



Unique Identification Authority of India
Planning Commission, Government of India
3rd Floor, Tower II, Jeevan Bharati Building, Connaught Circus, New Delhi 110001

NOTICE FOR EMPANELMENT OF PRODUCERS/PRODUCTION HOUSES FOR AUDIO-VIDEO FILMS/SPOTS

The Unique Identification Authority of India invites applications in the prescribed proforma for empanelment of producers/production houses in two categories for producing video films/spots and audio programme for a period of three years. **Please go through the full documents available at <http://uidai.gov.in/>.**

1. Eligibility criteria for empanelment are as follows:

Criteria	Category A	Category B
a. Professional experience in the field of audio-video productions	3 years	2 years
b. Annual turnover (only from production, not from the cost of advertising etc.) in last 2 years	More than Rs. 5 crores per annum	Between Rs. 1 to 5 crores per annum
c. Number of awards	5 or more in the last 3 years	At least 1 in the last 2 years
d. Minimum number of films produced under social/rural category	2	1
e. Quality of show reel Note: The show reels will be rated by members of the EC on scale of 1-5. Those producers scoring an average of 3 and above will be eligible for empanelment.	Minimum qualifying grade (3/5) as judged by the EC	Minimum qualifying grade (3/5) as judged by the EC

2. In addition to the above, those producers/production houses wishing to be considered for empanelment as A/V producers in Category A should have produced at least 10 good quality A/V programmes in the past 3 years. Those producers/production houses wishing to be considered for

empanelment in Category B should submit at least 3 good quality A/V programmes in the past 2 years. Experience in both fiction/non fiction genres is highly desirable. Furthermore, greater merit will be given to those producers/production houses who have worked in various regional languages.

The show reels should be submitted in video/digital CD (VCD/DVD) format or in USB sticks. The producer will have to produce documentary evidence of production done, such as, a copy of the work order, satisfactory completion of assignment and payments received etc.

3. No request for sending the application proforma or other documents by post shall be entertained. The application complete in all respects, should be submitted along with a demand draft. Category A producers will submit along with her/his applications a demand draft of Rs. 10,000 (non-refundable), Category B producers will submit a demand draft of Rs. 5,000 (non-refundable) drawn in favour of 'UIDAI, New Delhi' payable at New Delhi as processing fee.
4. The application along with the demand draft should be submitted to the UIDAI Headquarter by 1600 hours on the **3rd March, 2011**. The address is as follows:

Assistant Director General (Media)
Unique Identification Authority of India (UIDAI), 3rd Floor, Tower II,
Jeevan Bharati Building, Connaught Circus, New Delhi 110001

The decision of the Unique Identification Authority of India regarding empanelment will be final and binding.

A.K. Pandey
(Assistant Director General, Media)

SELECTION CRITERIA FOR EMPANELMENT OF PRODUCERS/PRODUCTION HOUSE OF FILMS/AUDIO-VIDEO SPOTS AND PRODUCTION THEREON

UIDAI's Mission

The unique identification number (Aadhaar) will be a nationally valid proof of identification that will be issued by the UIDAI to all residents in the country. The number will be:

- a) verifiable in an online, cost-effective manner
- b) based on biometrics
- c) robust enough to eliminate duplicate and fake identities in databases.

The impact of the UIDAI initiative will be wide-ranging. For residents across the country, Aadhaar will be a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services. Enrolment for the number will be through registrars across the country that the Authority will partner with. Such registrars may include State Governments, PSUs, banks etc. These registrars may in turn, partner with enrolling agencies to enroll residents into the UIDAI database.

The Unique Identification Authority of India (UIDAI) wishes to empanel a limited number of good performing producers for the work of production of films/audio-video spots for the publicity of programmes, policies and other activities of the Authority and its 8 regional offices under the guidelines specified herein.

GENERAL

1. The selection criteria shall come into force with immediate effect.
2. An Empanelment Committee (EC) will be constituted to consider the applications of A/V producers and recommend those having requisite qualifications for empanelment. The EC will evolve its own procedure for scrutiny of applications, screening of show reels for quality assessment etc.
3. The composition of Empanelment and Costing Committee (EC) shall be as under:

a. Deputy Director General, UIDAI	Chairman
b. Additional Director General, UIDAI	Member-Secretary
c. Head – IEC, UIDAI	Member
d. Nominee – Finance, UIDAI	Member
e. Nominee – Doordarshan (Programming)	Member
f. Nominee – Doordarshan (Technical)	Member

The Committee is empowered to co-opt up to 2 additional members having experience in this field, if necessary.

ELIGIBILITY CRITERIA

4. The Unique Identification Authority of India proposes to empanel A/V producers in 2 categories: A and B.
5. Only such producers who have adequate qualifications, experience and capabilities to produce good quality A/V programmes in required formats will be eligible to apply for empanelment.
6. Eligibility criteria for empanelment are as follows:

Criteria	Category A	Category B
a. Professional experience in the field of audio-video productions	3 years	2 years
b. Annual turnover (only from production, not from the cost of advertising etc.) in last 2 years	More than Rs. 5 crores per annum	Between Rs. 1 to 5 crores per annum
c. Number of awards	5 or more in the last 3 years	At least 1 in the last 2 years
d. Minimum number of films produced under social/rural category	2	1
e. Quality of show reel Note: The show reels will be rated by members of the EC on scale of 1-5. Those producers scoring an average of 3 and above will be eligible for empanelment.	Minimum qualifying grade (3/5) as judged by the EC	Minimum qualifying grade (3/5) as judged by the EC

7. Awards that will be considered by the EC include (i) Cannes Lions International Advertising Festival, France (Golden Lion, Silver Lion, Bronze Lion) (ii) American Advertising Federation, USA (Golden Addy, Silver Addy, Bronze Addy) (iii) Mobius Advertising Awards, California,

USA (Best Commercial, Best Recreation, Public Service) (iv) Clio Awards, MIAMI, USA (Best Ad Agency, Best Director, Best Art Director, Best Producer) (v) Top Awards by Advertising Agencies Association of India (AAAI) in product categories, (vi) 'ABBY' Award, India (vii) Such other awards as may be notified by the Ministry of I&B. These awards should be awarded to the Central creative team of producers/production houses. The producers/Production houses need to submit in writing the availability of the central creative team during the entire tenure for which empanelment is being done.

8. In addition to the above, those producers wishing to be considered for empanelment as A/V producers in Category A should have produced at least 10 good quality A/V programmes in the past 3 years. Those producers/production houses wishing to be considered for empanelment in Category B should submit at least 3 good quality A/V programmes in the past 2 years. Experience in both fiction/non fiction genres is highly desirable. Furthermore, greater merit will be given to those producers/production houses who have worked in various regional languages.
9. No request for sending the application proforma or other documents by post shall be entertained. The application complete in all respects, should be submitted along with a demand draft. Category A producers will submit along with her/his applications a demand draft of Rs. 10,000 (non-refundable), Category B producers will submit a demand draft of Rs. 5,000 (non-refundable) drawn in favour of 'UIDAI, New Delhi' payable at New Delhi as processing fee.
10. The application along with the demand draft should be submitted to the UIDAI Headquarter by 1600 hours on the **3rd March, 2011**. The address is as follows:

Assistant Director General (Media)
Unique Identification Authority of India (UIDAI) 3rd Floor, Tower II,
Jeevan Bharati Building, Connaught Circus, New Delhi 110001

APPLICATION

11. All applications shall be required to be submitted in the prescribed proforma along with the required information/documents/material.
12. The producer shall be required to submit copies of income-tax returns of last 2 financial years for (2008-2009 and 2009-2010).
13. The producer should also submit its balance sheets and profit and loss accounts of her/his firm/company, for the three preceding financial years; duly verified by a Chartered Accountant (indicating membership number of the Chartered Accountant in his seal).
14. Only full-time producers may apply for empanelment.

15. The producer will submit the CVs of her/his creative team. The producer will also submit documentary proof of ownership/retainership of production facilities, if any.
16. The producer will submit a certificate to the effect that the information submitted by her/him is correct and she/he will abide by the decision of UIDAI regarding empanelment. In case the information submitted by her/him is found to be false or fabricated in any manner, she/he may be debarred from empanelment.
17. The producer or her/his representative may be required to make a presentation before the EC at her/his own cost.

OTHER CONDITIONS

18. No producer will be eligible to have empanelment in more than one name (either in her own name or in the name of her/his close relative) or subsidiary firm/sister company.
19. The production procedure will be intimated separately to the empanelled producers.
20. The EC may debar producers from the panel on the basis of reasons to be recorded in writing.
21. Empanelment shall be valid for a period of three years. If the performance of any of the empanelled producers is outstanding (as judged by UIDAI), their tenure of empanelment may be extended by one year. If the performance of any of the empanelled producers is poor, they may be debarred.
22. Any producer blacklisted by the DAVP or Doordarshan/AIR will not be admitted for empanelment and if already empanelled will be liable for debarment.
23. UIDAI reserves the right to accept or reject any empanelled agency partly or wholly.
24. It may be noted that empanelment does not guarantee work orders.
25. Any dispute arising during the selection process will be resolved by the EC for reasons to be recorded in writing. The EC's decision will be final and binding.

PROFORMA

Subject: Application for Empanelment of A/V Producers

1. Name of the organization:
 - a. Office address in full:
 - b. Name of the Executive Producers:
 - c. Residential address of the Executive Producers:
 - d. Telephone Nos.
Off:
Res:
 - e. Fax No.:
 - f. Mobile No.:
 - g. E-mail address:
 - h. Do you have branch office/offices other than indicated above in Delhi or outside Delhi (if yes, give details):
2. Contact address in Delhi (for those firms with headquarters outside Delhi):
Telephone No.:
Fax No.:
Any Other offices other than Delhi :
3. Do you have your own Studio?: Yes/No
If yes,
 - a. Address:
 - b. Telephone No.:
 - c. Fax:
 - d. Is the studio fully owned by your own organization or in partnership with some other organization?
4. Payee's name, Type of Account and Account Number, Name of Bank & its branch with 9 digit code number, for issuance of cheque(s):

(Signature)

5. Legal status of organization

- a. Is it a registered firm/company?: Yes/No
(Photocopies of the certificate of registration may be attached)
- b. Is your organisation a proprietorship firm, partnership firm or company?
(Attach documents)
If it is a partnership firm, state the name/s and address/s of your partners. If Company, state the names and Addresses of Directors:
- c. State whether any close relative of the proprietor/any of the partners/Directors of the agency is working with or retired (after attaining age of superannuation) from the Unique Identification Authority of India: Yes/No
(If yes, his/her name, designation and official address or date of his/her retirement)

6. Is any of your close relative/subsidiary firm/sister Company empanelled with the Unique Identification Authority of India?: Yes/No
If yes, give details
(Close relative means spouse, dependent children/parents/brothers/sisters & other dependents)

(Signature)

7. Professional Qualification & Experience

- a. Have you/ members of central creative team done any degree/diploma course in the field of A/V production: Yes/No
 - i. (If yes, give details with documents)
- b. Total years of experience in the production of A/V programmes (support with documents):
- c. Enclose your 10 good quality A/V programmes (Category A), 3 good quality A/V programmes (Category B) as show reel in the form of video CDs/DVDs/USB sticks. Also give details as follows:

S No.	Name of Production	Year of Production	Format/ Duration/ Language	Client	SL No. of enclosure at which supporting documents are placed
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- d. Are/were you empanelled with DAVP: Yes/No

8. Important functionaries of the organisation who usually form the team for creative work and the nature of work they are associated with:
(Enclose the CV of each of the key persons)
9. State area of your specialization(s):
- e. TV serials
 - f. Video spots
 - g. Quickies
 - h. Docudramas
 - i. Documentaries
 - j. Corporate films
 - k. Socially relevant/rural films
 - l. Audio spots
- (Support with documents giving details of work done and in which capacity the particular work was done)
10. Have any of your/ member of central creative team's productions won an award?
(Give details of award and year)
11. How many socially relevant/rural films have you produced?:
(Give details)

(Signature)

12. Financial Stability

- a. Turnover in A/V productions during preceding two financial years (support with documents):

Year	Audited turnover (INR)
2008-2009	
2009-2010	
Total	

(If your balance sheet and profit & loss accounts also show receipts other than A/V productions, a certificate indicating turnover only from A/V productions duly certified by Chartered Accountant, indicating membership number of the Chartered Accountant in his seal, along with the documentary evidence should also be submitted)

b. Enclose documentary evidence of your financial stability as follows:

	Enclosure SL No.
i. Annual balance sheets and profit & loss accounts of the preceding 2 years i.e. 2008-2009 and 2009-2010 duly audited/verified by a Chartered Accountant (indicating membership number of the Chartered Accountant in his seal)	
ii. Copies of Income Tax returns as accepted by the Income Tax department of preceding 2 years with PAN number	
iii. Copies of Income Tax clearance certificate of the latest year for which the assessment has been finalized	

13. Has the producer ever been blacklisted by any organization?: Yes/No
(If yes, give details)

(Signature)

14. Details of Demand Draft (non-refundable application fee) of Rs. 10,000 (for Category A), Rs. 5,000 (for Category B) drawn in favour of 'UIDAI, New Delhi'
m. Draft No:
n. Drawn on Bank:

15. Any other relevant information :

SIGNATURE

Full name and designation:

DECLARATION

- i. I, _____ (Executive Producer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be debarred from empanelment.
- ii. I permit UIDAI to inspect my studio facilities & other records to ascertain the above acts.
- iii. I permit UIDAI to cross check the above facts from any other source.
- iv. I or my authorized representative, if required by UIDAI, would make a presentation before Empanelment Committee at my own cost.

- v. I will abide by the decision of UIDAI regarding empanelment.

SIGNATURE

Full name and designation:

Date:

(Seal of organisation)

NOTE:

- i. Please submit the demand draft along with the application form. Late submission of the draft will not be accepted.
- ii. Please attach list of shooting, recording, editing and other equipments and facilities and documentary proof of ownership/retainership of production facilities.
- iii. Please attach documentary proof in the form of copies of work order, signed contract, payments received etc. of number of A/V programmes produced along with cost of production during the last 3 financial years for Category A and last 2 financial years for Category B. Different episodes of serial or programme will be treated as one and the same programme.
- iv. Please submit at least 10 good productions (Category A) and 3 good productions (Category B) in the form of A/V video CDs/DVDs/USB sticks along with application form.
- v. Please attach sheets wherever necessary.
- vi. All the enclosures should be properly annexured and serial numbered.
- vii. Please ensure that application form is complete. Incomplete application forms will not be considered. Last Date for submission of complete application in prescribed proforma along with relevant documents, show reels and demand draft shall be within twenty one days (before 1500 hours) from the date of publication of the notice. In case the last date happens to be a holiday the next working days shall be considered as the last date.

Fact sheet to be submitted by A/V producers applying for empanelment in UIDAI

1	Banner of the producer, postal address, telephone numbers and email address	
2	Details of registration	
3	Date of inception as producer and experience (in number of years) <i>Minimum experience required is 3 years for Category A and 2 years for Category B</i>	
4	Turnover in past 2 financial years <i>Minimum turnover required is Rs. 5 crores per annum for Category A, between Rs. 1 to 5 crores per annum for Category B (only production cost will be taken into account)</i> Documentary proof:	Rs. _____ In words: Submitted / Not submitted
5	Number of awards <i>Minimum 5 in the last 3 years for Category A and 1 in last 2 years for Category B</i>	
6	Number of films produced under socially relevant/rural category <i>Minimum 2 for Category A, 1 for Category B</i>	
7	Total number of A/V productions Documentary proof	Submitted / Not submitted
8	List of sample productions <i>10 for Category A, 3 for Category B</i> <i>Please include show reels in VCD/DVD format or on USB sticks.</i>	
	Title	Format
i		
ii		
iii		
iv		
v		
vi		
vii		
viii		
ix		
x		