

No. :J-11012/45/2010-IEC (Pt.)
Government of India
Ministry of Rural Development

Date : 2.2.2012

Krishi Bhawan, New Delhi.

To

All SIRDs

Subject : Production of short training films/documentaries etc.

Sir/Madam

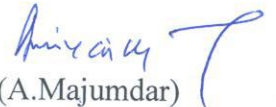
I am directed to draw attention to our communication of even no. dated 28th December, 2011 as well as communication of JS (IEC) bearing no. M-13015/05/2011-TRG. Dated 29th December, 2011 on the subject. Reference is also drawn to the discussions held with SIRDs by the General Manager of NFDC in the national colloquium in Pune on 17th January, 2012.

We are in receipt of a communication from NFDC wherein certain issues have been brought notice to this Ministry for clarification. It has been indicated that some SIRDs have informed NFDC that they will not be requiring any films. Some SIRDs have indicated difficulties in placing funds in advance for the production as required by the NFDC. In this connection, the following clarifications may please be noted :-

- (1) The decision to assist the SIRDs in production of films to be used for mobilization of BNVs has been taken as per the deliberations held in different colloquiums in the last 8 months. This was done, as SIRDs had indicated that they do not have wherewithal for producing films locally.
- (2) NFDC was accordingly taken on board by the Ministry to undertake the film productions in coordination with the SIRDs.
- (3) The production of films as indicated in the communication of JS (IEC) dated 29th December, 2011 under reference is part of the scaling up/mobilization of BNVs.
- (4) As regards the issue of providing cent percent advance to NFDC as indicated in the letter of NFDC to SIRDs, the matter has been discussed with the NFDC. It has been decided that in case any SIRD has any procedural problem in releasing cent percent advance, they may follow the following procedure :-
 - (a) 40 % at the time of finalization of location/script
 - (b) 40 % on receipt of the complete film
 - (c) 20 % at the time of final approval.

- (5) As regards the number of films to be produced, the number indicated in the communication of MoRD/NFDC are of indicative nature, SIRDs have the flexibility to take a decision as per their requirement and availability of funds.
- (6) The first installment for grassroot level IEC activities by SIRDs have already been released to the SIRDs. This fund is required to be used for scaling up of BNVs including of production of films through NFDC as indicated in the accompanying letter of the JS (IEC). Further fund shall be released on receipt of UC from the SIRDs.
- (7) Identify one nodal officer for smooth coordination and timely completion of the project.
- (8) As indicated earlier the cost of production shall be as per DAVP rate as indicated by NFDC in their invoice. The DAVP rate card is uploaded on the ruraldiksha website.

Yours faithfully,



(A.Majumdar)

Deputy Director (Media)

Tel. : 23097054

Copy to :

General Manager, NFDC with reference to their letter dated 23rd January and 27th January, 2012 on the subject.