

PRASAR BHARATI
(India's Public Service Broadcaster)
PROGRAMME PRODUCTION CENTRE(NE)
DOORDARSHAN ::: GUWAHATI

Dated : 22.3.2016

NOTICE

Programme Production Centre(NE), Doordarshan, Guwahati, R.G. Baruah Road, Guwahati -24 invites applications from eligible candidates above 18 years of age and at least Senior Secondary (10 + 2) passed for engagement of Sales agent in the Centre.

The terms and conditions and other provisions for engagement of Sales agent are as follows :

Terms and conditions and other provisions for engagement of Sales agents

1. Any person who is an Indian citizen and above 18 years of age can apply for appointment on contractual basis as sales agent of Doordarshan.
2. The applicant should at least possess Senior Secondary (10+2) educational qualifications.
3. The applicant should possess at least two of the following identity proofs like Aadhar Card, Passport, Driving Licence, PAN Card.
4. The application in the prescribed format would be required to be made to Head Of Office, PPC(NE), Doordarshan, R.G. Baruah Road, Guwahati-781024. The prescribed format is placed at Annexure-F hereunder.
5. Every application would be accompanied by two photographs, one pasted on the form and other attached.
6. The Doordarshan Kendra/Centre would enter the application details in a separate register entitled register of sales agents. It would thereafter forward the application by e-mail to DDG(DCS), Delhi who would thereafter register and allot a unique identity number to the applicant and intimate the same to the concerned Doordarshan Kendra / Centre.
7. The Doordarshan Kendra/Centre would then intimate the number along with an authority letter to the sales agent for initiating the process of business procurement . The number allotted by DDG(DCS), Delhi would also be entered in the register of sales agents at the Doordarshan Kendra/Centre.
8. The details of number allotted to various sales agents in the country would be maintained by DDG(DCS), Delhi on the website of Doordarshan and PPC(NE), Doordarshan website www.ppcne.in in the following format.

Sl.No.	Name of the sales agent	Identity number of sales agent	Address of sales agent	Doordarshan Kendra/Centre where registered	Date of Registration

9. As and when a sales agent approaches a Doordarshan Kendra/Centre other than where he is registered with commercial books, the Head of Office of such Doordarshan Kendra/Centre would verify registration of sales agent from the data uploaded by DDG(DCS), Delhi and proceed accordingly.
10. Every application for registration as sales agent would be accompanied with a demand draft of Rs.500/- (Five Hundred) only in favour of PB, BCI, Doordarshan Commercial Service which will be deposited by the HOO of Doordarshan Kendra/Centre upon receipt but before forwarding of application to DDG(DCS), Delhi for registration of sales agent and allotment of identity number.
11. Every person who is engaged as convessor by All India Radio would also be required to undertake this process if it wants to procure business for Doordarshan.
12. The registration of sales agent and issue of identity number would required to be done within a period not later than 15 days from the date of receipt of application.
13. Each registered sales agent will be required to do a minimum of Rs.1.00 lakh during one year from the date of registration. Those failing to do business of Rs. 1.00 lakh during one year will be required to re-register themselves. Doordarshan reserves the right to decline re-registration with or without assigning any reasons.
14. Each registered Sales agents will be allowed to do business on advance payment only. No credit period will be allowed to them. The payment will be made only through Demand Draft/NEFT/RTGS. Payment through cheques from private clients will not be acceptable.
15. The Sales Agents will be entitled to receive 12.5% commission on the total value of air time. For illustration sale proceeds are described below:

Sl.No.	Description	Amount in Rs.
1.	Cost of Airtime as per DD rate card	1,000.00
2.	Discount being offered to Sales Agents as commission @Rs.12.5%	125.00
3.	Net Amount	875.00
4.	Service Tax @14.50 or as applicable	127.00
5.	Advance amount payable to DD	1,002.15
6.	Net Amount Payable (After round off)	1,002.00

Therefore, for a commercial with value of Rs.1000.00 as per DD rate card, the agent will be required to pay Rs.1,002.00 through DD/RTGS/NEFT in advance.

16. Any sales agent doing a business of more than Rs.20.00 lakhs per annum will be given 1% additional commission at the end of the year on total volume of business.
17. The sales agents are required to make advance payment after deducting

sales agent would be paid by respective Doordarshan Kendra/Centre after proper reconciliation and approval of DCS, Delhi. The sales agent will sell airtime as per extant rate card. The applicable rate card and amendments, if any, are available on www.ddindia.gov.in website. The rate card may also be obtained from Doordarshan Kendras/CRDs. No deviation from rate card will be allowed and in case of any doubt, sales agents are advised to contact concerned officer or respective Doordarshan Kendras/CRDs. All other existing guidelines for sale of air time will have to be followed including signing of contract etc.

18. Sales Agents would provide TV commercials (TVCs) in required format and all TVCs should strictly follow advertising code of Prasar Bharati. The commercial code for advertising on Doordarshan is available on www.ddindia.gov.in website. The approval of story board of all advertisements will be locally done at Kendra by a programme officer and approved by head of the programme.

The agents may approach respective Kendra for making TVCs on payment basis. The cost of TVCs will be as follows :

Sl.No.	Description	Total cost
1.	Making of TVCs involving only edit suite and basic graphics for up to 5 seconds duration	50,000.00
2.	Making of TVCs involving ENG production, voice over, edit suite and basic graphics for up to 10 seconds duration with operating staff.	15,000.00
3.	Additional charges for advanced graphics	2,000.00
4.	Additional charges for duration beyond 5 seconds	5,000.00
5.	Any charges against performing artists/voice over shall be borne by the sale agents.	
Note :The applicable Service Tax will be payable extra and all payments will be accepted in the form of DD/RTGS/NEFT. The cost includes one DVCPRO/DV Tape to be provided by Kendra.		

19. The billing will be done in the name of client by respective Kendras. The billing will show the gross amount and will also clearly mention the amount of commission to be paid to the Sales Agents to reach the net amount. The name of the sales agent and his identify number will also appear on the bill. The Service Tax will be charged on gross amount minus commission.

20. For all businesses done for Doordarshan Kendras/ Centres the sales agents would be acting under the control of respective HOO of Kendra/ Centre. Similarly for all business done for All India Radio the sales agent would be under the control of HOO of concerned AIR station for which business is brought

would have no right for such claims at any point of time. The relationship between Doordarshan, AIR and the sales agent would at all times be that of Principal and Agent.

22. Doordarshan/AIR reserves the right to terminate registration/engagement of any sales agent at any point of time with or without assigning any reason at its sole discretion.

23. HOO of Doordarshan Kendra/Centres and AIR stations would provide all required support / assistance to the sales agents for enabling them to bring more and more business.

Application forms for empanelment of Sales agent is available in the PPC(NE) website www.ppcne.in. The last date of submission of application forms is 22nd May, 2016.

Space for
photograph

Application Form for Empanelment of Sales Agent

1.	Name	
2.	Father's/Husband's Name	
3.	Date of Birth	
4.	Name of Kendra where getting registered	
5.	Present Address	
6.	Permanent address	
7.	Mobile Number	
8.	Telephone(O)/(R)	
9.	Email I.D.	
10.	Educational Qualification/(s)	
11.	Profession	
12.	Work Experience	
13.	Payment of Registration Fee of Rs.500 to be drawn in favour of PB, BCI, Doordarshan Commercial Service	DD No. Date : Bank Branch
14.	Clear photocopy of any of two ID proof	1.PAN Card No. 2.Voter I.D. No. 3.Driving license No. 4.Passport No.
15.	Bank Details	Name of Bank Branch A/C No. IFSC Code
16.	Whether existing convessor of All India Radio, if yes details thereof /copy of authorized letter	

Note :Attach one additional photograph (not pasted) is to be submitted along with this application.

I hereby certify that particulars submitted above are true to the best of knowledge.

(_____)

Signature of applicant