

PRASAR BHARATI
(India's Public Service Broadcaster)
PRASAR BHARATI SECRETARIAT
(T & C Division)
Prasar Bharati House, Copernicus Marg, New Delhi-110001.

No. PB/K-I (011) (83)/2017-Fin/ (Part)

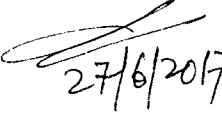
Dated: 27/06/2017

**Subject: New (revised) Registration and Accreditation Policy
for Advertising Agencies with Doordarshan.**

Please find enclosed a copy of New (revised) Registration and Accreditation Policy for Advertising Agencies with Doordarshan, for implementation with immediate effect.

Further, in view of the GST roll out w.e.f., 1st July 2017, it is desired that for smooth transition, Doordarshan should facilitate ad-hoc registration of eligible agencies, if required, based on the terms and conditions of the revised policy to ensure that the business from the advertising agencies is not affected.

This issues with the approval of CEO, Prasar Bharati.


27/6/2017
(C.K.Jain)
DDG (Finance)

To

Director General: Doordarshan,
Doordarshan Bhawan,
Copernicus Marg,
New Delhi.

NEW REGISTRATION/ACCREDITATION POLICY 2017 FOR ADVERTISING AGENCIES

1. Short Title and Commencement

- 1.1 These regulations may be called the Prasar Bharati (Registration & Accreditation of Advertising Agencies) Regulations, 2017.
- 1.2 These Regulations shall come into force on the date of their notification.

2. Definitions:

- 2.1 **Prasar Bharati** means the autonomous corporation as defined in the Prasar Bharati Act 1990.
- 2.2 **Doordarshan** means the Directorate of Doordarshan under Prasar Bharati.
- 2.3 **Director General** means the Director General Doordarshan or any other officer duly authorised by him.

3. REGISTERED AGENCY

3.1 Eligibility:-

- 3.1.1 The applicant must be a company registered under Companies Act or a partnership firm or a proprietary firm
- 3.1.2 The applicant or any of its partners or Directors is not a partner or Director on the Board of any entity which is black-listed by the PB or whose name has been withdrawn from the list of accredited agencies by PB. The applicant or any of its partners or Directors should not have any kind of stake in the entity which has been black-listed by the PB or whose accreditation status has been withdrawn by the PB.

3.2 Manner of Applying for Registration -

- 3.2.1 Every application for the registration shall be made to DDG/Director, Doordarshan Commercial Service (DCS) in the Form prescribed by Doordarshan;

3.2.2 The application shall be supported with Income Tax certificate/return. If the applicant is a Firm or a Company, copy of Memorandum and Articles of Association must be provided.

3.3 Fees:

3.3.1 Every application for the grant of a Registration shall be accompanied by a fee of Rupees twenty five thousand. The fee shall be paid through Bank Draft favouring **"PB BCI Doordarshan Commercial Service, payable at New Delhi"**. The applicant can also pay the fee through NEFT/RTGS or net banking to the Account of PB (A/c No. _____). No such fee or part thereof shall, in any circumstance, be refunded.

3.4 Grant of Registration

3.4.1 If DDG, DCS is satisfied about the bonafide and eligibility of the applicant, Doordarshan shall inform the applicant about the decision regarding grant of Registration to the applicant and thereafter an agreement shall be signed between the Agency and Doordarshan. The agency, after being registered with Doordarshan, can bring advertisement business for Doordarshan on advance payment basis. Doordarshan shall issue a "Certificate of Registration" to the Registered Agencies.

3.5 Terms & Conditions relating to the engagement of Registered Agencies with the Prasar Bharati/Doordarshan.

3.5.1 The Registered Agencies will be entitled for discount @ 15 % on the Gross business done by them.

3.5.2 The registration status to an agency shall be accorded initially for a period of 3 years and its performance shall be reviewed thereafter. If the agency fails to provide annual business of Rs. 5,00,000 in any consecutive 2 years, its registration status shall be terminated. The agency can apply for re-registration with requisite application fee.

4. ACCREDITED AGENCY

4.1 ELIGIBILITY:-

4.1.1 The applicant must be a registered agency with Doordarshan.

4.1.2 The applicant must have transacted a gross business of worth at least Rs. 25 lakh within one year from the date of registration or within preceding 12 months from the date of application for grant of status as accredited agency. The applicant shall also be eligible for accreditation immediately after it has transacted a gross business of Rs. one crore or more during 6 months preceding to the date of his application for accreditation.

4.1.3 The applicant or any of its partners or Directors is not a partner or Director on the Board of any entity which is black-listed by the PB or whose name has been withdrawn from the list of accredited agencies by PB. The applicant or any of its partners or Directors should not have any kind of stake in the entity which has been black-listed by the PB or whose accreditation status has been withdrawn by the PB

4.2. Manner of Applying for Accreditation:-

4.3. **4.2.1** Every application for the Accreditation shall be made to the DDG/Director, Doordarshan Commercial Service in the Form prescribed by Doordarshan;

4.2.2 Every application shall be accompanied with:

- (a) Income Tax clearance certificate
- (b) Income Tax return of the last two years;
- (c) Business Turnover etc.
- (d) If the applicant is a company, the following documents must also be submitted along with the application:-
 - (i) Copy of Certificate of Registration;

- (ii) Copy of Memorandum and Articles of Association;
 - (iii) Copy of Annual Financial Statement;
 - (iv) Copies of Adhaar Cards of its Directors if Indian National and copy of the Passport if foreign national.
 - (v) Resolution of Board of Directors nominating an authorised signatory etc.
 - (vi) A copy of resolution of the Board of Directors to the effect that they will be responsible to clear Doordarshan dues in time, if any.
 - (vii) Bank account certificate
- (e) If the applicant is a partnership firm, the following documents must also be submitted along with the application:-
- (i) a copy of partnership deed;
 - (ii) Copies of Aadhar Card of its Partners
- (f) An affidavit to the effect of confirming its eligibility as per clause 4.1.2

4.2.3 Every application shall be signed in the case of a firm or company, by the proprietor, partner or the Managing Director of the firm or by any other person authorised to sign any declaration on behalf of the firm/company. The name and designation of the person signing the application shall be recorded legibly in the space set apart for the purpose in the application form.

4.2.4 An application may be rejected if the applicant does not comply with one or more of the following requirements: -

- (i) Application fee not accompanying the application;
- (ii) Application form is incomplete;

- (ii) Documents mentioned in para 4.2.2 are not attached with the application.

4.3 Fees:

Every application for the grant of a Accreditation shall be accompanied by a fee of Rupees Twenty five thousand. The fee shall be paid through Bank Draft favouring “**PB BCI Doordarshan Commercial Service, payable at New Delhi**”. The applicant can also pay the fee through NEFT/RTGS or net banking to the Account of PB (A/c No._____). No such fee or part thereof shall, in any circumstance, be refunded.

4.4 Grant of Accreditation

4.4.1 If DDG/Director, DCS is satisfied about the bonafide and eligibility of the applicant, Doordarshan shall inform the applicant Registered Agency about the decision and thereafter the Registered Agency shall be required to furnish a Bank guarantee to PB for Rs. 25,00,000 from a scheduled bank favouring Prasar Bharati and sign an agreement with the PB for accreditation. The Bank guarantee required to be furnished by a Member of AAI is Rs. 10,00,000. The agency, after getting accredited status with Doordarshan, shall be entitled to do business with Doordarshan on credit basis.

4.5 Terms & Conditions relating to the engagement of Accredited Agencies with the Prasar Bharati/Doordarshan.

4.5.1 The Accredited agency will be entitled for discount @ 15 % on the Gross business done by them.

4.5.2 The Accredited Agency can avail the facility of Credit up to 60 days. The period of 60 days shall be calculated from the first day of billing. This will be applicable to all the agencies who are already registered as Accredited Agency with Doordarshan before notification of this policy and the relevant clause of the agreement already entered into shall stand modified accordingly.

4.5.3 If the agency fails to pay the billed amount within the allowed credit period of 60 days from the date of billing, the agency shall be liable to pay interest @ 14.5 % per annum on amount dues to it.

4.5.4 In case of any dispute, the agency must pay the portion of the bill which is not disputed, failing which the agency shall be liable to pay interest as per provision mentioned in sub clause 4.5.3. Following cases shall be acknowledged as disputes only if the agency has made a representation to the DDG(DCS) of Doordarshan within 10 working days from the date of invoice:

- (a) Dispute in billing
- (b) Dispute in wrong telecast
- (c) Dispute in late issue of bills

DDG(DCS) Doordarshan shall resolve the issue raised by the agency within two weeks from the date of receipt of representation. If the agency is not satisfied with the orders of the DDG(DCS), it can go for an appeal before the appellate authority constituted under clause 5.1 of this Regulation, within 10 working days of the order of DDG (DCS). The appellate committee shall resolve the appeal within two weeks from the date of appeal and the orders of the appellate authority shall be binding on the agency.

4.5.5 Doordarshan may ask the agency to furnish such higher amount of Bank guarantee in case of irregular behaviour. The agency shall be bound to furnish such increased Bank Guarantee within the time frame stipulated by DCS failing which the accreditation status of the agency may be withdrawn.

4.5.6 The agency shall abide by the "Code for Advertisement of Doordarshan"; and "codes of cable Act" and other related rules prescribed by the DCS from time to time.

4.5.7 The Agency shall furnish to Doordarshan Commercial Service every year its Balance Sheet along with Profit and Loss Accounts duly audited

by Chartered Accountant within six months of the date of closing of their annual accounts. It shall also furnish income tax clearance certificates in respect of the previous assessment year within a month of the finalization of the accounts. In case of failure to furnish the requisite certificate, the agency may lose accreditation status.

4.5.8 The Agency shall retain full discounts earned by it as an advertising agency and that it will at no time pay or otherwise allow directly or indirectly any part of such discount or remuneration to any person, advertiser or representative of any advertiser for whom it may be acting or has acted as an advertising agency.

4.5.9 The Agency will advise /inform, in writing, the Doordarshan Commercial Service of any alteration in particulars furnished in the form of application for registration originally submitted positively within fifteen (15) days from the dates of the alteration aforesaid. Any suppression of information in this respect may result in cancellation of accreditation status by Doordarshan Commercial Service.

4.5.10 If an accredited agencies is blacklisted due to default in payment, then credit facility to its sister concerns, having accredited status with Doordarshan, may be suspended until the blacklisted company settles all its dues .

4.5.11 DG:Doordarshan may stipulate such other conditions as may be required from time to time.

4.5.12 The accreditation status to an agency may be withdrawn by PB on following grounds:

- (i) If the payment behaviour of the agency is not satisfactory.
- (ii) If the agency has failed to comply with the "Code for Advertisement of Doordarshan" and other related rules prescribed by the DCS from time to time.
- (iii) If the agency fails to produce additional Bank Guarantee when asked for by Doordarshan under clause 4.5.5.

4.5.13 Accredited agencies who are not active in doing business with Doordarshan for one year should be given dormant status and their status would be restored to active when they re-apply for active status with a fee of Rs. 25,000 and bring requisite business for DD.

4.5.14 If the accreditation status of an agency is withdrawn on ground of sub-clause (i) & (ii) of clause 4.5.12, PB may black-list that agency and may debar it from any kind of business engagement with Doordarshan.

5. APPEAL

5.1 The Agency can prefer an appeal against withdrawal of accreditation or its being black-listed by the Doordarshan or decision of DCS mentioned in clause 4.5.5, to the Appellate Board whose Composition shall be as under:

(i)	ADG(Fin), DD, Delhi	:	Chairperson
(ii)	ADG(CRD), DD, Mumbai	:	Member
(iii)	ADG(DCS), DD, Delhi	:	Member

5.2 Appellate Committee may also consider the appeals of the agencies, whose accreditation has been withdrawn by the DCS before these regulations came into force.

5.3 The decision of the Appellate Committee shall be considered by the DG: Doordarshan, who shall take a final view in the matter.

6. These Regulations shall apply to the agreements entered into by DCS conferring accreditation status to the Registered Agencies after these Regulations are notified. The agreements entered into with the accredited agencies prior to these Regulations came into force may be modified to incorporate the provisions of these Regulations if the existing accredited agencies so desires.

7. In the event of any question, dispute or difference arising in connection with engagement of the registered or accredited agency with the

Doordarshan, the same shall be referred to the sole arbitration of a person who may be an employee of Prasar Bharati or an outsider from any field appointed by the DG, Doordarshan. The award of the arbitrator shall be final and binding on both the parties.
