

**GOVERNMENT OF ODISHA
INFORMATION AND PUBLIC RELATIONS DEPARTMENT**

NOTIFICATION

File No. IPR-AVP-MISC-0016-2021/ 273 /IPR, BBSR. Date : 10/01/2022

In pursuant to RFP No 6621 Dated 30.06.21 the following Agencies/Firms are hereby empanelled by I&PR Department for Production of Audio Visual Contents as per the terms & conditions and rate mentioned below.

SI No	Name of the Agency
1	M/S- SOFT LINE STUDIO SERVICES
2	M/S- OMMCOM MEDIA PVT. LTD.
3	M/S- GENESIS MEDIA PVT. LTD
4	M/S- RABIN VIDEO GRAPHICS
5	M/S- ADKNACK
6	M/S- ELEEANORA IMAGES PRIVATE LIMITED
7	M/S- PRELUDE NOVEL VENTURES PRIVATE LIMITED
8	M/s. SWAHA ENTERTAINMENT
9	M/S- DAYA ENTERTAINMENT PRIVATE LIMITED
10	M/S- HERALD CREATIVES PRIVATE LIMITED
11	M/S- TOC COMBINE PRIVATE LIMITED
12	M/S- GOURI PICTURES
13	M/S- ANSHUMAN CREATIVES
14	M/S- AJAY SHUKLA PRODUCTIONS PVT. LTD
15	M/S- UK FORTUNE
16	M/S-ACADEMY FOR MEDIA LEARNING PRIVATE LIMITED

Terms and Conditions.

- i. The Empanelment will be valid for a period of one year from the date of issue of this Notification. The Empanelment can be extended maximum up to one year on mutual consent.
- ii. The Empanelment does not guarantee that the work will be assigned to the Empanelled Agencies/Firms.
- iii. No advance will be provided to the Agencies/Firms for Production of Audio Visual Contents.
- iv. Different Departments under Govt. of Odisha may assign the work to any of the aforementioned Empanelled Agencies/Firms basing on their requirement.

- v. I&PR Department, reserves the right to assign any Film Production work to any renowned producer, with acclaimed audio-visual productions or International/ National Awardees, who is not in the panel only in exceptional cases.
- vi. I&PR Department reserve the right to amend the production rate for National /International events.
- vii. Shootings of the contents shall be in Full HD Formats only
- viii. In case of utility stock shot, the Agencies/Firms will be paid only Pre and Post production charges for the duration of stock shot.
- ix. The Agencies/firms should submit all the rushes of each production in external HDD in Full HD Format along with the bills.
- x. Payment will be made after preview report submitted by Technical team of I&PR Department for the work order issued by I&PR Department
- xi. The respective Departments may approve the AV Contents at their own end. In case of any doubt only the same may be referred to I&PR Department.

Production Rates

- i. **Radio Spot/Radio Jingle/Song/ Signature Tune:** As per DAVP rate Notification No F. No.22204/11/09-AV(Part -2) dtd. 18/5/2012)
- ii. **Video Spot:**

Duration	Rate		
	Pre-Production	Production	Post-Production
Up to 60 Sec	Rs. 30,000/- + GST	Rs. 75,000/- + GST	Rs. 45,000/- + GST
Above 60Sec up to 120 Sec	Rs. 10,000/- per 10 sec. + GST		

- iii. **Documentary spot/Tele-films:-**

Duration	Rate
From 2 to 5 Min	Rs. 1,50,000/- + GST
Above 5 Min up to 15 Min	Rs. 3,00,000/ + GST
Above 15Min up to 30 Min	Rs. 4,00,000/ + GST

- iv. **2D Animation Film:**

Duration	Rate
Up to 10 Sec.	Rs. 10,000/- + GST
Up to 20 Sec.	Rs. 20,000/- + GST
Up to 30 Sec.	Rs. 30,000/- + GST
Up to 60 Sec.	Rs. 50,000/- + GST
Up to 120 Sec.	Rs. 75,000/- + GST
Up to 300 Sec.	Rs. 1,00,000/- + GST

1/c System Analyst

v. **Special Service pertaining to AV media:**

Video Shooting (Outdoor) per day Full HD Format	Video Shooting (Interviews) per day Full HD Format
Rs. 25,000/- + GST	Rs. 18,000/- + GST

- vi. **Transportation:** Agencies/Firms will not be entitled for any transportation charges Up to 50 km. Any journey performed beyond 50 Kms. by the Agency/Firm will be given transportation charges as per the rate prescribed/ followed by OTDC or rates approved if any by the Concerned Department. Number of Vehicles used by Agency/Firm should be certified by concerned Department officers considering the requirements. Agency/Firm shall submit only GST Bills /Vouchers.

By Order of Government


Director, I&PR

Memo No. 274 /IPR., BBSR, Dated 10/01/2022

Copy forwarded to all Departments/Directorate for information and necessary action.


Deputy Director

Memo No. 275 /IPR., BBSR, Dated 10/01/2022

Copy forwarded to System analyst (I/C) , I&PR Department for information and necessary action.

He is requested to upload the said Notification in the I&PR Department website.


Deputy Director

Memo No. 276 /PR, BBSR, dt. 10/01/2022

Copy forwarded to

- 1) M/S-SOFT LINE STUDIO SERVICES, M-10, Upper Ground Floor, Lajpat Nagar, Part-2, New Delhi-110024, Email-softlinestudio@yahoo.co.in, Mobile-9810003433.
- 2) M/S-OMMCOM MEDIA PVT. LTD., Plt No-130, Shyamkunj, Bomikhal, BBSR-751010, Email-ommcom.media@gmail.com, Phone-0674-2549186
- 3) M/S-DAYA ENTERTAINMENT PRIVATE LIMITED, Daya Entertainment, AT-OU-409, 4th Floor, Esplanade One, Rasulgah, BBSR-751010, Email-entertainmentdaya@gmail.com.
- 4) M/S-GENESIS MEDIA PVT. LTD, C-7, Ground Floor, Nizamuddin West, New Delhi-110013, Ph No-9810221212, Email-kala@genesismedimail.com/genesismediamail@gmail.com
- 5) M/S-RABIN VIDEO GRAPHICS, Plot No-367/3765, Mahadev Nagar, Lane-2, Jharpada, BBSR-751006, Ph No-9437001500/7205001500 Email-rabinvideographics@gmail.com.
- 6) M/S-ADKNACK, 2/3, podder Nagar, Besides South City Mall, kolkata-700068, Phone-033-46017600/9810056694, Email-adknackkolkata@gmail.com
- 7) M/S-HERALD CREATIVES PRIVATE LIMITED, Mohanty pada, Chandinichowk, Cuttack-753002, Ph No-0671-2361055, Email-herald.advertise@gmail.com/heraldcreatives@gmail.com.
- 8) M/S-AJAY SHUKLA PRODUCTIONS PVT. LTD, Farheen Fatima, L3/78, Acharya Vihar, BBSR- Ph No-9810086939, Email-asplnetwork@gmail.com
- 9) M/S-UK FORTUNE, 97/94, Gelapur, Gopinathpur, Dhauli Square, BBSR-751002, Ph No-9938457841, Email-ukfortune.in@gmail.com
- 10) M/S-ELEANORA IMAGES PRIVATE LIMITED, HIG-7, Phase-I, pokhariput, BBSR-751020, Ph No-9776431650, Email-info@eimagesindia.com
- 11) M/S-TOC COMBINE PRIVATE LIMITED, B-103, Fourth Floor, Panchsheel Vihar, Malviya Nagar, New Delhi-110017 or H-002, Saraswati apartment, 97 IP Extension, New Delhi-110092, Ph No-9810682725, Email-thetrackone@gmail.com
- 12) M/S-ACADEMY FOR MEDIA LEARNING PRIVATE LIMITED, Managing Director & CEO, ACADEMY FOR MEDIA LEARNING PVT LTD, M-6, Samanta Vihar, BBSR-751017, Email-ceo@odisha.live/accounts@oldigital.in Ph No-6370952100
- 13) M/S-PRELUDE NOVEL VENTURES PRIVATE LIMITED, 108/B, 2nd Floor, pnv Complex, Master Canteen, Janpath, Unit-III, BBSR-751001 Email-info@preludelive.com, Ph No-0674-2394586/87.
- 14) M/S-GOURI PICTURES, Plot No-281, Sahid Nagar, BBSR-751007, Ph No-9861280405, Email-gouripicturesorissa@gmail.com
- 15) M/s. SWAHA ENTERTAINMENT, Canal Road, Chhatra Bazar, College Square, Ctc-753003, Ph No-0671-2973999, Mob-9437274857, Email-swaha.advocacy@gmail.com
- 16) M/S-ANSHUMAN CREATIVES, Brahman Sahi, Choudwar, Cuttack-754025, Mob-8895178674 Email-anshumancreatives@gmail.com

for information and necessary action.

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10/1/2022
Deputy Director