Department of Information and Publicity
Government of Goa
Udyog Bhavan, 3rd Floor, Panaji, Goa 403 001, India
Tel: (0832) 2223157 / 2422675 / 2226047 / Fax: (0832) 2224211
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DI/INF/NFDC/CIRCULAR/2023-24 /2234 Dated:- 14/07/2023
17

CIRCULAR

Ministry of Information and Broadcasting, New Delhi has informed that the National Film Development Corporation Ltd. (NFDC) is a Government of India enterprise under the Ministry of Information and Broadcasting entrusted to carry out the central Government's mandate of the film sector development in areas of film production, promotion and preservation.

In this context, all Government and its institutions needs to create awareness, guide consumers/beneficiaries and facilitate effective implementation of the Government initiatives. NFDC provides quality services to the Government institutions for production of promotional films, media campaigns, social media campaigns and also skill and talent development of media and entertainment/film sector.

Moreover according to NFDC over the years they have established as a quality service provider for executing integrated communication service needs of the Government. NFDC has been entrusted by more than 150 ministries, departments and Government institutions for providing such services.

In view of the above, and as requested by Ministry of Information and Broadcasting all the Government departments, corporations and autonomous bodies may derive the opportunity to showcase the services of NFDC which will help in strengthening the implementation and outreach of the efforts being made by the Government. Bouquet of NFDC services attached for reference.

(**Dipak Bandekar**)
Director, Information and Publicity

To,

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पृथुल कुमार
संयुक्त सचिव
Prithul Kumar
Joint Secretary

Offo Chief Secretary
Entry No.: 141534945
Date: 27/06/2023

सत्यमेव जयते

भारत सरकार
सूचना और प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
Government of India
Ministry of Information & Broadcasting
Shastri Bhawan, New Delhi-110001

2804

आज़ादी का अमृत महोत्सव

DO No.- 202/5/2014-F(PSU)

I & P
3557
Date 06/7/23

19th June 2023

Respected Madam/Sir,

As you may be aware that National Film Development Corporation Ltd. (NFDC) is a Government of India Enterprise under the Ministry of Information & Broadcasting. It has been entrusted carry out the Central Government's mandate of the film sector development, in areas of film production, promotion & preservation.

All Government and its institutions need to create awareness, guide consumers/beneficiaries, and facilitate effective implementation of the Government initiatives. While NFDC is primarily known for the landmark films it has produced over the years, it alsoprovides quality services to the government institutions for production of promotional films, media campaigns, social media campaigns and also skill & talent development ofmedia & entertainment/film sector. Further, NFDC has been accorded the Awarding Body status by NCVET for conducting Skill Development Programs in M&E sector, including the upcoming Animation, Visual Effects, Gaming & Comics (AVGC) sector. The bouquet of NFDC services for 360-degree communication for government agencies is *Annexed*. Theseservices are provided at the rate-card for production of creatives by DAVP / CBC, with specific add-ons if any enhancements requirements.

Sec.(I&P)

Over the years, NFDC has established itself as a quality service provider for executing integrated communication service needs ofthe Government. NFDC has been entrusted by more than 150 Ministries/ Departments/ Government Institutions for providing such services.

I would therefore,request you to ask the departments and institutions of your State/UT government, for providing an opportunity to showcasethe services of NFDC, which will help in further strengthening the implementation and outreach of the efforts being made by your State/UT Government. Shri Ajay Dhoke, GM(AD), NFDC (Mob-9588630034,ajay@nfdcindia.com) will coordinate for providing any assistance from NFDC side.

Thanking you

Encl. As above.

Government of Goa
Department of Information and Publicity
Panaji-Goa
Inward No.: 3364
Date: 6/7/23

With best regards,

Your sincerely,

19.6.23
(Prithul Kumar)

The Chief Secretary,
All State Governments/Union Territories

649A, Shastri Bhawan, New Delhi-110 001, Tel. : +91-11-23384996, E-mail : prithul.kumar@nic.in

Annexure

Bouquet of NFDC services for 360-degree communication for Government Agencies

Few of the projects done by NFDC in the recent years, include a) Promotional films produced on Azadi Ka Amrit Mahotsav(AKAM) by Ministry of Culture, G 20 films for MEA, Organic Farming/ Natural Farming /PM Kisan Samman Nidhi for Ministry of Agriculture, 'Civil Services Day' event films for DARPG, Make in India Film for the DPIIT, and the Navy Day Films for the Indian Navy amongst others; b) mega event management projects such as Khelo India School Games for Sports Authority of India; Ek Nayi Subah mega event organised across 7 cities simultaneously, etc.; c) Skill Development & Talent Programme in M&E sector with Amazon, Netflix, Government of Tamil Nadu and; d) Media & Social Media Campaigns for UIDAI, Food Corp. of India, Indian Oil, Indian Air Force, etc.

The bouquet of NFDC services for 360-degree communication for Government Agencies are -

Media planning and buying

- Television
- Radio
- Digital cinema theatres
- Websites
- LCD/LED screens in public spaces
- Bulk SMS

Film Production

- Advertisement Films/Television Commercials
- Corporate Films
- Documentories
- Short Films
- Training Films and Modules
- Animation Films and Virtual Tours
- Anthems

Media and Public Relations

- Press Releases
- Interviews
- Press Conferences
- Theme Design for Exhibitions

Print Designing

- Logos/Brand Identity
- Print and Outdoor Advertisements
- Brochers, Flyers, etc.
- Coffee-table Books
- Calendars
- Outdoor Banners
- CD/DVD Branding

Below-the-line(BTL) Activities and Other Consumer/Target Engagement Ideas

- Rail Tickets
- Bus Tickets
- Electricity Bills
- Water Bills
- Telephone Bills
- LPG Cylinders

Web Design and Management

- Web Portals
- Social Media Presence
- Web Banners

Pre-Testing and Impact Assessment

Evaluating the before and after performance of the campaign or a single communication product.

Radio Production

- Radio Spots
- Radio Features
- Sponsored Radio Programs
- Anthems

Still Photography, Video Documentation and Packaging of Events, Conferences/Collaterals

- Coasters
- Pen Holders
- Pens, Bags
- Caps
- Mugs
- Clocks
- T-shirts

Skill Development

- Training in the spheres of animation, multi-media, editing, audio engineering, camera assistants
- Training trainers/assessors, and of partner affiliation
- Empanelment of assessment agency.
- AVGC Skill training
- Establishment of center of excellence
- CSR projects.

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