

PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DOORDARSHAN KENDRA: AHMEDABAD

Invitation for Expression of Interest (EOI)

Subject: Invitation of Expression of Interest (EOI) for **Sponsored Program** for DD-Girnar

Doordarshan Kendra, Ahmedabad (DD-Girnar), invites Expression of Interest (EOI) from reputed Producers/Production Houses/Agencies for the proposal of **sponsored programmes** to be telecast on DD-Girnar (by paying the requisite telecast fee to DDK Ahmedabad) for both Prime Time and Non-Prime Time.

Scope of Work:

- Concept development and creative execution of the sponsored programme.
- The programme should be fresh and should not have been telecasted / broadcasted anywhere.
- Complete production, including pre-production, shooting, editing, and post-production.
- Coordination with sponsors/clients and ensuring compliance with Prasar Bharati/Doordarshan guidelines.
- Delivery of the programme in the prescribed broadcast format within the stipulated timeline.

Proposed Themes / topics / Genre of the programme in Sponsored category:

- (1) Family oriented
- (2) Women related
- (3) Cookery shows
- (4) Devotional
- (5) Comedy
- (6) Travel Logue
- (7) Health
- (8) Music
- (9) Dance
- (10) Youth related
- (11) Film based programme
- (12) Current Affairs
- (13) Soap opera (serial)
- (14) Theme other than above (Applicant can suggest their innovative theme which is not mentioned)

Proposed Telecast Slot:

1. Prime Time
2. Non Prime Time

Eligibility Criteria:

- Producers/Agencies with proven track record in producing television programmes/ documentaries/ events.
- Prior experience of handling sponsored programmes for television will be preferred.
- Adequate technical, creative, and professional manpower to undertake the assignment.


हिमांशु मेहता / Himanshu Mehta
कार्यक्रम निष्पादक (क) / Programme Executive (C)
दूरदर्शन केंद्र / Doordarshan Kendra
अहमदाबाद / Ahmedabad-380054.

Compliance with Content Codes and Guidelines:

The proposed programmes (and the advertisements during the FCT) must comply with the Programme & Advertisement Code of Prasar Bharati or any other guidelines, orders, or codes as specified by the Government or any other regulatory body with respect to content broadcast/streamed by Prasar Bharati.

Submission Requirements:

Interested Producers/Agencies may submit their EOI along with:

1. Profile of the Producer/Agency
2. Details of experience and sample of past work (url link)
3. Creative concept note/proposal outline
4. Details of technical and production facilities
5. List of clients/sponsors handled
6. Contact details of the authorized representative

Timeline:

- Last date for submission of EOI: Date 15/09/2025.
- Shortlisted Producers/Agencies will be invited to present detailed proposal before the Selection Committee. In such case, they may have to deposit a non-refundable processing fee.

Indemnification and Rights:

1. Applicant EOI(s) shall have to indemnify Prasar Bharati, Doordarshan Kendra Ahmedabad for any violation any rights concerning content/Programme which is being offered.
2. Prasar Bharati reserves the right to suspend or cancel the EOI / agreement after EOI with the Creative Team, Producer/Director/Producer(s) of selected programmes, and also reserves the right to decide / review the selection process / terms & conditions of the EOI.

Submission Address:

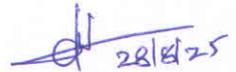
The EOI, in a sealed cover and email (subject line: Expression of Interest- Sponsored Programme for DD-Girnar), should be submitted to:

Head of Program
Doordarshan Kendra, Ahmedabad
Drive-In Road, Thaltej
Ahmedabad- 380054
Email: ddkahmedabad@prasarbharati.gov.in

Nodal Officer:

Vikas Savlekar
(M) 9427109870

Note: Prasar Bharati / Doordarshan reserve the right to accept or reject any or all EOIs without assigning any reason thereof.



(Himanshu Mehta)
Head of Programme
Doordarshan Ahmedabad.

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