

**GOVERNMENT OF ODISHA
INFORMATION & PUBLIC RELATIONS DEPARTMENT**

File No. IPR-AVP-MISC-0002-2023/ 837 /IPR, BBSR, Dt. 12-01-2024

NOTIFICATION

After careful consideration, Government of Odisha in I&PR Department have been pleased to finalise the production rate of Audio Visual contents as mentioned below.

VIDEO SPOT/ DOCUMENTARY /TELE FILM

1. RATE FOR PRODUCTION OF VIDEO SPOT (All rates are excluding GST)

Production of Video Spot/TVC		REMARKS
Up to 60 Sec	Above 60 Sec - Upto 120 Sec.	Deliverable includes Soft copy of final out put Video Spot In 4K & FHD in MOV & MP4 format. All rushes Visuals In 4K, Photo data, Final complete Project file (Time Line). All Audio mixed and unmixed files in MP3 format etc. in SSD Only.
1 Rs 1,60,000/-	Rs 1,60,000/- for 60 Sec + Above 60 Sec Rs 10,000/- per 10 Sec.	

2. RATE FOR PRODUCTION OF DOCUMENTARY /TELE FILM(All rates are excluding GST)

SL. NO	DURATION	COVERAGE DISTANCE	RATES IN RS.	DELIVERABLES
1	2-5 Min.	Up to 150 KM	1,80,000/-	Deliverable includes Soft copy of final out put Documentary/Tele Films In 4K & FHD in MOV & MP4 format. All rushes Visuals in 4K, Photo data, Final complete Project file (Time Line). All Audio mixed and unmixed files in MP3 etc. in SSD Only.
		Beyond 150 KM	2,20,000/-	
2	5-15 Min.	Up to 150 KM	3,20,000/-	Deliverable includes Soft copy of final out put Documentary/Tele Films In 4K & FHD in MOV & MP4 format. All rushes Visuals In 4K, Photo data, Final complete Project file (Time Line). All Audio mixed and unmixed files in MP3 etc. in SSD Only.
		Beyond 150 KM	3,40,000/-	
3	15-30 Min.	Up to 150 KM	4,20,000/-	Deliverable includes Soft copy of final out put Documentary/Tele Films In 4K & FHD in MOV & MP4 format. All rushes Visuals In 4K, Photo data, Final complete Project file (Time Line). All Audio mixed and unmixed files in MP3 etc. in SSD Only.
		Beyond 150 KM	4,50,000/-	

3. RATE FOR PROFESSIONAL AV SHOOTING(All rates are excluding GST)

	One Camera Setup (4K) for 8 Hours	One Camera Setup (4K) for 8 Hours & above	Two Camera Setup (4K) for 8 Hours	Two Camera Setup (4K) for 8 Hours & above	Remarks
1	Rs 35,000/-	Rs 35,000/- for 8 Hours + Rs 4,000/- Per hour	Rs 50,000/-	Rs 50,000/- for 8 Hours + Rs 6,000/- Per hour	All shooting Rushes(4K) with Rough cut (FHD) in MOV & MP4 format. All Output in SSD only.

4. RATE FOR POST-PRODUCTION OF VIDEO SPOT/DOCUMENTARY/ TELE FILM

(All rates are excluding GST)

Post-Production of Video Spot/ TVC		Post-Production of Documentary/Tele Film			Remarks
Upto 60 Sec. In Rs	Above 60 - Upto 120 Sec. In Rs	2-5 Min. In Rs	5-15 Min. In Rs	15-30 Min. In Rs	Final output in MOV & MP4 format in Pen Drive
1	55,000/-	65,000/-	55,000/-	65,000/-	Rs 75,000/- Final output in MOV & MP4 format in Pen Drive

5. RATE FOR PRODUCTION OF 2D ANIMATION FILM(All rates are excluding GST)

Up to 20 Sec In Rs.	21-30 Sec In Rs.	31-60 Sec In Rs.	1-2 Min. In Rs.	2-5 Min In Rs.	5-15 Min In Rs.	Remarks
1	30,000	40,000	60,000	80,000	1,20,000	180,000 Deliverable includes Soft copy of final 2D Animated Films, Final complete Project file. All audio mixed and unmixed etc. in SSD Only.

RADIO SPOTS / RADIO JINGLES

1. RADIO SPOTS. (All rates are excluding GST)

Up to 30 Sec. In Rs	Upto 60 Sec. In Rs	Above 60 Sec	Remarks
1	6000/-	12000/-	Rs 12000 for 60 Sec + Pro-Rata based on 60 Sec. Rate Final output in MP3 format and all audio Mixed & unmixed in Pen Drive

2. RADIO JINGLES. (All rates are excluding GST)

Up to 30 Sec. In Rs	Upto 60 Sec. In Rs	Above 60 Sec	Remarks
1	15000/-	30000/-	Rs 30000 for 60 Sec + Pro-Rata based on 60 Sec. Rate Final output in MP3 format and all audio Mixed & unmixed in Pen Drive

The agency has to submit the finished product/output in 4K and full HD in MOV & MP4 format along with rushes in 4K (shooting materials) to I&PR Department.

Yours faithfully,

Director(Technical) 2.01.24

Memo No. 838 /IPR., BBSR, Dated 12-01-2024

Copy forwarded to P.S to Hon'ble Minister, I&PR/OSD to Principal Secretary to Govt., I&PR/ P.S. to Director I&PR/ Director (Technical) for kind information of Hon'ble Minister, Principal Secretary to Govt., Director, I&PR and Director(Technical) respectively.

Director(Technical) 2.01.24

Memo No. 839 /IPR., BBSR, Dated 12-01-2024

Copy forwarded to all Departments/Directorates for information and necessary action.


Director(Technical) 12-01-24

Memo No. 840 /IPR., BBSR, Dated 12-01-2024

Copy forwarded to System Analyst, I&PR Department for information and necessary action.
He is requested to upload the said Notification in the I&PR Department website.


Director(Technical) 12-01-24

Memo No. 841 /IPR., BBSR, Dated 12-01-2024

Copy forwarded to Addl. Director/AD(Film) for information.


Director(Technical) 12-01-24