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**Prasar Bharati
(Broadcasting Corporation Of India)
Directorate General: Doordarshan
New Delhi**

F. No. 3/6/2017-P-5(Pt.)

Dated: 07.02.2020

Sub: Submission of proposals by Regional Kendras/Channels for consideration and approval by Directorate for seeking extension of the programmes/serials for telecast under sponsored category.

In the above context, the norms given under 9: (iv), (v) & (vi) Sponsored Guidelines are reproduced below:

Regional Kendras

9:(iv) In case of Regional channel with terrestrial support, the Selection Committee of Kendras may approval up to 52 episodes in case of weekly serial and 260 episodes of a daily soap. In other words, proposals shall only be accepted for 52 weeks.

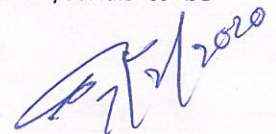
- Extension beyond 52 weeks should be recommended only in the most exceptional cases to DG: Doordarshan. Kendra's recommendations should be based on the quality of the programme, popularity of the serial in terms of TRP Ratings, status of proposals next in line and payment behaviour of the producer.
- The extension in the Directorate shall be considered by Deputy Director General in charge of the Kendra/Zone and will be put up to DG: Doordarshan for approval.
- There would be a review of the overall quality of the serial and also its TRP ratings after 8 weeks and withdrawal after 13 weeks if performance not found satisfactory. Similar review would be made after prescribed number of weeks in case of serials given extension beyond the normal number.

(v) In case of RLSS channels (without terrestrial support), initial approval even beyond 52 weeks may be given in consultation with DG: Doordarshan.

(vi) Kendras should take an undertaking from the producer that their programme telecast on regional terrestrial channel would be repeated on RLSS channel at Doordarshan's discretion without any commercials within 7 days of initial telecast on regional terrestrial channel. This natural cycle will be treated as a single telecast. The Producer will be required to submit separate tapes of the programmes for the purpose without commercials. Commercial terms agreed upon for telecast of the programmes under sponsored category over Regional terrestrial channel shall include the right of Doordarshan to telecast the same on RLSS Channel without any payment to the producer.

Taking above into view, DD: Regional Kendras/Channels are required to forward the proposals in future for extension of the programmes/serials to this Directorate with the recommendation by the concerned: Addl. Director General (Zone) 8 weeks in advance in the prescribed format annexed herewith as Annexure 'A'. Kendras/Channels may kindly also note that episodes of the programmes/serials to be telecast only after due approval from the Directorate.

Encl. Annexure – 'A'.



(A. J. Mahanta)
Asstt. Director of Programmes

To,
All Doordarshan Kendras/Channels

Copy to: ADG (PKS).
Copy for information to: OSD to CEO, PB/DDG (Ops.), PB.

Annexure - 'A'

Proforma for proposals for extensions of ongoing programmes/serial telecast on Regional Kendras/RLSS under sponsored category.

I:	(i)	Name of programme	:	
	(ii)	Name and address of the Production House	:	
	(iii)	Date of commencement	:	
	(iv)	Slot/Frequency	:	
	(v)	Genre	:	
	(vi)	TRP details etc. currently on Kendra	"	
II:		Commercial Terms:		
	(i)	Existing telecast fee with ASB, if any	:	
	(ii)	Prospects of higher revenue (in terms of No. of ASB)	:	
III:	(i)	No. of Episodes sanctioned till date	:	
	(ii)	No. of episodes telecast till date	:	
	(iii)	No. of episodes recommended for extension	:	
	(iv)	Whether any other similar programme(s) is/are pending	:	
IV:		Payment Position:		
	(i)	Production House	:	
	(ii)	Marketing Agency	:	
	(iii)	Other serial(s) of the same Marketing Agency	:	
V:	(i)	The serial(s) of the same marketing agency	:	
	(ii)	When proposals were last invited	:	
	(iii)	Reasons for recommending the programme/serial by the Kendra	:	
	(iv)	Digital rights to DD from the producer for the extended episodes.	:	

Dated _____

Signature _____
Name _____
Designation _____
Name of Kendra _____