



INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Directorate of Information and Publication on Agriculture

Krishi Anusandhan Bhawan-I

Pusa, New Delhi

F. No. 1(13)/2007-PR

Dated: 1.10.2007

OFFICE ORDER

The Competent Authority has been pleased to accord approval for telecasting of ICAR films by private television channels on the following terms and conditions with immediate effect and until further orders.

1. The channel will pay a sum of Rs. 1000/- (Rupees one thousand only) for each ICAR film per telecast (excluding the cost of Beta Cassette) as royalty to the Indian Council of Agricultural Research (ICAR)
2. The channel shall produce one promo film (against each ICAR film procured) of at least two minutes duration on technology, products and public message of the ICAR in consultation with ICAR for telecast and also provide free of cost air time to telecast it. The ICAR will also reserve the right to use the promo film thus produced for other channels also.
3. The channel shall pay a sum of Rs. 2000/0R9uppes Two thousand only) as honorarium plus to and fro taxi fare to the scientist to be involved in their program under intimation to the ICAR.
4. The agricultural related shooting in the Campus of ICAR and its institutes may be allowed and Rs. 10,000(Rupees Ten thousand only) per hour of shooting will be charged from the producer/channel subject to the approval of the subject material to be covered by the concerned institute director or the Competent authority as the case may be.
5. While shooting at ICAR institutes by the producers/channel of all private TV channels, accommodation may be provided at the Campus by the concerned institute as per the prevailing norms applicable to private visitors.
6. The secretary ICAR reserves the right to blacklist/debar the channel in case of any violation of ICAR guidelines, and he can modify above cited criteria at any stage without assigning any reasons thereof.
7. This scheme would be operationalized with immediate effect and would be reviewed after a period of two years.

Sd/-
(P.K. Jain)
Under Secretary

Distribution:-

1. Sr. PPS to Secretary DARE & DG ICAR
2. PPS to Addl. Secretary DARE and Secretary ICAR
3. PA to PD DIPA
4. PS to Director (Fin), ICAR Krishi Bhavan New Delhi
5. CNO ICAR
6. PRO, ICAR Krishi Bhavan New Delhi
7. ISO DIPA KAB-I also with a request to place it on the website of ICAR for wide publicity.
8. AF&AO DIPA
9. DDO DIPA