

GOVERNMENT OF TRIPURA  
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS  
AGARTALA, TRIPURA WEST

No.F.65 (339)-ICA/2018/Advt. (P-I)

Dated, Agartala, the 2<sup>nd</sup> August, 2021.

**Notification**

The state government is pleased to notify the following firms/production houses as empanelled by the Information & Cultural Affairs Department maintaining due procedure for preparation of Short ad films, Jingles, Documentary and Video Recording & Editing etc. in approved rates as given below-

Sl. No	Name of the Empanelled Production houses /firms	Office Address	Contact no.
1	Balaji Entertainment <b>Proprietor:</b> Achintay Bhuiya	HGB Road, (Opposite to Sarkar Nursing Home), 2 <sup>nd</sup> floor, Rimpon building, Singh Para Agartala, West Tripura, 799001,	9436996688 9774830771 achintyak@gmail.com
2	News Vanguard <b>Proprietor:</b> Debasish Bhattacharjee	Vanguard Floor(3 <sup>rd</sup> Floor), Techno corporation Building,4 Mantribari Road (Near RMS Chowmuhani), Agartala, West Tripura, 799001	9436568607 03812384488 newsvanguardad@gmail.com
3	Focus Tripura News & Production House, <b>Proprietor:</b> Sanjita Debnath	Focus Tripura News & Production House, Subhashpally, Ambassa, Dhalai, Tripura, 799289	8787513755 focustripura.tripura1@gmail.com
4	Trinity films <b>Proprietor</b> Sri Pinaki Das.	Radhanagar, Agartala, West Tripura, 799001	9436120223 pinakianisk@gmail.com

**The approved rates for preparation of Short ad films, Jingles, Documentary and Video Recording & Editing etc.**


Sl. No	Items	Duration	Rate
A	Jingles	20 sec	Rs.3,750/-
		40 sec	Rs.6,000/-
		60 sec	Rs.7,500/-
B	Short Ad films on development of works	30 sec	Rs.7,500/-
		60 sec	Rs.9,750/-
		90 sec	Rs.11,250/-
C	Documentary	2 min	Rs.15,000/-
		5 min	Rs.18,750/-
		10 min	Rs.30,000/-
D	Video Recording & Editing	1 min	Rs.1,500/-
		5 min	Rs.6,000/-
		10 min	Rs.11,625/-






- **The terms & conditions applicable for the empanelled firms/departments for production of Jingles, Short Ad films, Documentary, Video Recording & Editing etc. in approved rates are given below –**

1. Necessary approved contents will be supplied by the concerned State Government Department /office/agency.
2. The maximum time for completion of "Jingles" should not exceed 5(five) days," Short ad films" should not exceed 10(ten) days," documentary" should not exceed 15(fifteen) days and "Video Recording & Editing" should not exceed 2(two) days or the time as fixed by the concerned Department. Further if the document/film as produced does not satisfy the concerned authority, shall be rejected forthwith and the agency concerned shall have to replace the rejected films/documents articles within a specified period positively and no extra charge/payment will be given for the unfinished work.
3. All films etc. are to be shoot in Hi-Definition digital format with 50 MBPS recording bit rate and 4:2:2 color depth. In exceptional cases, proposal for shooting of films on SD Video formats can be considered by the concerned department.
4. Empanelled firms shall render their services of "Video Recording & editing" etc. in different parts for different Departments/PSU's/ Bodies/Institutions etc. under the State Government in Tripura.
5. Production of films etc. will be provided on rotation basis by the concerned departments to the empanelled firms.
6. Films etc. have to be produce in Bengali/Kokborok/Hindi/English etc. as per given work order/instruction by the concerned department.
7. The empanelled agencies will be invited for making Government films etc. as and when necessary. And in case of any violation of the contract and provisions of the guidelines by the empanelled firms, the ICA Department shall have the full rights to debar the firm on getting report from the concerned department.
8. In emergent cases as per need of the government department/office/ agency the empanelled firms shall have to produce the Jingles, Short Ad films, Documentary, Video Recording & Editing etc. within a time bound manner.
9. Copyright and all other right of films produced etc. in this agreement shall vest in the ICA/concerned Department.

  
 02/08  
 Additional Secretary  
 Information and Cultural Affairs  
 Government of Tripura

**Copy forwarded to:-**

1. The Secretary to the Hon'ble Chief Minister for kind information of the Hon'ble Chief Minister of Tripura.
2. The Secretary, ICA Department for kind information.
3. All Head of the Departments, Govt. of Tripura for kind information & necessary action.
4. All District Magistrate, Govt. of Tripura for information & necessary action.
- ✓ 5. The Director, IT, Govt. of Tripura for information and uploading the notification in the ICA website.
6. The Sub-Divisional Magistrate..... for information & necessary action.
7. The BDO/CEO/EO .....for information & necessary action.
8. The ..... for information & necessary action.

  
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