Government of Rajasthan  
Department of Information and Public Relations  
Jaipur

No. Ele.Media/Dig.Cinema/146/2016/3299-16  
Date: 19-10-2016

Subject: EMPANELMENT OF DIGITAL CINEMA FOR 2016-17

In pursuance of Rajasthan Government policy guidelines for Emp Panelment & rate fixation of Digital Cinema Agencies /screens for year 2016-17 for dissemination of governmental messages to the general public. The Policy Guidelines in this regard may be seen on DIPR website, i.e., www.dipr.gov.in on link dipr.rajasthan.gov.in/content/dipr/en/downloads/actrules.html.

Applications completed in all respect as per the Terms & Conditions given below must be submitted to Director Department of information and Public Relation Secretariat jaipur along with a non-refundable processing fee of Rs.25,000/- (Rupees Twenty Five Thousand only) in the form of a Demand Draft drawn in favour of Director DIPR Jaipur, Applications submitted without processing fee will not be processed.

Details are available on www.dipr.gov.in in this regard.

(Anuprerna Singh Kuntal)  
Director Com Joint Secretary  
Department of Information and Public Relations  
Rajasthan

No. Ele.Media/Dig.Cinema/146/2016/

Copy for Information  
1. PS to Secretary I&PR  
2. DD News for Press release  
3. ACP to upload on Departmental Website  
4. Notice Board  
5. Fun Cinema,UF, Inox,Line Pulix,DVR,K srera – Sera,Real Image

(Vishnu Kumar Goyal)  
Additional Director(Admn.)
Annexure - I

Format for Agency/ Digital Screen details
(to be submitted in MS Excel format)
(Refer Para (3) of the Terms & Conditions above)

Part A: Agency Details

1. Name of the Agency:
2. Address:
3. Email ID:
4. Mobile Number:
5. Name and address of the Bank Branch
6. Account Number
7. Account Type
8. IFSC Code of the Bank Branch
9. Bank MICR Number
10. Name as appears in the Bank A/C
11. PAN No.

Part B: Theatre Details (alphabetically State-wise)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Theatre/Screen Name</th>
<th>Theatre/Screen Full Address</th>
<th>City</th>
<th>District</th>
<th>State</th>
<th>Seating Capacity</th>
<th>Name of Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Annexure-II

<Log Data>
<Thcode>THOO1</Thcode>
<Airedate>12/10/2011</Airedate>
<Airtime>22:23:50</Airtime>
>Showtype>PST</Showtype>
>Show>1</Show>
>Showins>1</Showins>
<Duration>30</duration>
<LogData>

Field Explanation:

1. Thcode: Theatre Code Provided by DAVP.
2. Airedate: Spot Played date.
4. Showtype: Prime Time/Non Prime Time (must be PST /NPST)
5. Showins: total insertion Per show.
6. Duration: Spot played duration (in seconds)
7. Show: First- 1, Second-2, Third-3, Fourth-4, Etc
8. PST _1 (for PST Pre Show), PST _2 (For PST Interval)

Note:
1. The Date Format should be mm/dd/yyyy.
2. The Time Format should be HH:MM:SS (Hour Should be n 24 Hours Format).
EMPANELMENT OF DIGITAL CINEMA FOR 2016-17

In pursuance of Rajasthan Government policy guidelines for empanelment & rate fixation of Digital Cinema Agencies, applications are invited for empanelment of Digital Cinema agencies /screens for year 2016-17 for dissemination of governmental messages to the general public. The Policy Guidelines in this regard may be seen on DIPR website, i.e., www.dipr.gov.in on link dipr.rajasthan.gov.in/content/dipr/en/downloads/actrules.html

Applications complete in all respects as per the Terms & Conditions given below must be submitted to Director Department of Information and Public Relation Secretariat Jaipur along with a non-refundable processing fee of Rs.25,000/- (Rupees Twenty Five Thousand only) in the form of a Demand Draft drawn in favour of Director DIPR Jaipur. Applications submitted without processing fee will not be processed.

TERMS & CONDITIONS:

1. The Digital Cinema/Screen/Agencies using digital technology for projection of movies and which can ensure display of Government advertisements/spots through digital mode and furnish logs generated automatically through digital mode can only apply.

2. The empanelment will be effective for a period of one year from the date of acceptance of offer letter by DIPR.

3. Agency details and list of cinema halls / screens should be submitted as per the proforma at Annexure (I).

4. DIPR reserves the right of physical verification of any of the cinema theatres/screens, before empanelment and also anytime during the year after empanelment.

5. The agency empanelled with DIPR should inform DIPR the details of delisting of cinema screens, which are shut down for renovation etc., on first day of every month, so that DIPR deletes these cinema screens from the list and DIPR Release Orders do not include these screens.

6. Digital Cinema Agencies have to intimate on their own the modified list of Digital Cinema Screens immediately as and when such modification takes place.

7. The Govt. spots should be exhibited in the PST period of screening to ensure that maximum audiences watch the social message.

8. The unit price for 10 seconds spot per show per Digital Screen shall be Rs.15/- applicable for all digital screens having seating capacity equal to or more than 500.

6. For those cinema halls screens having seating capacity less than 500, the unit price for 10 seconds spot per show per screen shall be Rs.13/-.

7. Out of the 10 minutes pre-show and 10 minutes interval, the last five minutes of the pre-show period before the start of movie package and last five minutes of the interval (five minutes before the resumption of movie) will be treated as Prime Screen Time (PST) in digital cinema.
8. If any spot is placed beyond the PST, then a discounted rate of 30% on both the PST rates - Rs.15/- and Rs.13/-, i.e. Rs.10.5/- and Rs.9.10/- would be applicable and DIPR will deduct the rate at the time of payment of bills. However, in no case should the advertisement run beyond 10 minutes before the commencement of the show.

9. Payment shall be made only to those advertisements which are not covered with the provisions of The Cinematography Act 1952 and The Cinematography Rules 1983 and The Rajasthan Cinema (Regulations) Act 1952 and The Rajasthan Cinema (Regulations) Rules 1959.

10. The assignment of job and distribution of work to any of the agencies will be decided by DIPR/Raj. Samwad as per funds availability, target audience and requirement of client department/Board/Corporations/PSU's and other autonomous bodies of the State. Empanelment of any agency shall not confer any right to issue advertisement to them.

11. The assignment of job and distribution of work among the empanelled screens will be decided by DIPR/Raj. Samwad.

12. The agencies Shall Comply the Release Order as per conditions/remarks/instructions mentioned in the Release Order.

13. DIPR/Raj. Samwad will deduct 15% Agency Commission on the above stated rates. However, Service Tax will be paid by Raj. Samwad if applicable.

14. The agency will be required to submit the bills within 30 days of the last day of the campaign.

15. The empanelled digital cinema agencies will be required to maintain server logs of all Release Orders given by DIPR/Raj. Samwad centrally on their server. These server logs should be accessible to DIPR/Raj. Samwad/client department/Board/Corporations/PSU's and other autonomous bodies of the State for checking at anytime for processing of bills and making payments.

16. While submitting the bills, the agency will also submit server logs in XML format of each RO separately to DIPR/Raj. Samwad/client department/Board/Corporations/PSU's and other autonomous bodies of the State for their bill verification & payment. (XML format enclosed at Annexure-II).


18. Once empanelled, Digital Cinema Agencies/owners Will be required to submit lists of their active/inactive screens (with additions and deletions) as and when such modifications take place.

19. The agency will abide by any other Terms & Conditions laid down by DIPR/Raj. Samwad/Government of Rajasthan in this regard from time to time.

20. For establishing a viable monitoring system, all empanelled Digital Cinema Agencies must provide real-time access to their central servers that will carry the logs of Government spots in XML format stipulated by DIPR. For daily compliance reports of all campaigns of the Government, client department/Board/Corporations/PSU's and other autonomous bodies of the State. The DCAs should also provide the log reports in DIPR/client department/Board/Corporations/PSU's and other autonomous bodies of the State in stipulated format with drop down menu within two days, so that DIPR is in a position to cross check the logs. The empanelled agencies which do not have in place the mechanism of centralized log monitoring mechanism should comply with the same within a period of three months.
21. Director DIPR will have the right to remove any empanelled agency from
the panel or and stop the release of campaign to the agency, in case of
violation of any of these Terms & Conditions, in Part or full , In this
regard, the decision of Director DIPR Shall be final.
22. In case the information submitted by the agency is found to be false and or
incorrect in any manner or the agency fails to disclose any information
impacting any of the Terms & Conditions During the empanelment period.
The agency can be suspended and or debarred from empanelment.
23. Any dispute, so arising, will be subject to the legal Jurisdiction of Jaipur
Rajasthan only.
24. Screen Savers could also be used by the Digital Cinema Screens which could be
an effective medium for a maximum duration or two minutes for which the non-
PST rates would be applicable as it would be screened during non-PST slot during
the interval. The cost of making the Screen Saver would be borne by the
Department concerned.
25. The Screensaver will comprise a static part, such as the name and logo of a
particular social welfare scheme or a certain initiative such as anti-smoking
campaign. The messages can appear/change in a variety of styles on the
screensaver. There will however be no audio part.
26. The method of confirmation for running of screensaver would be the digital log
reports that would be generated automatically when the screensaver is displayed
on the screen.
27. Securing CBFC (Central Board of Film Certification) certificate shall be the
responsibility of the client department/Board/Corporations/PSU's and other
autonomous bodies of the State that gets the spoils produced, and not the Digital
Cinema Agencies.
28. An agency can be debarred from getting Government advertisements from
DIPR/Raj.Samwad if at any time it refuses to accept and carry
advertisements issued by DIPR/Raj.Samwad on behalf of Departments of
the Government, Public Sector Undertakings and Autonomous bodies on
more than two occasions within a period of six months.
29. The other documents which are required to be submitted along with
application are:
   a. Certificate of incorporation fo the Company;
   b. Audited Annual Financial Statement for financial year 2013-14 and 2014-
      15.
   c. Soft Copies of the contracts (in a CD/DVD) between the Digital Cinema
      Agencies and the theatre owners. Such copies should be of the full contract
      with all the pages. (on Rs.50/- Non Judicial stamp) if theatres are ownd by
      the applicant it self.