

**Prasar Bharati**  
**(India's Public Service Broadcaster)**  
**Directorate General: Doordarshan**  
**Doordarshan Bhawan, New Delhi – 110001.**

**F. No. 01/10/2023-P1**

**Date: 20<sup>th</sup> February, 2026**

**Subject: Content Sourcing at Kendra/Channel Level [Addendum-I to the Content Sourcing Policy 2024]-reg.**

This is with reference to:

- i. Order number - Misc-1001/1212022-PPC-Part(I) dated: 30/06/2025 regarding Channel Manager,
- ii. Letter from CEO, PB issued vide file Number 11020/238/2025/POLICY-DG:AIR dated 28-07-2025 ,
- iii. **Point no. 6** of the Compendium for Channel Managers in Doordarshan issued vide file no. 11020/238/2025/Policy-DG:AIR dated 28-07-2025 and
- iv. **Content Sourcing Policy 2024** notified vide Order Number: P-1/014(98)/2019-ops.(2/1) dated 09.08.2024.

**2.** Prasar Bharati Management Committee in its 262<sup>nd</sup> meeting held on 27 August 2025 has accorded approval to include **Addendum – 1** to **Content Sourcing Policy 2024** as a separate **chapter-13** titled "**Content Sourcing at Kendra/Channel Level**" for Content Sourcing at Kendra/Channel Level. This **Addendum-1** is to be read along with **Content Sourcing Policy 2024** notified vide Order Number: P-1/014(98)/2019-ops.(2/1) dated 09.08.2024, as an intrinsic part of **Content Sourcing Policy 2024**.

**3.** Channel Manager shall function as Nodal Officer (Content Sourcing Division) at the Kendra/Channel Level who shall head the Content Sourcing Division at the Kendra. All stages of sourcing content including issue of notification, screening, evaluation, preview and payment etc for the respective Kendra/channel shall be performed at Kendra/channel level. The guidelines, processes and framework pertaining to the same have been elaborated in **Addendum – 1**.

**4.** Clause of Addendum - 1 (Chapter 13 of Content Sourcing Policy 2024) below clause 13.6 of the said addendum titled "A. Low Cost Commissioning at Kendra/Channel level" may be referred where the Programme Wing of the concerned Kendra/Channel were directed to derive a fixed amount for a particular proposal/genre based on extant Rate Card & keeping in view available budget. A committee at Doordarshan Directorate was constituted



and after approval, the following has been prescribed for Low Cost Commissioning at Kendra/Channel level:

a. The ceiling amount for genre-wise per episode cost for content acquisition is as per below:

S. No.	Genre	Ceiling amount
1.	Serials	Rs. 3,35,000/-
2.	Documentary	Rs. 1,95,000/-
3.	Travelogue	Rs. 2,50,000/-

b. The Programme Wing of the concerned Kendra/Channel has to derive a fixed amount for a particular proposal/genre based on extant Rate Card & keeping in view available budget. The Episodic Cost Ceiling amount shall be upper limit of cost of per episode of that fixed amount and sourcing by Kendra may be done at the cost within the ceiling amount. The number of episode(s) of Programme for which proposal(s) to be invited shall be decided beforehand keeping in view the budget allocated to the concerned Kendra/Channel in a given financial year.

c. For higher value content creation on Commissioning mode, the extant Content Sourcing Policy 2024 notified dated 09.08.2024 is to be followed. Such content may be produced on specific theme/subject and entail higher production cost, due to involvement of reputed Production House, renowned artists, cast & crew, cost intensive technology such as vfx, cgi etc..

5. Once the content has been sourced, concerned Nodal Officer (Content Sourcing Division) at Kendra/Channel level shall share the information with Content Sourcing Division at HQ.

6. This is issued with the approval of Competent Authority.

**Enclosure:** Content Sourcing at Kendra/Channel level [Addendum – 1 to the Content Sourcing Policy 2024 issued vide Order Number: P-1/014(98)/2019-ops.(2/1) dated : 09.08.2024]



**(P. S. Srivastava)**  
**DDG(P&C), DG:DD**

**To,**

1. Zonal Heads (Content Ops.) – All Zones – Doordarshan & Akashwani
2. HOPs/HOOs/Channel Managers- All Doordarshan & Akashwani Kendras/Channels/ PGFs/Stations

3. ADG (Content Sourcing Division), HQ
4. DDG (Tech), PBS with request to upload this on e-office dashboard and PrasarNet.

**Copy for kind information to:**

1. PPS to CEO, PB
2. PPS to DG,DD
3. PPS to DG, Akashwani
4. PPS to DG,DD News
5. PPS to DG,NSD
6. PS to CVO , Prasar Bharati
7. ADG (Finance), PBS
8. ADG (Admin.), PBS
9. ADG(Tech.), PBS
10. ADG (HQ)(E), DG:DD/DG: Akashwani
11. DDG (P&C), DG:DD/DG: Akashwani
12. Head, OTT Division
13. Director, Prasar Bharati Archives
14. Director, PBNS & DP



# **Content Sourcing at Kendra / Channel Level**

## **Addendum -1**

to the Content Sourcing Policy 2024 issued vide Order Number:  
P-1/014(98)/2019-ops.(2/1) dated : 09.08.2024



## Chapter-13

### Introduction

**13.1** A letter from CEO, PB was issued vide file Number 11020/238/2025/POLICY-DG:AIR dated 28-07-2025 along with Compendium for Channel Managers in Doordarshan where on point 6 of the Compendium for Channel Managers in Doordarshan, the following was mentioned:

*"For sourcing of content from outside in:*

*(i) Sponsorship Mode,*

*(ii) Revenue Share Mode,*

*(iii) Gratis Mode*

*where there is no financial obligation from Prasar Bharati, approving power is hereby delegated to the Channel Managers of the Kendra. The selection of programme is to be based on the Fixed Point Chart and should not change the character of the channel. The programmes being sourced on above modes have to be recommended by the respective Head of Programme and will be approved by the Channel Manager.*

*In addition, the Kendras can also commission low cost programmes/series in local languages. For this purpose, the episodic cost derived from the rate card for in-house content creation would be the ceiling for each episode. Detailed notification of the Committee(s) for this purpose in terms of Content Sourcing Policy is being issued."*



**13.2** In effect the four modes mentioned in Compendium for Channel Managers in Doordarshan requiring modification as per Content Sourcing Policy 2024 issued vide Order Number: P-1/014(98)/2019-ops.(2/1) dated : 09.08.2024 from hereon be referred as CSP-2024 are:

- i. Commissioning [Mentioned in Chapter 2 of CSP-2024]
- ii. Revenue Sharing Mode [Mentioned in Chapter 3 of CSP-2024]
- iii. Sponsored [Mentioned in Chapter 5 of CSP-2024]
- iv. Gratis [Mentioned in Chapter 8 of CSP-2024]

Considering the practice/need of various Kendra/Channel to obtain content including Films, the following fifth Category is being added to the above i.e.

- v. License Fee/ Royalty [Mentioned in Chapter 4 of CSP-2024]

**13.3** To give effect to above it was required that appropriate additions are made to the Content Sourcing Policy 2024 to ensure that Channel Mangers [vide file no. Misc-1001/12/2022-PPC-Part (1) dated 30.06.2025 may be referred for "Role for Channel Managers"] are equipped for streamlining content sourcing on all the modes mentioned above, to increase viewership and revenue generation at their end.

**13.4** In view of the above, this addendum is being added and therefore certain additions are being made to CSP-2024 [Content Sourcing Policy 2024 issued vide Order Number: P-1/014(98)/2019-ops.(2/1) dated: 09.08.2024] via **Addendum -I**. Major additions are mentioned below, however mode-wise additions are in subsections mentioned thereafter:

**13.4.1** In addition to Content Sourcing Division at Doordarshan Directorate (HQ), and as similar Content Sourcing Divisions at Zonal Levels, there shall be Content Sourcing Division at Kendra/channel Level, as well located at the Kendra.

**13.4.2** Channel Manager shall function as Nodal Officer (Content Sourcing Division) at the Kendra/Channel Level who shall head the Content Sourcing



Division at the Kendra. All stages of sourcing content including issue of notification, screening, evaluation, preview and payment etc for the respective Kendra/channel to be performed at Kendra/channel level.

**13.4.3** All wings i.e. Programme, Engineering & Admin will assist & provide secretarial support for content sourcing, whenever needed, to respective Nodal Officer (Content Sourcing Division) at Kendra/channel Level.

**13.4.4** Officer holding charge of Content Sourcing Division at HQ will be the point of contact for all Nodal Officers (Content Sourcing Division) at Kendra/ Heads of Programme for any clarification related to the sourcing of content for their respective Channel. Any matter/file that requires intervention at */involves Directorate/PB secretariat* level may be routed directly through Officer holding charge of Content Sourcing Division at HQ to avoid any delays.

**13.4.5** Content Sourcing Division at HQ shall provide model contract/agreement and any other relevant document(s) as requested by Nodal Officer (Content Sourcing Division) at Kendra/channel Level / Head of Programme for Sourcing of content.

**13.5** Other than additions mentioned above as well as in subsections mentioned thereafter, CSP-2024 remains unaltered and additions mentioned in this addendum should be read along with the contents of above mentioned Policy.

**13.6** All proposals received subsequent to the notification of this Addendum shall be governed by the provisions of CSP-2024 and **Addendum-I**. Proposals submitted prior to this notification shall continue to be governed by the existing practice until the expiry or termination of the agreements already executed or signed as a result of such proposals. Any renewal, extension, or fresh agreement arising thereafter shall be governed by CSP-2024 and **Addendum-I**.



## **A. Low Cost Commissioning at Kendra/Channel Level**

**A.1** The Programme Wing of the concerned Kendra/Channel will derive a fixed amount for a particular proposal/genre based on extant Rate Card & keeping in view available budget. The number of episode(s) of Programme for which proposal(s) to be invited shall be decided beforehand keeping in view the budget allocated to the concerned Kendra/Channel in a given financial year.

### **A.2 Procedures of Sourcing**

Low-Cost Commissioning can be done as per below mentioned procedures:

**A.2.a Open proposals on varying themes from Producer(s)/Production House(s):** Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel level, on the recommendation of concerned Head of Programme, will invite Programme Proposal(s) from Production house(s)/Producer(s) for Low Cost Commissioning through

- i. Publishing notification (NIPP) on Local Newspaper, scroll/Announcements on concerned Doordarshan Channel and on its social media handles
- ii. and/or notification (NIPP) on Prasar Bharati/ Doordarshan website
- iii. and/or through notification on any other communication platform as deemed fit.

Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel Level shall issue such notification which shall clearly reflect the fixed amount at which Low Cost Commissioning shall be done. Any Producer/Production House who fulfils the criteria mentioned in the NIPP may submit the proposal by paying processing fee of Rs 25,000/- (non-refundable) and providing required information.



**A.2.b Proposals on themes identified by Prasar Bharati from select Producers or Production houses:**

**A.2.b.1** In this case, the concerned Head of Programme, with due diligence, will shortlist the reputed Production Houses/ with proven track record to produce content.

**A.2.b.2** The concerned Nodal Officer [Content Sourcing Division] will invite proposals from the shortlisted producers/Production Houses for content creation at fixed amount.

**A.2.b.3** The shortlisted Producer/Production House may submit the proposal by paying processing fee of Rs 25,000/- (non-refundable) and providing required information.

**A.2.c Single Nomination basis:**

In this case, wherever the concerned Head of Programme is of the opinion that a particular programme of certain genre can be produced by a particular Producer/Production House, the concerned Nodal Officer [Content Sourcing Division] may contact the Producer/Production House and invite the programme proposal for content creation at fixed amount along with required information. No processing fee shall be charged from Producer/Production House.

**A.3 For required information all Procedures of Sourcing please refer clause 2.4.b.2.i of Chapter 2 of CSP-2024.**

**A.4 Scrutiny**

**A.4.1** Once the proposal(s) is/are received; the scrutiny shall be done by Admin. Wing of concerned Channel(s)/Kendra(s) on the basis of following criteria:



- A. Payment of processing fee
- B. Providing required information & scanned copies of documents as mentioned in Clause **2.4.b.2.i** of Chapter 2 of CSP-2024.
- C. Fulfillment of eligibility criteria, as per NIPP wherever applicable.

**A.4.2** After this Clause **2.4.a.2.1.iv.** & **Clause 2.4.a.2.1.v of Chapter 2 of CSP-2024** shall apply.

**A.5 Evaluation Committee:**

**A.5.1** Admin. Wing of concerned Channel(s)/Kendra(s) shall place the shortlisted proposals after scrutiny for evaluation by Evaluation Committee. The Producer/Production House who are shortlisted shall be asked to give a presentation before the Evaluation Committee.

**A.5.2.1** The Evaluation Committee at concerned Content Sourcing Division at Kendra/Channel Level will be comprised of:

- A. Head of Programme[HoP] of concerned Kendra/Channel /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division] at Kendra/Channel Level
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel
- D. 01 (one) outside expert nominated by Head of Programme [HoP] of concerned Kendra/Channel

**A.5.2.2** Convener of the Evaluation committee will be Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

**A.5.3** The parameters to be used for technical evaluation are provided in Clause **2.4.a.2.2.iv & clause 2.4.a.2.2.v of Chapter 2 of CSP-2024**



## **A.6 Cost Evaluation of proposals:**

**A.6.i.** Upon receiving the recommendation of Evaluation Committee, the Convener of the Evaluation committee will send the proposal(s) to the Costing Committee for examining the proposal(s) from the financial angle. The Costing Committee shall also clarify/negotiate the costing with the Producer/Production house, if required. The Costing Committee shall comprise of:

- A. Head of Programme[HoP] of concerned Channel(s)/Kendra(s) /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division at Channel Level]
- C. Programme Officer in Charge of Commercial Section at concerned Channel/Kendra
- D. Drawing and Disbursing Officer [D.D.O] at concerned Channel/Kendra or his/her representative.

**A.6.ii** Drawing and Disbursing Officer [D.D.O] or his/her representative at concerned Kendra/Channel shall be convener of Costing Committee

**A.6.iii** Once the final cost is agreed upon, the proposal(s) will be sent to the Account Wing of Kendra/Channel for concurrence.

## **A.7 Approval**

Upon concurrence by Account Wing of Kendra/Channel, proposal(s) found suitable for Low-Cost Commissioning, and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of the concerned Kendra(s)/ Channel(s) shall sign the agreement with the Producer/Production House. The number of proposals to be finally approved shall be determined in accordance with the



requirements of the channel and availability of the budget in a given financial year.

### **A.8 Delivery of Content**

**A.8.1** The Head of Programme [HoP] of concerned Kendra/channel shall be the nodal point for receiving the content from Production House(s) /Producer (s) & shall be responsible for coordinating with Production House(s) /Producer (s) for changes to be made in the content.

**A.8.2** The script shall be reviewed and settled within 4-6 weeks after signing of agreement. HoP shall assign responsibility of script vetting to Programme Officer(s)/Retired Programme Officer(s)/ Outside Script Vetter having knowledge of Television Programme. Based on their inputs HoP shall approve the script.

**A.8.3** HoP shall constitute preview team(s) comprising in-house official(s) and Outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of preview team for content. The teams shall preview the content within the timeline provided in the agreement, if any, and submit the preview report to the Head of Programme.

**A.8.4** The preview team of the concerned channel will provide 'Fit for Telecast' certificate (Proforma at Annexure -II of CSP-2024) to the concerned Head of Programme of Kendra/Channel who shall forward the same to the concerned section of the Kendra/Channel along with the copies of the preview reports and record of receipt of content for processing payment to Production House(s) /Producer (s).

**A.8.5** Further Clause 2.4.a.2.4.iv & clause 2.4.a.2.4.v of chapter 2 of CSP - 2024 shall be referred.



**A.9 Pilot Episode:**

If required, 01 (one) Pilot episode may be requested from the Production house/Producer at any stage by concerned HoP.

**A.10** Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including it's chapter 2, with necessary changes in accordance with this addendum.



## **B. Revenue Share Mode (RSM)**

**B.1** For Procedure for Sourcing of content under RSM by Content Sourcing Division at Kendra/Channel Level refer Clause 3.4 of Chapter 3 of CSP-2024.

### **B.2.a. Open Proposal**

#### **B.2.a.1 Notice for Inviting Proposal(s):**

**B.2.a.1.i** Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel Level, on recommendation of the concerned Head of Programme, will invite Programme Proposal(s)/ film proposal(s) from Production house(s)/Producer(s)/Rights' owner(s)/Aggregator(s) through

- i. Publishing notification on Local Newspaper, scroll/Announcements on concerned Doodarshan Channel and on its social media handles
- ii. and/or notification on Prasar Bharati/ Doordarshan website
- iii. and/or through notification on any other communication platform as deemed fit.

The timeframe to be mentioned in Notice for Inviting Programme Proposal (NIPP) or Notice for Inviting Film Proposal [NIFFP] for submission of the proposals shall not be less than one week. Nodal Officer (Content Sourcing Division) at Doordarshan Kendra/Channel Level shall issue such notification. In case of Films, Notice will specify the number of films to be sourced, number of telecast, name of Channel/platform and duration of sourcing. Any Production house(s) / Producer(s)/Rights Owner(s) / Aggregator(s) who fulfils the criteria mentioned in the Notification may apply as prescribed in NIPP/ NIFFP and providing the Required Information without any processing fee.

**B.2.a.1.ii.I. Required information:** Refer **Clause 3.4.a.1.iii of Chapter 3 of CSP-2024** for Programme Proposal(s).



**B.2.a.1.ii.II. Required information:** Refer **Clause 6.3.1.c.i.1.3 of Chapter 6 of CSP -2024** for required information regarding film proposal(s).

**B.2.a.2 Scrutiny**

**B.2.a.2.1.1** Once the proposal(s) is/are received, the scrutiny shall be done by Admin. Wing of concerned Channel(s)/Kendra(s) to verify whether documents are in order and shall be responsible for placing proposals before Evaluation Committee after scrutiny. The Head of Programme of concerned Kendra/channel shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

Rest of the procedure shall be same from

- a. **Clause 3.4.a.2.2 to clause 3.4.a.3.2 of Chapter 3 of CSP-2024** and should apply accordingly for Programme proposal(s)
- b. **Clause 6.3.1.c.i.1.4.2 to Clause 6.3.1.c.i.1.4.4 of Chapter 6 of CSP -2024** for film proposal(s)

**B.2.a.3 Evaluation Committee:**

**B.2.a.4.1** The shortlisted proposals will be evaluated by Evaluation Committee. The Producer/Production House shall be asked to give a presentation before the Evaluation Committee.

**B.2.a.4.2** The Evaluation Committee at concerned Content Sourcing Division at Kendra/Channel Level will be comprised of:

- A. Head of Programme [HoP] of concerned Kendra/Channel /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division] at Kendra/Channel Level
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel



**B.2.a.4.3** Convener of the Evaluation committee will be Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

**B.2.a.4.4.1** The programme proposal(s) received will be evaluated in accordance with **Clause 3.4.a.4.4, Clause 3.4.a.4.5 and Clause 3.4.a.4.6 of Chapter 3 of CSP-2024** and should apply accordingly.

**B.2.a.4.4.2** The film proposal(s) received will be evaluated in accordance with the following scoring matrix given at **Clause 6.3.1.c.i.1.5.4 of Chapter 6 of CSP -2024**. If the proposal involves bulk of films then it will be measured collectively (not on individual films basis) on the given matrix. The film proposal(s) with a score of 75 and above will be considered for recommendations by the Evaluation Committee.

**B.2.a.4.5** Following the scrutiny and evaluation process, proposal(s) found suitable for RSM, and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra/Channel shall sign the agreement with the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s). The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel.

**B.2.a.5 Timelines:** Refer Clause 3.4.a.5 of Chapter 3 of CSP-2024.

**B.2.a.6 Delivery of Content:**

**B.2.a.6.1** The Head of Programme of concerned channel shall be the nodal point for receiving the content from Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s) & shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), for changes to be made in the content. He/She shall constitute preview team(s) comprising in-house official(s) and outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer

is part of the preview team for content. The team(s) shall preview the content within the timeline provided in the agreement, if any, and submit the preview report to the Head of Programme. The preview team of the concerned channel will provide 'Fit for Telecast' certificate (Proforma at Annexure -II of CSP-2024) to the concerned Head of Programme of Kendra/Channel who shall forward the same to the **concerned** section of the Kendra/Channel along with the copies of the preview reports and record of receipt of content for processing payment to Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

**B.2.a.6.2** For further procedure refer **Clause 3.4.a.6.1 , Clause 3.4.a.6.2 and Clause 3.4.a.6.3 of Chapter 3 of CSP-2024** which shall apply accordingly for programme proposal(s) and for films **Clause 6.4.1.d.i.6 of Chapter 4 of CSP-2024** shall apply with suitable modifications mentioned in this addendum.

**B.2.b. *Suo moto* proposal from Production House(s)/ Producer(s)/ Rights' owner(s)/ Aggregator(s) at Kendra/Channel Level**

**B.2.b.1** The Nodal Officer [Content Sourcing Division] at the Channel level may, from time to time, consider *suo motu* proposal(s) received from Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), provided that the Head of Programme of the concerned channel has recommended such proposal(s) including film proposal(s) as worthy of consideration.

**B.2.b.2** The concerned Nodal Officer [Content Sourcing Division] at Kendra/Channel Level may ask the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), to submit further details along with required information without any processing fee. Nodal Officer may ask for any additional information or document, if required.



**B.4.c.3.1:** Required Information for Programme Proposals: Please refer clause **3.4.a.1.iii of Chapter 3 of CSP -2024.**

**B.4.C.3.2** Required information regarding film proposal(s): Please refer **Clause 6.3.1.c.i.1.3 of Chapter 6 of CSP -2024.**

**B.2.b.4** Further process of Sourcing will remain the same as specified under clauses B.2.a.1.iii to B.2.a.6 of Chapter 13 of this addendum.

### **B.2.c Direct Sourcing**

**B.2.c.1.** In cases where the concerned Head of Programme is of the opinion that a particular programme(s)/film(s) is suitable for the channel, the concerned Nodal Officer [Content Sourcing Division] at Kendra/Channel Level, acting on the recommendation of the HoP, may invite proposal from the specific Production House(s)/ Producer(s)/Rights Owner(s)/Aggregator(s) along with required information without any processing fee. Nodal Officer may ask for any additional information or document, if required.

**B.2.c.2.1:** Required Information for Programme Proposals: Please refer **Clause 3.4.c.3 of Chapter 3 of CSP -2024.**

**B.2.c.2.2** Required information regarding film proposal(s): Please refer **Clause 6.3.1.c.i.3.3 of Chapter 6 of CSP -2024.**

**B.2.c.3** Further process of Sourcing will remain the same as specified under clauses B.2.a.1.iii to B.2.a.6 of Chapter 13 of this addendum.

### **B.2.d ONE OFF**

**B.2.d.1.1** In cases, where Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), offer the content which is less than 4 hours (all episodes), the content could be sourced by concerned Nodal Officer [Content Sourcing Division] on recommendation of Head of Programme [HoP] of concerned Kendra/Channel Level.

**B.2.d.1.2** HoP may ask Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), may be asked to submit the content. HoP shall constitute preview team(s) comprising in-house official(s) and outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of the preview team for content.

[**Note 1:** *When content is being previewed for sourcing by ONE OFF procedure under **Sponsored Mode** then preview team must evaluate the content as per evaluation matrix provided **Clause number 5.3.a.4.3 of Chapter 5 of CSP-2024***]

**B.2.d.1.3** If the content is found worthy for telecast by Head of Programme [HoP], Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s) may be asked to submit required information without any processing fee for sourcing the content. Nodal Officer may ask for any additional information or document, if required. The content could be sourced if documents are found in order after scrutiny by Admin Wing of concerned Kendra/Channel.

**B.2.d.1.4** In all such proposal standard indemnification proforma and declaration to authorize Prasar Bharati to telecast/stream the content to be provided by Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

**B.2.d.2** Required Information for Programme Proposals: **Clause 3.4.d.3 of Chapter 3 of CSP -2024.**

### **B.2.d.3 Scrutiny**

Once the proposal(s) is/are received, the scrutiny shall be done by Admin. Wing of concerned Channel(s)/Kendra(s) to verify whether documents are in order Rest of the procedure shall be same as per **Clause 3.4.d.4.2 & Clause 3.4.d.4.3 of Chapter 3 of CSP-2024** and should apply accordingly for Programme proposal(s)



#### **B.2.d.4 Approval**

Following the scrutiny and upon recommendation of the HoP, the proposal(s) shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra/Channel shall sign the agreement with the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

**B.3** Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including its chapter 3 & Chapter 6, with necessary changes in accordance with this addendum.

A handwritten signature in blue ink, appearing to be 'P. S.', with a horizontal line underneath.

## C. Sourcing of Content on License Fee/Royalty at Kendra/ Channel Level

### C.1 Reference Table

S.No	Action	Reference Clause(s)		
1.	Notice for Inviting Programme/ Film Proposal(s)	a)	Open Proposal	<b>Clause B.2.a.1.i &amp; Clause B.2.a.1.ii of Chapter 13 of this addendum</b>
		b)	<i>Suo moto</i> proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)	<b>Clause B.2.b.1 &amp; Clause B.2.b.2 of Chapter 13 of this addendum</b>
		c)	Direct Sourcing	<b>Clause B.4.c.1. of Chapter 13 of this addendum</b>
2.	Required Information	For Programme Proposals		<b>Clause 4.5.a.1.2 of Chapter 4 of CSP 2024</b>
		For Film Proposals		<b>Clause 6.3.1.d.i.3 of Chapter 6 of CSP 2024</b>



**C.2 Scrutiny for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):**

Once the proposal(s) is/are received, the scrutiny shall be done by Admin. Wing of concerned Kendra(s)/Channel(s) to verify whether documents are in order and shall be responsible for placing proposals before Evaluation Committee after scrutiny. The Head of Programme of concerned channel shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

Rest of the procedure shall be same from

- a. **Clause 4.5.a.2.2 to clause 4.5.a.3.2 of Chapter 4 of CSP-2024** and should apply accordingly for Programme proposal(s)
- b. **Clause 6.3.1.d.i.2.2 to Clause 6.3.1.d.i.2.4 of Chapter 6 of CSP - 2024** for film proposal(s).

**C.3 Evaluation for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):**

**C.3.1** The shortlisted proposals will be evaluated by Evaluation Committee. The Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s) shall be asked to give a presentation before the Evaluation Committee.

**C.3.2** The Evaluation Committee at concerned Content Sourcing Division at Channel Level will be comprised of:

- A. Head of Programme[HoP] of concerned Kendra/Channel / Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division] at Kendra/Channel Level



C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel

**C.3.3** Convener of the Evaluation committee will be Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

**C.3.4** The programme proposals received will be evaluated in accordance with **Clause 4.5.a.4.3 and Clause 4.5.a.4.4 of Chapter 4 of CSP-2024** and should apply accordingly.

**C.3.5** The film proposal(s) received will be evaluated in accordance with the following scoring matrix given at **Clause 6.3.1.d.i.3.4 & Clause 6.3.1.d.i.3.5 of Chapter 6 of CSP -2024.**

#### **C.4 Cost Evaluation of Proposal**

**C.4.1** Upon the recommendation of Evaluation Committee, for assessed License Fee/Royalty method, the proposal may be forwarded to Costing Committee at Kendra/Channel Level.

**C.4.2.1** The Costing Committee shall also discuss costs for clarification/negotiation with the Production House(s)/Producer(s)/Rights' owner(s)/ Aggregator(s) as required.

**C.4.2.2** The Production House(s)/ Producer(s)/ Rights' Owner(s)/ Aggregator(s) shall provide a declaration in writing to the Costing Committee confirming that the programme/film proposed has not been sourced by any other channel/platform of the Doordarshan Network in last 01 (one) year from the date of submission of proposal at a rate different from that quoted in the present proposal.

**C.4.3** The Costing Committee shall comprise of:

A. Head of Programme[HoP] of concerned Kendra/Channel /Programme Official nominated by [HoP]



- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division at Kendra/Channel Level]
- C. Programme Officer in Charge of Commercial Section at concerned Kendra /Channel
- D. Drawing and Disbursing Officer [D.D.O] at concerned Kendra /Channel or his/her representative

**C.4.4** Drawing and Disbursing Officer [D.D.O] at concerned Kendra/ Channel or his/her representative shall be convener of Costing Committee.

**C.4.5** Once the final cost is agreed upon, the proposal(s) will be sent Accounts Wing of Kendra/Channel for concurrence.

### **C.5 Approval**

**C.5.1** Upon concurrence by Accounts Wing of Kendra/Channel, proposal(s) considered suitable for License Fee/Royalty mode and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of Programme [HoP] of concerned Kendra/Channel shall sign the agreement with the Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s). The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel and availability of budget in a given financial year.

**C.5.2** For proposal(s) received under Fixed License Fee/Royalty method i.e. proposal(s) received within the license fee /royalty notified by Prasar Bharati, from time to time, the proposal(s) shall not go to Costing Committee and shall be forwarded by the HoP directly to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval.



## **C.6 Delivery of Content**

C.6.1 Refer **Clause B.2.a.6.1 of chapter 13 of this Addendum** which shall be followed by:

- a) **Clause 4.5.a.7.1 to Clause 4.5.a.7.3 of Chapter 4 of CSP-2024** for programme proposals
- b) **Clause 6.4.1.d.i.6 Chapter 6 of CSP-2024** for Film proposals

**C.7** Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including its chapter 4 & Chapter 6, with necessary changes in accordance with this addendum.



## D Sourcing of Content on Sponsored mode at Kendra/Channel Level.

### D.1 Reference Table

S.No	Action	Refer Clause		
1.	Notice for Inviting Programme/ Film Proposal(s)	a)	Open Proposal	<b>Clause B.2.a.1.i &amp; Clause B.2.a.1.ii of Chapter 13 of this addendum</b>
		b)	<i>Suo moto</i> proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)	<b>Clause B.2.b.1 &amp; Clause B.2.b.2 of Chapter 13 of this addendum</b>
		c)	Direct Sourcing	<b>Clause B.4.c.1. of Chapter 13 of this addendum</b>
		d)	One Off	<b>Clause B.2.d of Chapter 13 of this addendum [Along with Note#1]</b>
2.	Required Information	For Programme Proposals		<b>Clause 5.3.a.1.3 of Chapter 5 of CSP 2024</b>



		For Film Proposals	<b>Clause 6.3.1.d.i.3 of Chapter 6 of CSP 2024</b>
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**D.2 Scrutiny for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):**

Once the proposal(s) is/are received, the scrutiny shall be done by Admin Wing of concerned Kendra(s)/Channel(s) to verify whether documents are in order and shall be responsible for placing proposals before Evaluation Committee after scrutiny. The Head of Programme of concerned Kendra/channel shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s).

Rest of the procedure shall be same from

- a. **Clause 5.3.a.2.2 to Clause 5.3.a.3.2 of Chapter 5 of CSP-2024** and should apply accordingly for Programme proposal(s)
- b. **Clause 6.3.1.d.i.2.2 to Clause 6.3.1.d.i.2.4 of Chapter 6 of CSP - 2024** for film proposal(s).

**D.3 Evaluation for (a) Open Proposal/ (b) *Suo moto* proposal from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s)/(c) Direct Sourcing for Programme/Film Proposal(s):**

**D.3.1** The shortlisted proposals will be evaluated by Evaluation Committee. The Producer/Production House shall be asked to give a presentation before the Evaluation Committee.

**D.3.2** The Evaluation Committee at concerned Content Sourcing Division at Kendra/Channel Level will be comprised of:



- A. Head of Programme[HoP] of concerned Kendra(s)/Channel(s) /Programme Official nominated by [HoP]
- B. Official from Kendra Nominated by Nodal Officer [Content Sourcing Division at Kendra/Channel Level]
- C. Programme Officer in Charge of Commercial Section at concerned Kendra/Channel

**D.3.3** Convener of the Evaluation committee will be a Programme Officer in Charge of Commercial Section at concerned Kendra/Channel.

**D.3.4** The programme proposals received will be evaluated in accordance with **Clause 5.3.a.4.3 and Clause 5.3.a.4.4 of Chapter 4 of CSP-2024** and should apply accordingly.

**D.3.5** The film proposals received will be evaluated in accordance with following matrix

<b>S.No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1.	Theme and Storyline	35
2.	Music and Songs/ Background Score	30
3.	Cast and Director	28
4.	Subtitling	7

**D.3.6** If the proposal involves bulk of films then it will be measured collectively (not on individual films basis) on the above matrix. The feature film proposal(s) with a score of 75 and above will be considered for recommendations by the Evaluation Committee

**D.4** Following the scrutiny and evaluation process, proposal(s) found suitable for Sponsored mode, and upon recommendation of the HoP, shall be forwarded by the HoP to the Nodal Officer [Content Sourcing Division] at Kendra/Channel Level for his/her final approval. Upon approval, the Head of



Programme [HoP] of concerned Kendra(s)/Channel(s) shall sign the agreement with the Producer/Production House. The number of proposals to be finally approved shall be determined in accordance with the requirements of the channel.

**D.5** For 'Timeline' refer **Clause 5.3.a.5 of Chapter 5 of CSP-2024.**

#### **D.6 Delivery of Content**

D.6.1 Refer **Clause B.2.a.6.1 of chapter 13** of this Addendum which shall be followed by:

- a) **Clause 5.3.a.6.1 to Clause 5.3.a.6.3 of Chapter 5 of CSP-2024** for programme proposals
- b) **Clause 6.3.1.d.i.6 Chapter 6 of CSP-2024** for Film proposals wherever applicable.

**D.7** Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including it's chapter 5 & Chapter 6, with necessary changes in accordance with this addendum.



## **E Sourcing Content on Gratis mode at Kendra/Channel Level.**

**E.1** The Nodal Officer [Content Sourcing Division] at the Kendra/Channel level may source Programme/ film proposal(s) on *gratis basis* received from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s) provided that the Head of Programme of the concerned channel has recommended such proposal(s) as worthy of consideration.

**E.2** The content so sourced shall conform to the criteria specified under Clause 8.2 of Chapter 8 of CSP-2024 and within the larger ambit of Fixed Point Chart (FPC) of the Channel.

**E.3** The initial scrutiny of the documents submitted shall be done by Admin. Wing of concerned Channel(s)/Kendra(s).

**E.4** Head of Programme of concerned channel shall be the nodal point for receiving the content from Producer(s)/ Production House(s)/ Rights Owner(s)/ Aggregator(s) & shall be responsible for coordinating with Production House(s) /Producer (s) / Rights Owner(s) /Aggregator(s), and shall constitute preview team(s) comprising in-house official(s) and outside expert(s) and/or intern(s) etc. However, it should be ensured that at least one serving Programme Officer is part of preview team for content. The preview team of the concerned channel will provide 'Fit for Telecast' certificate (Proforma at Annexure -II of CSP-2024) to the concerned Head of Programmes of concerned Kendra/Channel who will schedule it for telecast as per programme requirements.

**E.5** Rest of the guidelines, processes and framework of CSP-2024 shall apply mutatis mutandis including its chapter 8 with necessary changes in accordance with this addendum.

\*\*\*\*\*End of Document\*\*\*\*\*

