



D.O No. SB/SBM/157/2016

14 December 2016

Sub: Request for comments on proposal to broadcast documentary series "Dharti Kahe Pukar Ke" on Doordarshan National

Dear Madam,

As you are aware, the Ministry of Urban Development is implementing Swachh Bharat Mission (SBM) - Urban with the goal of achieving a Clean and Open Defecation Free India by 2nd October 2019. A significant component of achieving this goal is Behaviour Change Communication which also includes dissemination of Swachh Bharat messaging through digital media.

2. In this regard, we have received a proposal from Video Tower, requesting broadcast of their documentary series "Dharti Kahe Pukar Ke" on Doordarshan National (DD1). The series aims to cover the entire mission in a holistic manner, by focusing on showcasing mission implementation (interviews with Ministers, concerned officials, etc.) as well as the resulting progress being achieved across the country (interviews of beneficiaries) with the documentary being shot in all districts of the country. The detailed proposal is enclosed for your reference (**Annexure – I**).

3. Request you to kindly share your suggestions and comments on this proposal.

We look forward to your cooperation in making this initiative a success.

With Regards,

Yours sincerely,

(Praveen Prakash)

To,

Director General, Doordarshan

Copy to,

DS (SBM II)

Annexure – I: Proposal of Video Tower

VIDEO TOWER

Producers, Directors of Tele-Serials , Plays , Documentaries , Talk Shows And Musical Programmes)
41 – C 2ND Floor , Khasra no .30 , Flat No- 301 , Gali No – 1 Neb Sarai, Saket , New Delhi – 110068
Email – rayyanfazil5@gmail.com MOB - 9906706488

NO. VT -0103-2016-UD

Dated – 19-09-2016

To,

SHRI RAO INDERJIT SINGH
Hon'ble Minister For Urban Development
Govt. Of India New Delhi

Subject :- A documentary series entitled “ **Dharti Kahe Pukar Ke** ” based on
Prime Minister's Mission

“ **Swachh Bharat Abhiyan** ” (34 episodes) state and union territory wise in commissioned
category.

Respected Sir ,

Kindly find enclosed a documentary series proposal entitled “ **Dharti Kahe Pukar Ke** ”
to be aired on Doordarshan National (DD1) and other television channels along with synopsis ,
treatment , budget estimate and Bio-Data . I am quite hopeful that your goodself will consider this
proposal on merit basis as the series has been conceived very professionally.

This will be indeed a well conceived venture in which honorable Prime Minister's mission

“ **Swachh Bharat Abhiyan** ” will be highlighted and will be given exposure .

Thanking You Sir

Your's Faithfully



Rayyan Fazil

Producer / Director

M/S Video Tower

DETAILS

Programme	:	DHARTI KAHE PUKAR KE
Subject Minister's	:	A documentary series based on Prime Mission " Swachh Bharat Abhiyan "
No. Of episodes Proposed	:	34 episodes (state and Union territory wise)
Language	:	Hindi
Duration	:	27.30 MTS
Format	:	DVC – Pro 50
Writer /Researcher	:	Dr. Taskeena
Budget Only)	:	3,30,000 (Rupees three Lac Thirty Thousand
Producer /Director	:	Rayyan Fazil (M.A Hindi)

TREATMENT

“ Swach Bharat Mission “ will be shot in all the Districts of states and union Territories of india. Special care will be taken to achieve to goal . The implementation agencies will be interviewed and their workings on the mission will be shown.

In addition to this , the people benefitted by the mission will be interviewed and their suggestions will be recorded . Ministers and head of departments concerned with the mission will be asked to thrown light on the subject and working on the mission.

Programme when aired will be watched all over india and people across india will be enlightened about the mission.

PROPOSED BUDJET FOR EACH EPISODE OF "DHARTI KAHE PUKAR KE"

(7 DAYS SCHEDULE)

Directors Team

Cinematographer	26000
Camera Assistant	14000
Recording Engineer	20000
Sound Assistant	11000
Lighting Engineer	15000
Lighting Assistant	9000
Scot Boys	15000
Chief Assistant	17000
Director	25000

Production Team

Writer	15000
Make up Artist	10000
Production Manager	12000
Graphics	10000
Music Director	10000
Anchor	10000
Boarding,Lodging&Transport	20000
Editing on FCP	10000
Tapes & hard disks	10000

Equipment

Camera	20000
Cordless Microphones	3000
Lights(HMI,REFLECTORS,TRACK TROLLY, SCANNERS AND CRANE)	25000

TOTAL	300000
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Producers Margin 10%	<u>30000</u>
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GRAND TOTAL	330000
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Rupees Three Lakh Thirty Thousand Only

Equipment

Camera	20000
Cordless Microphones	3000
Lights(HMI,REFLECTORS,TRACK TROLLY, SCANNERS AND CRANE)	25000
TOTAL	300000
Producers Margin 10%	<u>30000</u>
GRAND TOTAL	330000

Rupees Three Lakh Thirty Thousand Only

BIO DATA OF PRODUCER / DIRECTOR

Name	:	RAYYAN FAZIL
Qualification	:	M.A Hindi (Kashmir University 1986)
Banner	:	Video Tower
Address	:	41 C – 2 nd Floor, Neb Sarai, New Delhi
Cell	:	9906706488
E-mail	:	rayyanfazil5@gmail.com
Status in the company	:	Proprietor, Producer & Director
Languages known	:	English , Hindi , Urdu
Working Experience	:	as freelancer
Association with	:	25 Years
Doordarshan	:	30 Years
Empanelment	:	Empanelled as producer / Director in Doordarshan India .
		No. 1/465/140/09-KC

PROGRAMMES PRODUCED/DIRECTED BY THE PRODUCER

1A. Title of the Programme : SUNAHRY GEET
Channel on which telecast : DD URDU (PATRIOTIC MUSIC
PROGRAMME)
Total No. of Episodes : 13
Language : HINDUSTANI(URDU)
Date of Telecast : 2015

1B. Title of the Programme : KHANA MOUJ
Channel on which telecast : DD KASHIR(SERIAL)
Total No. of Episodes : 04
Language : KASHMIRI
Date of Telecast : 2015

1C. Title of the Programme : JAAG UTHA
KASHMIR(DOCUMENTARY)
Channel on which telecast : DD NATIONAL/DD KASHIR
(CURRENT AFFAIRS)
Total No. of Episodes : 05
Language : URDU
Date of Telecast : MARCH 2006

PROGRAMMES PRODUCED/DIRECTED BY THE PRODUCER

2.Title of the Programme	:	WAAD(HARD TALK & INTERCATION)
Channel on which telecast	:	DD KASHIR(HARD TALK SHOW WITH STATE GOVERNMENT MINISTERS)
Total No. of Episodes	:	05
Language	:	KASHMIRI
Date of Telecast	:	JANUARY 2004
3.Title of the Programme	:	KIRNOON KAY GAON MEIN(SERIAL)
Channel on which telecast	:	DD NATIONAL
Total No. of Episodes	:	06
Language	:	URDU
Date of Telecast	:	FEBRUARY 2000
4.Title of the Programme	:	MEHAK(TELEFILM)
Channel on which telecast	:	DD NATIONAL
Total No. of Episodes	:	02
Language	:	URDU
Date of Telecast	:	1996 ONWARDS(27 TELECASTS

5.

Title of the Programme	:	WAPSI (TELEFILM)
Channel on which telecast	:	DD K SRINAGAR
Total No. of Episodes	:	02
Language	:	URDU
Date of Telecast	:	1992

6.

Title of the Programme	:	NAATS (A PRGRAMME OF URDU & KASHMIRI NAATS)
Channel on which telecast	:	DD K SRINAGAR
Total No. of Episodes	:	10
Language	:	URDU / KASHMIRI
Date of Telecast	:	1989 - 1990

7.

Title of the Programme	:	YEHI CHEI KATH (DAILY SOAP)
Channel on which telecast	:	DD K SRINAGAR
Total No. of Episodes	:	13
Language	:	KASHMIRI
Date of Telecast	:	EP 1 - EP 5 (17-09-2007 to 21-09-2007) EP 6 - EP 10 (24-09-2007 to 28-09-2007) EP 11 - EP 13 (01-10-2007 to 03-10-2007)

8.

Title of the Programme	:	MORNING SHOW SEGMENTS
Channel on which telecast	:	DD K SRINAGAR
Total No. of Episodes	:	5
Language	:	KASHMIRI
Date of Telecast	:	

9 - CHOPE IJLAS CHU
JAARI
(Kashmiri Serial
12 Episodes)

DD K
Srinagar
(NOW on Air)

COMMERCIAL VCDS AND MUSIC ALBUMS BY THE PRODUCER

1.

Title of the Programme	:	KRAL KOOR (MUSICAL ALBUM)
Language	:	KASHMIRI
Market Response	:	SOLD OVER 1 LAC VCDS IN J & K, DELHI, MUMBAI, UK, MIDDLE EAST AND AMERICA
2.

Title of the Programme	:	SALAMA THE GREAT (HUMOROUS DRAMA)
Language	:	KASHMIRI
Market Response	:	SOLD OVER 1 LAC VCDS IN J & K, DELHI, MUMBAI, UK, MIDDLE EAST AND AMERICA
3.

Title of the Programme	:	BRAM DITH SAQI (A SUPERHIT MUSICAL ALBUM)
Language	:	KASHMIRI
Market Response	:	SOLD OVER 2 LAC VCDS IN J & K, DELHI, MUMBAI, UK, MIDDLE EAST AND AMERICA
4.

Title of the Programme	:	YELI GUL PHOLAN (A SUPERHIT MUSICAL ALBUM)
Language	:	KASHMIRI
Market Response	:	SOLD OVER 0.50 LAC VCDS IN J & K, DELHI, MUMBAI, UK, MIDDLE EAST AND AMERICA

5. Title of the Programme : JAMI JAM
(A SUPERHIT MUSICAL ALBUM)
Language : KASHMIRI
Market Response : SOLD OVER 0.50 LAC VCDS IN J & K,
DELHI, MUMBAI, UK, MIDDLE EAST
AND AMERICA

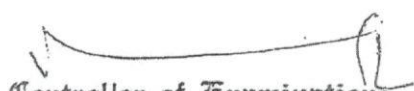
6. Title of the Programme : BRAM DITH SAQI Commercial Video CD
(Released and Premiered at Tagore Hall on 11-
07-2007 by Vice Chancellor of Kashmir
University on the 3rd Death Anniversary of the
Living Legend Fazil Kashmir
(A SUPERHIT MUSICAL ALBUM)
Language : KASHMIRI
Market Response : SOLD OVER 0.50 LAC VCDS IN J & K,
DELHI, MUMBAI, UK, MIDDLE EAST
AND AMERICA (The CD is sponsored by
World of Titan, Rado of Switzerland and
Gojwari Jewelers)

University of Kashmir



Master of Arts

This is to certify that Rayyan Fazil,
son/~~daughter~~ of Fazil Kashmiri,
has been admitted to the Degree of Master of Arts
in Hindi in the Faculty of Arts after having
successfully completed a two-year (four semester) programme
of studies in the year 1987, December as a Regular/Private
Candidate.
He/~~She~~ was placed in the Third..... Division.


Controller of Examinations


Vice-Chancellor

University Office,
Hazratbal, Srinagar-190006.
Dated 19-9-1992

Hindustan Times

New Delhi, Thursday, November 11, 2004

View this e-paper on Late City Rs 2.50

Murali's doosra cleared after laws relaxed p14

Sonia, PM to visit Mauritius to boost ties p9

Schiffer wears white bracelets for Africa's poor p1

New war memorial at Drass



Soldiers blew bridges during the inauguration of a war memorial in Drass on Tuesday.

Dr. Kishan Singh, who was the chief guest at the inauguration, said that the memorial was built to honour the soldiers who sacrificed their lives during the war. He also mentioned that the memorial was built with the help of the local people and the government.

The memorial is a large, ornate structure made of stone. It has several tall, thin pillars and a central archway. The pillars are decorated with carvings of soldiers and horses. The archway is also decorated with carvings. The memorial is surrounded by a low wall and a path leads to it.

General P.C. Katoch, who was the guest of honour, said that the memorial was a symbol of the bravery and sacrifice of the soldiers. He also mentioned that the memorial was built to remind the people of the war and the sacrifices made by the soldiers.

Kral-Koor music video

HT Correspondent
Srinagar, November 10

RAYYAN FAZIL, a young Kashmiri filmmaker, has come out with a music album based on famous Kashmiri folk songs. 'Kral-Koor', which was released for a select gathering of intellectuals and filmmakers on Tuesday evening.

Penned down by celebrated Kashmiri poet Fazil Koor in 1936, 'Kral-Koor' showcases the culture and tradition of the valley. Rayyan is now making efforts to get the album telecast on any one of the popular TV channels.

"We know how the two

Kashmiri songs in Bollywood flick Mission Kashmir mesmerised even non-Kashmiris. I am confident that Kral-Koor would be even more enthralling."

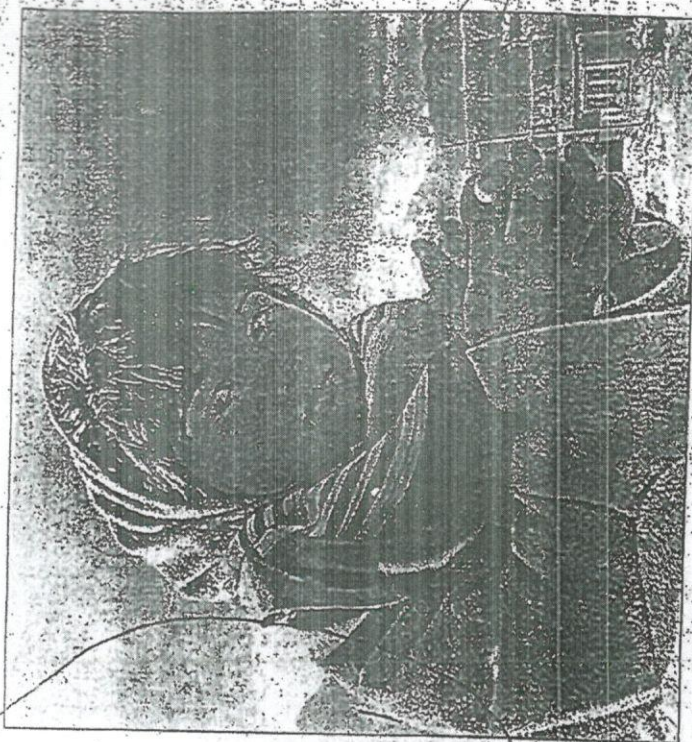
Noted Kashmiri singer and music director Muneer Ahmad Mir has given the background score.

"Creativity is the theme of a great video production and Kral-Koor is a masterpiece by those standards," said Tariq Javid, a TV actor. Zahid Manzoor, a veteran film producer and director, said he was fascinated by the manner in which Kral-Koor had been shot and composed.

RR organises iftar party

THE RASHTRIA VISHVA MITEE organised an iftar party for the local people on Tuesday night at Thanamandi town in Raikot on Tuesday. A large number of civilian dignitaries and officials were present on the occasion. Speaking on the occasion, the sector commander said that situation in the area was heading towards peace and normalcy and the people are relieved from years of terror due to efforts put in by the Army. "This party is another step towards establishing peace, normalcy and brotherhood between Army and civilians in the area," he added.

HTC, Raikot



HAPPY PICTURE A girl poses on the roof of her house in Drass, 160 km east of Srinagar. Life along the 742 km Line of Control has eased due to a year-long ceasefire between India and Pakistan.

REUTERS



Mohi-ud-Din

49
MINISTER
CONSUMER AFFAIRS
AND
PUBLIC DISTRIBUTION
J & K GOVT.

NO: PS/M(CA&PD)/04/272
Dated: 30th July, 2004.

Director of Programmes,
Kashir Channel,
Doordarshan Directorate,
New Delhi.

This is with reference to the series of programmes entitled "WAAD" for Kashir Channel, which was produced last year by Shri Rayyan Fazil, M/S Video Tower was well received by the masses of Kashmir and it gave a good feed back to the present Government to aware about the problems faced by a common man in Kashmir. Shri Rayyan Fazil has done a commendable job in highlighting the changing scenario of the present day in Kashmir.

It is recommended that he may be assigned such type of programmes in future also, so that he may be able to highlight the Developmental programmes of the Government on the Television screen. The Producer is well versed in coordinating the people of Kashmir with the Government.

Taj Mohi-ud-Din
(Taj Mohi-ud-Din)

Copy to : Shri Rayyan Fazil M/s Video Tower 195, Gulshan Nagar, Bye pass, Srinagar
for information.

Telephone
18 (O)
09 (R)
01 (R)
Fax
455899

प्रसार भारती
PRASAR BHARTI

(भारतीय प्रसारण निगम)
(Broadcasting Corporation of India)



सत्यमेव जयते

दूरदर्शन केन्द्र

श्रीनगर

DOORDARSHAN KENDRA,
SRINAGAR

तार
दूरदर्शन
GRAMS
DOORDARSHAN

NO: DKS-PA-20/2004

Dated: 11-11-2004

Syed Rayan Fazil,

Please accept my congratulations on the occasion of release of VCD of humorous play "Lalapa The Great" and Fazil Kashmir's "Kral Koor". Due to pre-occupations I could not attend the function personally. However, I wish the function a success.

(Signature)
10/11
(Shehzadi Simon)

Syed Rayan Fazil
Managing Director,
Video Tower Films,
Gulshan Nagar Bypass
Opposite Ahmads Nursing Home,
Srinagar.