

**POLICY - SHOOT WITHIN DHA KARACHI AND DHA CITY**  
**JUNE - 2016**

1. **Gen.** DHA Karachi and its surroundings have been developed aesthetically, providing scenic beauty to the public. The serene environment of DHA has captured attention of the media industry to utilize its exotic locales for projecting an upbeat image of the metropolitan. Pakistan's media industry has flourished tremendously in terms of quality and quantity of its output earning unprecedented profits. There are number of local media channels operating from Pakistan, Karachi due to its proximity to Dubai. However, still film / drama award ceremonies are being organized in Dubai / abroad.
2. **Aim.** To formulate DHA media management policy for dealing with private media organizations operating in DHA Karachi jurisdiction.
3. **Policy Parameters.** The parameters of the policy are as under:-
  - a. **Issuance of NOC.** ISPR will issue the NOC for the contents and facilities being used by media within DHA premises.
  - b. **Channel of Application**
    - (1) Media houses/organizations will submit the request for permission for any indoor/outdoor shooting in DHA area as per format attached at Annex A.
    - (2) After checking all the requisite details/data, same will be processed for obtaining NOC from ISPR Directorate through HQ 5 Corps.
  - c. **Timelines.** The application must be filed at least 15 days in advance.
  - d. **Disturbance in Neighbourhood.** NOC is mandatory to be sought from Neighbours to avoid complaints during shooting as per format attached at Annex B.
  - e. **Point of Contact in DHA**
    - (1) Application will be submitted to Director Personnel & Administration (Dir P&A) for further processing.
    - (2) Additional Director (Estate) Branch will be focal person for any coordination.

f. **Procedure for Grant of Permissions**

- (1) Permission may be granted to media house subject to NOC from ISPR Directorate and after receipt of pay order in the name of DHA Karachi as per the prescribed rates (Annex C). Even if the media house has taken the permission direct from ISPR Directorate, charges will be levied as per procedure in vogue.
- (2) Permission may be accorded on gratis basis only to those media houses which do a JV with ISPR Directorate provided ISPR Directorate notifies DHA beforehand.

4. **Miscellaneous**

- a. Media and production houses will not carry out any type of still/outdoor shooting in DHA premises without proper permission.
- b. Production Houses / UPA / Media Channels to provide updated list of all production houses working under their umbrella.
- c. All media and production houses are expected to adhere the policy and facilitate DHA to implement the same in true letter and spirit.

5. **Responsibility of Security & Vigilance Directorate.** Security & Vigilance Directorate will ensure implementation of the media shooting policy. In case SOP is being followed, no inconvenience will be caused to media industry. Fol actions will be initiated on spotting shoots in DHA premises:-

- a. Permit to continue shoot if permission is held.
- b. In case copy of permission letter is not held, stop the activity politely and ask them to bring / provide necessary permission within 60 minutes.
- c. In case of non availability of NOC, a confession alongwith assurance in writing for payment of fee alongwith penalty and original Identity Card be given to vigilance staff for continuation of shoot.
- d. In case of total non cooperation by media team, all other suitable means may be resorted to stop the activity and shooting equipment may also be confiscated.

6. Important Telephone Nos:-

- a. Director Personnel & Administration : 021-99266827
- b. Additional Director (Estate) : 021-99266829
- c. Director Security & Vigilance : 021-99266869
- d. Additional Director Security & Vigilance : 021-99266878
- e. DHA Exchange : 111-589-589

**APPLICATION FORM**

**PERMISSION FOR SHOOTING IN DHA KARACHI**

1. Name of Media / Production House \_\_\_\_\_
2. Name of Producer \_\_\_\_\_
3. Name of Director \_\_\_\_\_
4. Type of Shooting (Tick Box)
  - a. Commercial Shoot (TVC)
  - b. TV Shoot (Drama)
  - c. Film Shoot
  - d. Documentary TV Shoot
  - e. Still Photography
  - f. Educational Still Photo/Videos
5. Name of Actors \_\_\_\_\_
6. What scene will be shoot \_\_\_\_\_
7. Location of shooting \_\_\_\_\_
8. Time duration of shooting \_\_\_\_\_
9. When will be televised \_\_\_\_\_
10. Following is enclosed:-
  - a. NOC from Neighbors
  - b. Copy of CNIC of Organizer

Applicant's Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**NO OBJECTION CERTIFICATE FOR SHOOTING ACTIVITY**

I Mr \_\_\_\_\_ resident of House No. \_\_\_\_\_ bearing CNIC No. \_\_\_\_\_ (copy attached) have **No Objection** on the shooting activity being carried out by \_\_\_\_\_ at Plot/House No. \_\_\_\_\_ on \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_.

**Date:** \_\_\_\_\_

**(Signatures)**

**RATES FOR SHOOTING**

Sr	Timing	Commercial Shoot (TVC)		TV Shoot (Drama)		Film Shoot		Documentary TV Shoot (Rs.)	Still Photography (Rs.)	Educational Still Photography / Videos (Rs.)
		Indoor (Rs.)	Outdoor (Rs.)	Indoor (Rs.)	Outdoor (Rs.)	Indoor (Rs.)	Outdoor (Rs.)			
1	1 hour	20,000/-	30,000/-	8,000/-	15,000/-	15,000/-	20,000/-	10,000/-	10,000/-	Gratis
2	4 hours package	60,000/-	100,000/-	30,000/-	50,000/-	50,000/-	70,000/-	35,000/-	35,000/-	
3	8 hours package	120,000/-	190,000/-	60,000/-	95,000/-	100,000/-	130,000/-	60,000/-	60,000/-	
4	12 hours package	200,000/-	280,000/-	90,000/-	140,000/-	140,000/-	190,000/-	90,000/-	90,000/-	