



**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
INFORMATION & PUBLIC RELATIONS DEPARTMENT**

CIVIL SECRETARIAT, UT-LADAKH

E-mail: - secretarypaladakh@gmail.com

**Subject: EMPANELED VIDEO PRODUCERS/ PRODUCTION HOUSES WITH DIPR, LADAKH
& CORRESPONDING RATE CARD.**

As per the recommendation and evaluation by the UT Level Selection Committee constituted to select Producers/Production Houses for empanelment with DIPR, Ladakh (vide order no: 09-ID of 2021 dated: 01.04.2021), the following Producers/Production Houses are empanelled with the Information & Public relations Department, UT Ladakh:

Category-I

1. M/s Pixel Challenger
2. M/s Planet Ladakh

Category-II

1. M/s Chospa Creations
2. M/s Ladakh Lineage Films
3. M/s SV Production
4. M/s Vajra Film Production

Accordingly, Departments of UT Administration and District Administration may assign work to the empanelled Producers/Production Houses as per the rate card given in the annexure.

Encl: a/a

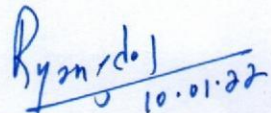
**sd/-
(Padma Angmo), IIS
Secretary
Information Department**

No: - M-17037(11)/4/2021/151-167

Dated: - 10/01/2022

Copy to the:

1. Principal Secretary, UT Ladakh.
2. Addl Director General (Police), UT Ladakh.
3. All Administrative Secretaries, UT Ladakh.
4. Deputy Commissioner/ CEO, LAHDC, Leh/ Kargil for information.
5. Assistant Director Information, Leh/ Kargil for information.
6. OSD to the Hon'ble Lieutenant Governor of UT Ladakh for information of the HLG.
7. OSD/ PS to the Advisor, UT Ladakh for information of the Advisor.
8. PA to Secretary Information for information of the Secretary.
9. Office file.


(Rigzin Yangdol)
Under Secretary,
Information, UT Ladakh

RATE CARD FOR THE CREATIVES OF EMPANELED VIDEO PRODUCERS/ PRODUCTION HOUSES WITH DIPR, LADAKH.

1. VIDEO SPOT/DOCUMENTARIES/TELEFILMS: The consolidated rates of Video Spot /Documentaries /Telefilms are as given below, shot on HD camera:

1.1. For Category-I Production House/Producer

Duration	Category I (Master Copy)	Dubbing	Language Version	Re-voice over	Re- shooting charges	Re- editing charges
Upto 120 seconds	Rs.3,50,000	Rs.20,000	Pro-rata	Rs.10,000	Rs.25,000	Rs.15,000
Above 2 to 5 mts	Rs.3,50,000	Rs.35,000	Rs.1,75,000	Rs.10,000	Rs.25,000	Rs.15,000
Above 5 to 15 mts	Rs.4,50,000	Rs.45,000	Rs.2,25,000	Rs.12,000	Rs.30,000	Rs.18,000
Above 15 to 30mts	Rs.5,50,000	Rs.50,000	Rs.2,50,000	Rs.15,000	Rs.35,000	Rs.21,000
Above 30 mts	Pro-rata, based on 30 minutes rate	Pro-rata, based on 30 minutes rate	Pro-rata, based on 30 minutes rate	Pro- rata, based on 30 minutes rate	Pro- rata, based on 30 minutes rate	Pro- rata, based on 30 minutes rate

1.2. For Category-II Production House/Producer

Duration	Category II (Master Copy)	Dubbing	Language Version	Re-voice over	Re- Shooting charges	Re-editing charges
Upto 120 seconds	60,000.000	18,000.000	15,000.000	10,000.000	20,000.000	15,000.000
Above 2 to 5 Minutes	1,00,000.000	28,000.000	28,000.000	10,000.000	23,000.000	15,000.000
Above 5 to 15 minutes	2,10,000.000	45,000.000	50,000.000	12,000.000	29,000.000	18,000.000
Above 15 to 30 minutes	4,50,000.000	50,000.000	80,000.000	15,000.000	35,000.000	21,000.000
Above 30 minutes rate	Pro rata based on 30 minutes rate	Pro rata based on 30 minutes rate	Pro rata based on 30 minutes rate	Pro rata based on 30 minutes rate	Pro rata based on 30 minutes rate	Pro rata based on 30 minutes rate

2. INTERNET/ SOCIAL MEDIA CREATIVES: The consolidated rates of Internet/Social Media Creatives apply to the empanelled video agencies/Production Houses in both Category-I and Category-II:

S.no.	Work Items	L1 Costs (In Rs)
1	Info Graphic-English or Hindi or Ladakhi	10,000
	Language rendition of infographics	5000
2	Animated Gifs	8000
	Language version of Animated Gif	4000
3	Quickies/Viral Videos of upto 20 sec duration	15,000
	Language rendition of upto20 sec Quickies/Viral Videos	7,500
4	Quickies/Viral Videos of upto 21-40 sec duration	25,000
	Language rendition of 21-40 sec Quickies/Viral Videos	12,500
5	Quickies/Viral Videos of 41-60 sec duration	35,000
	Language rendition of 41-60 sec Quickies/Viral Videos	17,500
6	Production of static Memes	15,000
7	Production of Animated/Motion Meme	20,000

3. MISCELLANEOUS VIDEO COMPILATION: The rates given below are for consolidation of various videospots into one compilation:

- a. Upto 5 min. Rs. 5,000
- b. Upto 30 min. Rs. 10,000
- c. Upto 60 min. Rs. 15,000
- d. More than 60 mts Pro-rata, based on 60 mts rate
(charges include cost of title/graphic plate etc.)

4. GRANT OF WORK

- a. Departments shall assign tasks to the empanelled Agency on these rates.
- b. Wherever rates are not specified, Departments shall invite the empanelled agencies on a limited tender basis to hire the agencies for a turnkey creative multi-media campaign.
- c. The concerned Department will retain the absolute copyright and all such related rights including and not limited to rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period to all such creatives which might be produced by the Agency for executing a work.

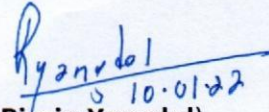
5. PERIOD OF APPLICABILITY & SCHEDULE OF PAYMENTS

- a. This rate card would be applicable for three years and if need is felt for amendment during this period, the same would be carried out by a committee with the approval of Secretary (Information).
- b. Empanelled Agencies shall enter into a rate contract with DIPR.
- c. Payment of approved rates will be made by Departments only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted.
- d. Department shall make payment of 50 percent of the cost of creative to the producers, at the time of the submission of the rough cut of the creative by the Producer.

- e. Whenever required, Department of Information, at the discretion of the Secretary (Information), shall convene a Production Costing Committee to arbitrate on any issue regarding production/costing etc.

NOTE:

- I. **Explanation of Consolidated Rate for Video spots/Telefilms/Documentaries:** The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, travel outside Leh upto 200 kilometers, models, anchors, shooting, editing, jingle, all kinds of Graphics as required by Client, titling/sub-titling/text, music, voiceover, background effects, special effects, etc. besides two Master Copies (both mixed and unmixed) for Client and Department of Information. In addition, all video-spots would be required to be submitted in suitable digital format at broadcast quality.
- II. **Reimbursement of Actuals for journey beyond 200 kms:** Journey could be undertaken by road upto 800 kms, and by air (economy class) beyond 800 kms. The producer, may, however, obtain prior permission of concerned Department for undertaking such journey and should submit supporting documents i.e. used tickets or bill for hiring vehicles etc. to support their claim.
- III. **Endorsements:** If endorsement is made by top personality (artist/singer/celebrity etc.) free of charge, the concerned Department may pay an honorarium of Rs.40,000 to the producer for arranging free endorsement and meeting additional contingent expenses which would take place in such cases. Decision of Department would be final and binding regarding the admissibility of such an honorarium.
- IV. **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in a production would be the responsibility of the producer.
- V. **Labelling:** Each DVD/CD/pendrive and its cover should be properly labelled mentioning title of spot/programme, subject, duration, language, name of client, name of Department/production agency and year of production.


10.01.22

(Rigzin Yangdol)

Under Secretary,
Information, UT Ladakh