



No. 22204/AV-Prod/Empt/CBC/2425

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION)

Soochna Bhawan, CGO Complex
New Delhi – 110003
20th Jul 2024

ADVISORY

Subject: Empanelment of AV Producers – Stage-II evaluation – regarding.

This is with reference to the applications submitted by interested entities to CBC for empanelment as AV Producers under General Pool. The applications successfully submitted before 8th Jul 2024 have been scrutinised in accordance with the Policy Guidelines for Empanelment of Audio-Visual Producers/Agencies.

2. The list of entities that applied under general pool and have been shortlisted for the Stage-II evaluation based on policy guidelines in phase one is enclosed at **Annexure - I**.

3. The entities listed in **Annexure - I** are invited for Stage-II evaluation to be done by the Empanelment Advisory Committee which is scheduled to be held on **26th Jul 2024 at 10:00 Hrs** at the following venue:

Main Conference Room, Second Floor
Central Bureau of Communication
Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi

4. Entities that have shortlisted for Stage-II evaluation are advised to ensure that at least one representative is present at the venue to deliver a presentation. The presentation should include the showreel of past work, concept note, creative conceptualizations, and scratch creatives focusing on any one theme listed in paragraph (3) of **Annexure II**. Please refer to the guidelines provided in **Annexure II** for detailed instructions.

5. Please be informed that a few documentation deficiencies have been identified in the remaining applications received before the cut-off date as mentioned above under General Pool for Category A/B/C from entities which are not listed at **Annexure- I**. An email is being sent to such entities to rectify the deficiencies in documentation. On the receipt of such required documents and the application being found fit, the remaining

shortlisted entities would be called for stage II evaluation shortly in next phase. Further, applications received before 8th Jul 2024 under the Startup pool will also be taken up in the next phase.

6. For any queries, please write to avempanelment.cbc@gmail.com or contact on 011-24369364, 24369527.

This issues with the approval of the competent authority


(K Anurag Kumar)
Assistant Director

ANNEXURE - I

S. No	Application No.	Application Category	Producer/Agency Name
1	0124F0014	A	Rajkarne Media Waves Pvt. Ltd.
2	0224F0018	A	M.H. ONE TV NETWORK PRIVATE LIMITED
3	0324F0003	A	AADITYA EVENT
4	0324F0009	A	Promodome Communication Pvt. Ltd.
5	0324F0015	A	ACME MEDIA CREATIONS PRIVATE LIMITED
6	0524F0007	A	IMAK News Entertainment Pvt Ltd
7	0524F0014	A	OD COMMUNICATIONS PRIVATE LIMITED
8	0524F0020	A	SMALL SCREEN FILM AND TELEVISION PVT LTD
9	0624F0022	A	Dome Entertainment Private Limited
10	0624F0026	A	Collective Artists Network India Pvt. Ltd.
11	0624F0028	A	LIGHT HOUSE
12	0724F0003	A	Jagran Prakashan Limited
13	0724F0004	A	NEERAJ COMMUNICATION
14	0324F0002	C	360 Degree Media Solutions Pvt
15	0324F0007	C	SMALL SCREEN FILM AND TELEVISION PVT LTD
16	0324F0010	C	ZEE ENTERTAINMENT ENTERPRISES LTD
17	0324F0013	C	AADITYA EVENT
18	0524F0005	C	ACME MEDIA CREATIONS PRIVATE LIMITED
19	0524F0019	C	OD COMMUNICATIONS PRIVATE LIMITED
20	0624F0010	C	Credence Media Solutions Pvt ltd

General Guidelines for Stage-II Technical Evaluation of the AV-Producers/Agencies

AV Producers/agencies that have successfully qualified Stage-I of the evaluation are hereby required to make a presentation before the Empanelment Advisory Committee. The presentation must include the following materials submitted on a pen drive, clearly labelled with the agency's name:

1. Showreel of Past Work:

- i. It must contain sector-wise collation of a minimum of 10 different approved AV Production works for each sector as per the applied for by the agency.
- ii. The showreel must be segmented into sections, each dedicated to one sector for which the agency has applied.
- iii. Each section must showcase glimpses of at least 10 jobs successfully executed by the agency on a sector-specific topics.
- iv. Each glimpse in the section must be preceded by a title slide clearly mentioning the following: Name of the film, Name of the client, Duration of the film, Year of Production and name of the award it has received (if any).
- v. The showreel may have a maximum duration of 2 minutes per sector.

2. Documents to support the works presented in the Showreel:

- i. The agency must submit a summary sheet for reach sector as applied for clearly giving the details in the format mentioned below:

S. No.	Name of the Film	Name of the Client	Year of Production	Work Order No.	Work Completion Certificate No.
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- ii. The agency must submit the corresponding job orders and completion certificates against each work presented in the showreel.

3. New Campaign Brief: Concept note, creative conceptualizations, and scratch creatives focused on any one theme from the list below:

- i. Heatwave (or) National STOP Diarrhoea Campaign 2024
- ii. PM SVANidhi (or) GOBARDhan Initiative
- iii. New Criminal Laws (or) India Women in Cricket
- iv. Dekho Apna Desh (or) Nalanda University
- v. Ek Ped Maa Ke Naam (or) e-Vehicles in India
- vi. Mission Karmayogi (or) e-Courts

4. New Campaign Brief must at least cover the following:

- i. **Concept Note:** It should at the minimum contain the primary goal(s) of the campaign, articulate the key message(s) that the campaign intends to

ANNEXURE - II

communicate to the audience and describe the creative direction and approach that will be used to convey the key message effectively.

- ii. **Creative Conceptualisations:** It should include the artistic interpretation of theme or narratives related to the campaign.
- iii. **AV Scratch:** It should be for a duration of 2 to 5 minutes in case of Category 'A' applicant, should be for a minimum duration of 2 to 15 minutes in case of Category 'B' applicant and should be for a minimum duration of 60 seconds (one audio and one video) in case of Category 'C'.

Please ensure all materials are compiled and submitted in accordance with the above requirements. Kindly refer to the Policy Guidelines for Empanelment of Audio-Visual Producers/Agencies uploaded on <https://cbcindia.gov.in> for detailed information.

