional experience of having produced at least 20 documentary films / short films & at least 50 advertisement spots/jingles in the past years.

**Grade B** - Documentary films / Short films/ TV spots/Animation films / Jingles/ Advertisement films producers :-

- a) The producers/production agencies should have a minimum turn over & networth of ₹ 100 lakh to be considered for this category.(It should be for last three years consistently i.e. 2015-2016, 2016-2017 & 2017-2018 )  
Furnish certificate for each year.
- b) Professional experience of having produced at least 15 documentary films / short films & at least 40 advertisement spots/jingles in the past years.

**Grade C** - Documentary films / Short films/ TV spots/Animation films / Jingles/ Advertisement films producers :-

- a) The producers/production agencies should have a minimum turn over & networth of ₹ 50 lakh to be considered for this category.(It should be for last three years consistently i.e. 2015-2016, 2016-2017 & 2017-2018 )  
Furnish certificate for each year.
- b) Professional experience of having produced at least 12 documentary films / short films & at least 30 advertisement spots/jingles in the past years.

**Grade D** - Documentary films / Short films/ TV spots/Animation films / Jingles/ Advertisement films producers :-

- a) The producers/production agencies should have a minimum turn over & networth of ₹ 15 lakh to be considered for this category.(It should be for last three years consistently i.e. 2015-2016, 2016-2017 & 2017-2018 )  
Furnish certificate for each year.
- b) Professional experience of having produced at least 10 documentary films / short films & at least 20 advertisement spots/jingles in the past years.

## EXCEPTION

### Special Category :

- a) Young professionally qualified producers who possess minimum 3 years degree/diploma from any Central/State Government Institute, recognized or affiliated from any university, in film Direction, Cinematography or Editing courses during preceding 5 years will be eligible for empanelment in the above categories. (They should have done their degree /diploma, before 31<sup>st</sup> December 2013.) They should apply with their degree/diploma certificate.
- b) They will be required to show a turn over & networth of equal to 1/4<sup>th</sup> of the turn over & networth of laid down in eligibility criterion in general category 'A','B','C'&'D', where they seek empanelment.
- c) They will be required to show past special experience of at least 5(five) productions.

### Networth

Networth means the excess of the book value of assets (other than fixed assets)of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its turn over & networth certified by a chartered accountant.(indicating membership no.of CA with seal)

## APPLICATION

7. All applicants shall be required to be submitted in the prescribed proforma.
8. Application forms along with guidelines/rules & regulations can be obtained at the office of Madhya Pradesh Madhyam during the office hours 10.30 A.M. to 5.30 P.M. on all working days up to March 18<sup>th</sup>, 2019 or downloaded from the official website of Madhya Pradesh Madhyam **[www.mpmadhyam.in](http://www.mpmadhyam.in) (link - tender)**
9. Application forms will be issued by account section on payment of ₹ 5000=00 (non refundable) by cash or by demand draft.In case of downloaded form, it should accompanied with demand draft of ₹ 5000=00 (non refundable). Demand draft should be drawn in favour of Madhya Pradesh Madhyam, issued by any of the Nationalised Bank in India.
10. Last date of submission of application form is March 19<sup>th</sup>, 2019 till 4.30 P.M.at Madhyam's address.
11. Separate application form should be submitted along with all requisite documents/enclosures and EMD, etc. for each category of empanelment.

12. The following information/documents/material must be furnished along with the application :-
- a) Ownerships of Production Studios: Legal/Valid Documentary proof of ownership of studio facilities and equipments.
  - b) Ownerships of Production Firm: Legal/valid Documentary proof of ownership/retainer ship of the firm.
  - c) The details of films/ programmes produced, the channel /occasion on which the film telecast / present.
  - d) **Turn Over from Audio Visual Productions:** copy of Income Tax Returns with PAN number, GST number & including acknowledgement issued by Income Tax Department for last three (03) years in support of income from Audio Visual Productions for the ₹ 150 lakh (₹ One Hundred Fifty Lakh) for the category A, ₹ 100 lakh (₹ One Hundred Lakh) for the category B, ₹ 50 lakh (₹ Fifty Lakh) for the category C & ₹ 15 lakh (₹ Fifteen Lakh) for the category D.

**Only Audio Visual Production costs will be considered for turnover calculations.**

- e) **Turn over & Net worth:** Certificate by a Chartered Accountant (indicating membership no.of CA with seal) in support of turn over & net worth of minimum amount for applied categories.
- f) **Balance Sheets and profit/loss account statement:** Balance sheets and profit & loss accounts of his/her firm/company for the last three financial years i.e. 2015-2016, 2016-2017 & 2017-2018 duly verified by a Chartered Accountant (indicating membership no. of CA with seal).
- g) Bio-data of the key persons of his/her creative team. Composition of creative team to be submitted along with bio-data of atleast Director, Cinematographer, Sound Recordist, Editor, Script Writer & Music Director. Award won by the members of the creative team as well as the producer may be stated along with the documentary proof. The producer will also submit show reel of his/her work and documentary proof of ownership/retainership of production facilities, if any.
- h) The producer or his/her duly authorised representative may be required to make presentation at his/her own cost before the Selection Committee at fixed time date and venue.
- i) The producer is required to quote their rates/offers, according to applied category for audio visual production in given formate.(Copy of formate proforma at Annexure-I). These rates will give Madhyam a ballpark to figure their own rates. Rates quoted by producers are not binding and will only be treated as indicators for arriving at Madhyam's rates .

j) **Earnest Money**

1. An EMD of ₹ 7,00,000/- (₹ Seven Lakh) for the category A,
2. An EMD of ₹ 5,00,000/- (₹ Five Lakh) for the category B,
3. An EMD of ₹ 4,00,000/- (₹ Four Lakh) for the category C,
4. An EMD of ₹ 3,00,000/- (₹ Three Lakh) for the category D
5. **For special category :- An EMD of equal to 1/4 th of EMD laid down in eligibility criterion in general category 'A','B','C' & 'D', where they seek empanelment.**

Above EMD should be submitted according to applied category, along with application form by Demand Draft. Demand Draft should be drawn in favour of Madhya Pradesh Madhyam, issued by any of the Nationalised Bank in India.

- a) Application/Proposals not accompanied by separate EMD for each category ( A,B C & D) shall be rejected. Producers can apply for all the categories as per their expertise on separate application along with all requisite enclosures.
  - b) The EMD of the unsuccessful applicants would be returned back within two month of completion of empanelment process. In case of empanelled applicants, it will be return after 31 March 2021.
  - c) The producer is required to submit their account details in given formate.(Copy of formate proforma at Annexure-II).
  - d) Producers already empanelled with Madhya Pradesh Madhyam, they also have to be submitted EMD with application according to applied category,
- k) The producer will have to provide as part of his/her work experience at least 20 work/ job orders and 20 work completion certificates for the work done by him/her in past years. Orders and certificates should be seprate-seperate and show the kind of work done both in terms of finance and excellence according applied category. These certificates should be self attested and issued by Govt.departments/organizations or any reputed com pany or any renowned production house, apart from Madhya Pradesh Madhyam.Censor certificate issued by Central Board of Film Certifica tion, India will also treat as completion certificate.
- l) **Undertaking on a non-judicial stamp paper-** Undertaking on a non-judicial stamp paper of ₹ 100/- to the effect that the information submitted by him/ her is correct and he/she will abide by the decision of Madhyam in to regarding empanelment. In case the information submitted by him/her is found to be false or fabricated in any manner, he/she may be suspended or debarred from empanelment. (Annexure-III).

## **OTHER CONDITIONS :**

13. No producer will be eligible to have empanelment in more than one name (either in his own name or in the name of his/her close relative). Employees and close relatives of employees of Public Relations Department of Govt. of Madhya Pradesh and Madhya Pradesh Madhyam will not be eligible for empanelment . (Close relative means spouse, dependant children/parents/brothers/sisters and other dependents).
14. **Managing Director of Madhya Pradesh Madhyam**, reserve the right to accept or reject any or all applications, without assigning any reason thereof.
15. **Managing Director of Madhya Pradesh Madhyam**, reserves the right to assign any Film Production work to any renowned producer, with acclaimed audio-visual productions or international/national awards, who is not on the panel.
16. If a producer does not respond to call for briefing/does not submit script after attending a briefing, without any valid reason, on two consecutive occasions, he/she can be removed from the list of empanelled producers. **Managing Director, Madhya Pradesh Madhyam** may suspend producers from the panel on the basis of poor performance or any other reason .
17. Empanelment will be valid for the financial year 2019-2020 & 2020-2021 from the date of empanelment.
18. The guideline/terms & conditions may be amended from time to time as considered necessary.
19. The empanelment does not guarantee that the work will be provided to the producers empaneled.

## **IMPORTANT NOTE**

- a) All criteria mentioned above are essential for applying for empanelment in above categories. Any Producer/production agency who does not meet any one of the above mentioned criteria or has not submitted the required valid and authenticated documents or applications received without requisites documentary proof would be rejected without any intimation.

# Madhya Pradesh Madhyam

(A Govt. of M.P.Undertaking )

40, Administrative Zone, Arera Hills, Bhopal 462011

Tel.:0755-2550826, 2551330

Affix  
self attested  
photograph

(FILM SECTION)

## Application for Empanelment of Audio Visual Producers.

- 1) Name of the Applicant : -----
- 2) Name of the organization : -----
  - i)Office address in full : -----  
-----  
-----
  - ii) Residential address : -----  
: -----  
-----
  - iii) Telephone No.with STD code : Off :----- Res :-----
  - iv) Fax No. : -----
  - v) Mobile No. : -----
  - vi) E-mail address : -----
  - vii) Do you have branch office/  
offices other than the one indicated  
above in Bhopal or outside Bhopal  
(if yes, give details) : -----  
-----

- 3) a) Do you have your own Studio ? : -----  
 (if yes, Film or Video or Audio)
- i) Address : -----  
 : -----
- ii) Telephone No. : -----
- iii) Is the studio fully owned by your own organisation or in partnership with  
 some other organization ? : -----
- (Please attach list of shooting, recording, editing and other equipments and  
 facilities and documentary proof of ownership of studio and equipments)

**Legal status of Organisation**

- 4) a) Is it a registered firm/company ? : Yes/No -----  
 (If yes, self attested copy of the certificate of registration may be attached)
- b) Is your organization a Proprietorship Firm/ Partnership Firm/Private Ltd./  
 Public Ltd. or Joint Venture Company ?(Attach self attested documents)  
 (If a partnership firm, state the name/s and address/es of your partners. If  
 company, state the names and Addresses of Directors)
- -----
- b) PAN -----C) GST no.-----

**Professional Qualifications and Experience**

- 5) Have you done any degree/diploma course in the field of audio-visual pro  
 duction (if yes, give details with documents) : Yes/No -----  
 -----  
 -----
- 6) Programme category applied for - Programme Catgery A/B/C/D  
 (please tick mark the category and give details of professional experience as  
 required against each category in the guidelines in the following format)  
 Total number of productions as per the Category applied \_\_\_\_\_
- 7) Important functionaries of the organization who usually form the team for  
 creative work and the nature of work they are associated with. Enclose the bio-  
 data of atleast Director, Cinematographer, Sound Recordist,Editor,Script Writer  
 and Music Director alongwith awards won if any by each.
- -----



- 8) Has any of your productions won an award ? :-----  
(give details)  
-----
- 9) Programme category wise specialisation (indicate your preferences along with documentary evidence of their experience in that area) :
- Documentary/Short films
  - Television Serials / Tele films.
  - TV spots/Advertisement films & Jingles.
  - Educational programmes.
  - Feature length films.
  - Corporate films / Video presentation.
  - Animation films
- Preference order 1.----- 2.-----  
3.-----4.-----  
5.-----6.-----  
7.-----
- 10) Sector wise specialisation (indicate your preferences along with documentary evidence of their experience in that area) :
- Welfare sector : Welfare scheme of the Government.
  - Social sector : Health and related issues, education, women and children issues, social issues etc.
  - Infrastructure sector : water resources, irrigation, agriculture, road safety, power, urban development, rural development, environment, tourism etc.
  - Culture, Social harmony and security related subjects.
  - Finance and others : tax compliance, consumer right awareness etc.
- Preference order 1.-----2.-----  
3.-----4.-----  
5.-----
- 11) Do you want to claim exemption in professional experience, turn over & networth for “Young professionally qualified producers” category under Special Category of the guidelines for film producers ? If so, please provide documentary evidence for financial stability.
- 12) Turn over (submit proof of certificate by a Chartered Accountant in support of your claim)
- 13) Networth (submit proof of certificate by a Chartered Accountant in support of your claim) (Networth should be for last three years consistently)Furnish certificate for each year.
- 14) Details of Income Tax Return submitted - enclose copy of Income Tax Return for the last three financial years.
- 15) Provide as part of his/her work experience at least 20 work/ job orders and 20 work completion certificates for the work done by him/her in past years. Orders and certificates should be seprate-seperate and show the kind of work done bothin terms of finance and excellence according applied category. These certificates should be self attested and issued by Govt.departments/ organizations or any reputed company or any renowned production house, apart from Madhya Pradesh Madhyam. Censor certificate issued by Central Board of Film Certification, India will also treat as completion certificate.

15) Has the agency ever been blacklisted by any organization ? : Yes/No  
If yes, give details

16). Details of Form Fees & EMD

A) Form Fees

i) D.D. No & Date : -----

ii) Bank/Branch Name : -----

iii) Amount : -----

B) EMD

i) D.D. No & Date : -----

ii) Bank/Branch Name : -----

iii) Amount : -----

17) Any other relevant information : -----

**Signature with seal** \_\_\_\_\_

**Full name and designation** \_\_\_\_\_

**NOTE :**

- 1) Please attach separate sheets wherever necessary.
- 2) All the enclosures should be properly annexured and serial numbered.
- 3) Please ensure that application form is complete. In all respect incomplete application form would not be considered.
- 4) Last date for submission of completed application in the prescribed form alongwith relevant documents, show reels and EMD upto 4.30 Pm on dated March 19<sup>th</sup>, 2019. After that no claim will not consider. Postal delay will also not consider.





## Fact Sheet

Name of the applicant				
Applied Category				
S.no.	Particulars	Details	Evidence (Yes/No)	Enclosure Number
1	Experience in years			
2	No of Films/Programmes produced in past years			
3	Work orders			
4	Completion Certificates			
5	Turn Over Certificates (From CA)			
6	Net worth Certificates (From CA)			
7	Income Tax Returns			
8	Balance Sheets			
9	Ownership of production studio			
10	Ownership of production firm			
11	Bio data of Key persons			
12	Show reel			
13	EMD			
14	Undertaking on a Non Judicial stamp paper			
15	Awards			
<p>I solemnly affirm that the facts stated above are correct and nothing has been withheld. If the information submitted above, is found to be false or fabricated, I may be liable to be suspended and/ or debarred from empanelment.</p>				

**Signature** : \_\_\_\_\_  
**Full Name** : \_\_\_\_\_

**Date** : \_\_\_\_\_

**(Seal of organization)**

# Annexure I

<b>Name of the applicant</b>							
<b>Applied Category</b>							
<b>Films/ Video Presentation/TV Programme</b>							
<b>Duration/ Master Version</b>	<b>Beta Cam/DVCam/ HDV/DVC Pro or equ.</b>	<b>Full HD or Equ.</b>	<b>2K or Equ.</b>	<b>4 K or Equ.</b>	<b>4 K Ultra or Equ.</b>	<b>Language Version</b>	<b>Shorter Version</b>
Up to 15 minute							
Up to 30 minute							
above 30 minute							
<b>Video Spot</b>							
<b>Duration/ Master Version</b>	<b>Beta Cam/DVCam/ HDV/DVC Pro or equ.</b>	<b>Full HD or Equ.</b>	<b>2K or Equ.</b>	<b>4 K or Equ.</b>	<b>4 K Ultra or Equ.</b>	<b>Language Version</b>	<b>Shorter Version</b>
Up to 120 sec							
Above 120 sec.							
<b>Animation</b>							
<b>Duration/ Master Version</b>	<b>Beta Cam/DVCam/ HDV/DVC Pro or equ.</b>	<b>Full HD or Equ.</b>	<b>2K or Equ.</b>	<b>4 K or Equ.</b>	<b>4 K Ultra or Equ.</b>	<b>Language Version</b>	<b>Shorter Version</b>
Up to 120 sec							
Above 120 sec.							
<b>Radio Jingle/Radio Spot/Song</b>							
<b>Duration</b>	<b>Master Version</b>	<b>Language Version</b>	<b>Additional Recording</b>		<b>Shorter Version</b>		
Up to 120 Seconds							
above 120 Seconds							
<b>Radio Programme</b>							
<b>Duration</b>	<b>Master Version</b>	<b>Language Version</b>	<b>Additional Recording</b>		<b>Shorter Version</b>		
Up to 15 minute							
Up to 30 minute							
above 30 minute							

<b>Annexure II</b>		
<b>Information for E-Payment</b>		
<b>1</b>	<b>Name of the Vendor in Capital Letters</b>	
<b>2</b>	<b>Address in Capital Letters</b>	
<b>3</b>	<b>Bank Account No.</b>	
<b>4</b>	<b>Bank Branch Name &amp; Address</b>	
<b>5</b>	<b>Bank IFSC Code</b>	
<b>6</b>	<b>Mobile Number of Vender</b>	
<b>Certificate</b>		
	<b>This is to certify that details of above account are true.</b>	
	<b>Date</b>	
		<b>Signature and seal Branch Manager</b>

# Annexure 'III'

## DECLARATION

- i) I \_\_\_\_\_ (Executive Producer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If the information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment.
- ii) I permit **Madhya Pradesh Madhyam**, to inspect my studio facilities and other records to ascertain the above facts.
- iii) I permit Madhya Pradesh Madhyam, to cross check the above facts from any other source.
- iv) I or my authorized representative, if required by **Madhya Pradesh Madhyam**, would make presentation & show all original documents before the Selection Committee/ Competent authority at my own cost.
- v) I declare that me and my organisation/company ..... is not black listed from any Govt./Pvt. department/organisation.
- vi) I declare that I owner of ..... is not employee of any Govt. department/channel.
- vii) I declare that application form is complete and also submit all required documents by **Madhya Pradesh Madhyam**. These are true. If all required documents are not found, not self attested and form is not found to be duly completed, then it would be ground for rejection.
- viii) I will accept and abide by the decision of **Madhya Pradesh Madhyam**, in toto regarding empanelment.

**Signature** : \_\_\_\_\_  
**Full Name** : \_\_\_\_\_

**Date** : \_\_\_\_\_

**(Seal of organization)**