

No. M-21021/14/2017-FF
Government of India
Ministry of Information and Broadcasting
Film Wing

Shastri Bhawan, New Delhi
Dated the April, 2018

Development Communication and Dissemination of Filmic Content Scheme (DCD)

1. Objective of the Scheme:-

Development Communication and Dissemination of Filmic Content (DCD) is a central sector scheme. The scheme aims to play a catalytic role in promoting production, dissemination and preservation of filmic content and heritage.

2. Scope: To facilitate Ministry of Information & Broadcasting to undertake on its own or through an eligible agency various activities delineated in the Scheme to cover the following components:

- (i) Promotion of Indian cinema through film festivals and film markets in India and abroad
- (ii) Production of films and documentaries in various Indian languages
- (iii) Webcasting of Film Archives
- (iv) Acquisition, Preservation and Promotion of Filmic Heritage
- (v) Anti-Piracy Initiatives

3. Operation of the Scheme

3.1 Eligible Agencies (EA) : Unless otherwise specified under a specific provision, the scheme is open to the following Organizations/Agencies:

- Departments, PSUs(NFDC/CFSI will not be considered as an eligible agency) , Autonomous Agencies of Central Government having work experience in handling matters related to films and film world.
- Export Promotion Councils

- Apex Trade Bodies recognized under Foreign Trade Policy of Government of India
- National Level Institutions (e.g. Indian Institutions of Mass Communication, Film and Television Institute of India, National Film Archives of India etc.); Central Government Universities; International and National Consulting Firms.

3.2. Criteria for Sanction

3.2.1 The eligible agencies should submit a comprehensive project on the basis of scientific analysis of the need for the project, its dimension and projected outcomes.

3.2.2 To maximize the benefits of participation in international events such a proposal should be linked with effective publicity campaign, seminars, G to B and B to B events.

3.2.3 Project proposals consisting of eligible activities under the scheme would be submitted to Ministry of I&B by the Eligible Agencies as per procedure notified from time to time.

3.3 SCRUTINY AND SANCTIONS

3.3.1 There shall be an Empowered Committee (E.C.) which will consider and approve the proposals. The E.C. will also monitor the implementation of the sanctioned proposals. The proposals approved by the EC shall be individually processed for financial sanction in accordance with approval for sanction of funds as per laid down procedure in the Government of India.

3.3.2 The EC shall, from time to time, issue instructions/guidelines for administration of the Scheme. A copy of Scheme guidelines is at **APPENDIX A** to the Scheme.

3.3.3 The composition of the Empowered Committee shall be as under:

- | | | |
|--|---|----------|
| • Secretary I&B | - | Chairman |
| • Addl. Secy. & Financial Advisor, I&B | - | Member |
| • Representative of Secretary, M/o External Affairs
(Not below the rank of Joint Secretary) | - | Member |
| • Representative of Secretary, M/o of Culture
(Not below the rank of Joint Secretary) | - | Member |
| • Representative of Secretary, DIPP | | |

- (Not below the rank of Joint Secretary) - Member
- Representative of Secretary, M/o Commerce & Industry
(Not below the rank of Joint Secretary) - Member
- Representative of Secretary, M/o Tourism
(Not below the rank of Joint Secretary)
- Joint Secretary, Film Division - Convener

3.3.4 The Committee would meet as and when required. To ensure ease of business, the Committee may delegate its powers to any Subordinate Committee to be created for this purpose with appropriate delegated powers, as may be notified in the guidelines.

3.3.5 Film Division, Ministry of I&B, will co-ordinate the work related to the Scheme and liaise with Eligible Agencies for release and utilisation of the sanctioned funds.

4 LEVEL OF ASSISTANCE

4.1 The funding for each project will be on cost-sharing basis with the sharing pattern ranging from 100% to 75%. However, the Empowered Committee may consider enhancement or curtailment of the sharing pattern.

4.2 The assistance shall be admissible for the following components:

Sl. No.	Component	Eligible items of expenditure
1.	Organising/participating in Events abroad	(i) Venue Cost, including organising expenses (ii) Publicity cost for the event (iii) Cost of catalogue/ printed and digital material (iv) Translation and Interpreters charges (v) Reimbursement of air-fare/hotel charges to delegation members. (vi) Expenditure towards freight charges for exhibits (vii) Any other specific component approved by the Empowered Committee.
2.	Organising Films Festivals in India	(i) Venue Cost, including organising expenses (ii) Publicity cost for the event

		<ul style="list-style-type: none"> (iii) Cost of catalogue/ printed and digital material (iv) Translation and Interpreters charges (v) Cost of air travel and hotel stay for delegates. (vi) Any other specific component approved by the competent Authority.
3.	Developing Film Facilitation Portals	Creation of Trade Facilitation Portals for gathering market specific services/ specific trade information
4.	Market Studies	<ul style="list-style-type: none"> (i) Market related studies aimed at facilitating greater market access (ii) Any other study to further objective of the Scheme.
5.	Any other activities, not specified in the Scheme	As specified by the Empowered Committee and consistent with scope and objective of the Scheme.

5. SCHEME VALIDITY

5.1 The Scheme is valid up to 31.03.2020.

OPERATIONAL GUIDELINES FOR DCD SCHEME

1. SUBMISSION OF PROPOSALS

- 1.1 Submission of Proposal:- The eligible agency, desirous of getting assistance under the Scheme, may move proposals, complete in all respect, to the Film Division.
- 1.2 Empowered Committee can also take up any proposal suo moto.
- 1.3 Examination of proposals:- The proposal be examined first by the Film Division and they shall in turn make recommendations to the Empowered Committee (EC).

2. LONG TERM PLAN

Film Division, in consultation with other stakeholders shall prepare a calendar for three years to five years for organization and/or participation in various events related to the film world.

3. MARKET STUDIES

3.1 Normally, only such subjects/issues, on which no study has been done in last three years, be considered for fresh study unless there are compelling circumstances. Proposals for updation of existing Studies can also be considered.

3.2 Proposals for fresh study should contain information regarding terms of reference, timeline for achieving targets, methodology, sample size (if any survey is involved)m financials, etc.

4. FUNDING AND LEVEL OF ASSISTANCE

4.1 Unless the Competent authority decides otherwise, the level of assistance for the activities approved under DCD will be as under:

S. No.	ACTIVITY	ASSISTANCE
1.	Organising Participating in Events abroad	(i) Event Ceiling: Rs. 10 Crores Sharing: 80:20 (ii) 100% airfare and Hotel charges for delegates, film journalists, regulators of sectors up to a maximum of Rs. 2,00,000/- for each delegates
2.	Film Festivals in India	(i) Event Ceiling: Rs. 20 crores Sharing: (i) 80:20 (ii) 100% airfare and Hotel charges for foreign visitors, film journalists, regulators of sectors up to a maximum of Rs. 1,00,000/- for each delegates
3.	Publicity Campaign and Brand Promotion	Event Ceiling: Rs. 1 Crores Sharing: 100%
4.	Publication of World Class Catalogues	Event Ceiling: Rs. 25 lakh per market per annum Sharing: 80:20
5.	Market Studies	Event Ceiling: Rs. 1 Crore for each study (i) Sharing: 75:25 if initiated by Eligible Agency. (ii) 100% if initiated by MIB

4.2 Release of Assistance: Funds shall be provided in two installments. To facilitate timely booking of space etc. the 1st installment can be upto 50% of the approved cost. 2nd and final installment would be contingent

upon submission of outcome reports/utilization certificates and CA certified audit account statements (indicating, inter alia, sources of funding) within two months from the date of completion of the event. Advance grants, if any released, have to be refunded with interest in case of default in this regard. Recurring defaults in submission of UCs will make the concerned Eligible Agency ineligible/debarred for assistance. A flat 5% cut would be levied for non-submission of UC, Outcome Report, etc beyond 60 days.

4.3 For participation in mega events outside the country, where space booking in advance facilities booths locations etc. it would be possible to obtain approval as well as funding up to 2 years in advance of the financial year in which the events is to actually take place. Similar advance funding could be approved for mega events in India.

4.4 Normally Study proposals costing up to Rs. 25 lakh can be considered on nomination basis.

4.5 Beyond Rs. 25 lakh, tender process will be necessary. In such cases, Film Division may obtain in principle recommendation of EC and then initiate the process of selection of the agencies

5. MONITORING AND EVALUATION

5.1 Payment made under the Scheme will be subject to audit by the Comptroller and Auditor General of India as also by other means as deemed fit by the Government of India.

5.2 Government of India will cause physical verification and other such enquiry as deemed fit, of the projects sanctioned under the Scheme.

5.3 Any Eligible Agency availing any of the provisions of the Scheme shall not be under investigation/charged/prosecuted/debarred/black listed under the law relating.

5.4 The Eligible Agency shall be responsible for the creation of a comprehensive creative and publicity strategy and organize the activities of India Pavilion with a view to achieving the objectives effectively.

5.5 The executing agency will work out detailed program in consultation of the Ministry which will include special film screenings, structured meetings, networking events, panel discussions including Indian film makers and international stake holders.

5.6 The executing agency may invite film personalities from India for participation in various activities under India Pavilion in consultation of the Ministry.

5.7 Media coverage has to be planned well in advance to bring out more focus on Indian cinema. The space in leading journals to be booked well in advance.

5.8 The executing agency shall have operational flexibility (within the approved budget) to handle any last minute contingencies and exigencies on account of change in programme.

5.9 Outcome Report: The Eligible Agency shall develop mechanism for indicating clear outcome of the events along with the response/feedback/impact in a market. The outcome report of an event shall be indicative of the business trend. It shall invariably include the details of Indian participants in the event and as to how many of them are participated on self-financing basis and how many with Government support.

5.10 Submission of video clippings of event: The Eligible Agency should submit video clippings of the events, including stalls and its surroundings and ensure documentation of complete utilization of the Govt. grants. The E.A. can use webcam to record and submit the clipping electronically.

6. MONITORING AND REVIEW

6.1 The E.C. shall periodically review the progress of the scheme, to ensure achievements of the objectives of the scheme. The E.C. may authorize an outside agency to undertake physical verification of projects as may be decided on annual basis, to ensure that the principles of canons of financial discipline are maintained and assets created are duly maintained.

6.2 The E.C. shall submit such reports and such information as is prescribed by E.C. in the Guidelines and/or through executive instructions.

6.3 The E.C. would assign necessary resources to ensure regular Monitoring and Evaluation of projects, not exceeding 2% of the annual Budget.

7. CHANGES IN GUIDELINES

7.1 Changes in approved Guidelines, if any, would be with the prior approval of the Empowered Committee.

Application Form for Assistance under Ministry of Information & Broadcasting for Marketing project

(Please enclose detailed write up wherever necessary)

1. Name of Organisation/ EPC/TPO/Exporter	
2. Name of Project/Study for which MOI&B assistance is requested	
3.1 Name of Country/Countries and in case more than one country is to be covered and whether the markets are similar nature 3.2 Justification for taking it up under the scheme	
4.1 Whether the project is based on findings of any study/Survey. If not, the basis/grounds on which the project is prepared 4.2 If yes, Name of the organisation, which undertook the study/survey. A Copy of the summary of the report along with findings/recommendations should be enclosed. 4.3 If No, attach a brief justification for not based on study/survey	
5.1 Whether Financial assistance	

<p>has been taken earlier for such projects</p> <p>5.2 If Yes, the details thereof. What was the cost and what were the specific benefits of the last activity?</p>	
<p>6. Period during which the project is to be under taken</p>	
<p>7. Proposed activities to be undertaken under the Project</p>	
<p>8. The total cost of the project</p>	
<p>9. The level of assistance sought under DOD</p>	
<p>10. Specific targeted benefits after completion of the projects.</p>	