STANDING OPERATING PROCEDURE

GRANT OF SHOOTING PERMISSIONS WITHIN DHA KARACHI

1. **Gen**. DHA Karachi and its surroundings have been developed aesthetically, providing scenic beauty for the public. The serene environment of DHA Karachi has captured attention of the media industry to utilize its exotic localities for projecting an upbeat image of the metropolitan in Drama / Commercial Shootings. Karachi being hub of business activities, most of the drama serial, film and advertisement shootings are preferred to be conducted here. Besides, other noncommercial and cause related, socio cultural, educational and CSR activities are also conducted in DHA. All such activities (Commercial / Noncommercial) are conducted with the permission from Marketing & PR Dte of DHA Karachi either on payment or FOC basis. A set Procedure, Terms & Conditions and Time Lines have been formulated to ensure transparency and accountability.

2. **Aim**. To formulate a comprehensive SOP for streamlining the procedure on granting of permission for shooting, other commercial and non-commercial activities conducted / organized within the bounds of DHA Karachi.

3. **Policy Parameters**. The parameters of the policy are as under: -

   a. **Type of Shootings & Activities**. Fol types of shooting and other activities (commercial / non-commercial) require permission from DHA: -

      (1) Drama / Drama Serial Shootings (Outdoor / Indoor).

      (2) Advertisement (Outdoor / Indoor).

      (3) Cause Related Activities (Social / Cultural) – (Outdoor/Indoor).

      (4) Recording of Digital Video Content (DVC).

      (5) Still Photography.

      (6) Branding & Advertisement Activity.

      (7) Adventure Sports Activities.

      (8) TV Talk Show.

      (9) Exhibitions and other such activities incl Festivals/Mela etc.

      (10) Documentary Shooting for educational / research projects.

   b. **Shooting Charges**. Details of **shooting** / other **commercial activities** charges are attached as per **Annexure "A"**.

c. **Grant of Permission**. Permission for all Commercial / Noncommercial activities will be granted as under: -

Ser	Activities	Permitting Auth	Remarks
(1)	Commercial Activities	Dir PR & CS	Where charges are applicable
(2)	Non-Commercial Activities - **on FOC Basis**	ED Mktg	Cause Related / Social / Cultural / Educational Activities

d. **Rebate on Charges**. Rebate on charges (Commercial Activities) will be given on merit and on case to case basis. But it will be resorted in extreme compassionate cases only with the approval of ED Mktg.

e. **Fake Permission Letters**. In order to ensure that no shooting is conducted without permission and on fake permission letter, Permission Letter with 4 x security features have been prepared.

f. **Terms and Conditions.** Procedure for seeking permission for shooting and conduct of these activities are att at **Annexure "B"**.

g. **DA Clubs & DIs**. Permission for org of such activities in DA Clubs and DIs will be granted by respective Secy Clubs and EDs as per the rates/charges decided by them. However, Mktg & PR Dte will be kept in loop for required prom / projn of DHA.

4. **Procedure to Apply for Shooting Permission**

a. Media houses/United Producers Associations (UPA) will submit the request for permission for any indoor/outdoor drama / drama serial shooting and conduct of such other commercial activities in DHA area as per format attached at **Annexure "C"** with Marketing & PR Directorate.

b. Following documents will be attached with the application: -

(1) Owner CNIC

(2) Ownership documents / evidence / undertaking / NOC as per **Annexure "D".**

(3) Undertaking to abide Terms & Conditions by media/production house. **Annexure "E**".

(4) Pay Order in the name of DHA Karachi as per prescribed charges.

c. After checking and completing all the requisite details/documents, same will be processed on Min Sheet for approval of Director Marketing & PR.

d. The application must be filed at least 7 days in advance.

e. Application will be submitted in the name of Director Marketing & PR for further processing.

f. Each permission will be accorded for single project only. Other project for same location has to be processed by the media house as per routine procedure.

g. Additional Director (Mktg & PR) will be focal person for any coordination.

5. **Procedure to Apply for Permission - Cause Related / Social / Cultural & Other Events (FOC Basis)**

a. Organization interested to conduct the activity in DHA Karachi will submit the request for permission to AD Marketing & PR at least 30 x days prior to the date of event.

b. Details of the event / activity including Date, Timings, Participants and nature of activity must be clearly mentioned in the application.

c. After checking and completing all the requisite details/documents, same will be processed on Min Sheet for approval by the ED Mktg & Sales with info to Secy DHA.

d. Application will be submitted in the name of Director Marketing & PR for further processing.

e. Additional Director (Mktg & PR Dte) will be focal person for any coordination.

6. **Miscellaneous.** FoI activities will also be conducted on **FOC Basis** under CSR/Perception domain: -

a. Students of Educational Institutions requesting for shooting as part of their projects may apply through respective University.

b. Recording of religious contents e.g. Recitation of Holy Quran, Hamd, Naat**.**

c. Shooting of non-commercial content by PTV, if the same is processed through Director ISPR Sind / DHA Cell ex HQ 5 Corps. Otherwise normal charges will be applicable.

d. Zakat / donation campaigns during month of Ramazan.

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

a. Permit to continue shoot if valid permission is held by the media team.

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 confessional statement alongwith assurance in writing for Payment of shooting charges alongwith fine and copy of Identity Card of owner & In charge production house / team be taken by vigilance staff and shoot may be allowed to continue.

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.

e. In case of any violation of SOP the case may be ref to Marketing Directorate for issuance of Notice to the media house / Owner. 3 x Notices will make the media team / owner black listed for further shooting in DHA Karachi.

8. Important Telephone Nos: -

a.	Director (PR & CS)	:	021-99266843
b.	Additional Director (Mktg & PR)	:	021-99266886
c.	Director Security & Vigilance	:	021-99266869
d.	Additional Director Security & Vigilance	:	021-99266878
e.	DHA Exchange	:	111-589-589

Annexure "B"

Terms and Conditions - Drama Shooting Permissions – DHA Karachi

1. **UPA / Production House**

   a. All media and production houses are expected to ensure compliance of the SOP / policy and facilitate DHA to implement the same in true letter and spirit.

   b. Media and production houses will not carry out any type of indoor/outdoor shooting in DHA premises without prior permission.

   c. UPA / Media Channels to provide updated list of all production houses working under their umbrella.

   d. The property hired for the shoot is in possession of legitimate person.

   e. No anti state content to be included in the project.

   f. No Foreign actor should be casted in the project.

   g. No illegal activity is carried out during the project with in the premises of DHA Karachi.

   h. In case of initiation of any report on violation or misconduct by Security and Vigilance team of DHA Karachi, the production house / team will be served with a caution / notice. After receipt of three notices the concerned production house / team will be declared "**Black Listed**" and will be banned from shooting in DHA Karachi.

   i. DHA Karachi reserves the right to cancel any shooting permission at any time without any prior notice in the larger interest of DHA community.

   j. DHA Karachi will not be responsible for any criminal activity against men and material of production house / team during the permitted project time.

   k. The exact nature of production is to be mentioned in application form for shooting permission like TV drama / Feature Film / Commercial Shoot / Documentary / Still Photo Shoot etc.

   l. Following documents will be attached with the application: -

      (1) Owner CNIC

      (2) Ownership documents / evidence / undertaking/NOC (**Annexure "D"**)

      (3) Undertaking to abide Terms & Conditions by media/production house. **Annexure "E**".

m. Full cooperation will be rendered to Staff of Security and Vigilance Directorate detailed to monitor / enforce DHA Bylaws.

n. In case of shooting without valid permission letter from DHA Karachi, an assurance letter for payment of shooting charges with fine alongwith copy of CNIC by the in charge of production house / team will be handed over to vigilance staff of DHA Karachi after which team will be allowed to continue their activity for next 12 Hours only.

2. **Property Owner / Landholder**. Will ensure following: -

a. The production house / team is in possession of valid permission letter from DHA Karachi.

b. Consent from all the neighbors is obtained before allowing production house / team for shooting in the house/flat.

c. The shooting of project is only done indoor and no outdoor activity is being performed by the production house / team without separate permission from DHA Karachi.

d. No illegal activity is being undertaken by production team.

e. Neighborhood is not disturbed due to shooting of the project.

f. The activity is performed for only permitted project like **TV drama** / **Feature Film** / **Commercial Shoot** / **Documentary** / **Still Photo Shoot** / **Digital Video Shooting / Promotional Branding** activity etc as mentioned at permission letter issued from **Marketing Directorate of DHA Karachi**. Violation of this clause will be served as warning and after receipt of three warnings the house will be declared as **Black Listed** and no permission will be accorded by DHA Karachi in future.

g. Ensure compliance on shooting timings as per permission letter.

h. No traffic congestion/parking of cars will be done at shooting place.

i. No generator will be placed outside the property line.

j. Full cooperation will be rendered to Staff of Security and Vigilance Directorate detailed to monitor / enforce DHA Bylaws.

k. In case of shooting without valid permission letter from DHA Karachi, an assurance letter for compliance of SOP of DHA Karachi alongwith copy of CNIC

by the landowner/holder will be handed over to vigilance staff of DHA Karachi after which team will be allowed to continue their activity for next 12 Hours only.