



**SHARDA**  
**UNIVERSITY**  
*Beyond Boundaries*

**Standard Operating Procedure**  
**on providing**  
**University Infra-facilities**  
**to various Agencies (Infra marketing)**

		Issued for Implementation
Revision	Date	Description
Sharda University Greater Noida		STANDARD OPERATING PROCEDURE (SOP) ON PROVIDING UNIVERSITY INFRA-FACILITIES TO VARIOUS AGENCIES (INFRA MARKETING)

## **Standard Operating Procedure on providing University Infra-facilities to various Agencies (Infra marketing)**

### **1. Purpose & Scope**

Sharda University has been receiving requests from various agencies to permit them to use our premises for filming/video shooting. The University does facilitate outside Production Houses and TV Channels to carry out its film shooting activities on its campus and provides its auditorium, academic blocks, library, hostel building, sports ground and lawns for various events and promotional activities. This SOP is prepared with a view to adopt a uniform procedure while providing infra facilities to outside agencies and to avoid inordinate delays in obtaining recommendations, sanctions and approvals of the Competent Authorities at various levels. These instructions, therefore, laydown a standard procedure which shall be complied with while carrying out infra marketing activities and providing infra facilities/ space of the University to outside agencies viz. production houses, TV channels and advertising agencies.

### **2. Responsibility**

The overall responsibility for implementation of the procedure remains with the Dean, Sharda School of Media, Film & Entertainment, who shall act as the Nodal Officer for this purpose and guide the Principal Initiator responsible for bringing the project, called PI hereafter, associated with the University under its supervision, execution and documentation purpose.

### **3. Conditions for Usage of University Infrastructure**

The University infrastructure may be provided under the following conditions as specified; that is:

- (a) Consultancy and providing experiential learning to students pursuing film and television production programmes by allowing film/video shootings by renowned film makers, production houses and TV channels.
- (b) Assist in infra marketing and branding activities of the University.
- (c) On receipt of request by Government functionaries, industries and non-government organizations to bring awareness amongst students about various avenues/schemes and development programmes of the industries.



#### **4. Approving Authority**

Sanctioning authority for approving and sanctioning the infra space will be the Registrar of Sharda University. Before according permission to the outside agency, the Nodal Officer based on the request received from PI of the University, shall place such request before Registrar for approval. The consultancy amount of PI, shall be decided on case to case basis taking into account the operational and other miscellaneous expenses of the University.

The shooting charges, provided herewith below, will cover the value of a particular infra space provisioned to an agency on a particular date, based on that day. Where more than one agency is involved the transaction with each agency will be treated as a single transaction.

#### **5. Procedure for providing Infra facilities and Documentation**

The following procedure will be adhered to while providing infra facilities/ space of the University to outside agencies:

- (a) After obtaining approval from the Competent Authority on the Pre-Shoot Requisition form (annexed herewith), the PI corresponding with the shooting team must coordinate with the Nodal Officer to provide a written prior intimation to the Estate Department, Security Department, IT Department, Maintenance Department, Central Library and other concerned stakeholders at least a week in advance of the event.
- (b) The details of cast/crew and vehicles (numbers) along with the timing of their arrival is to be informed in advance. Producer, Director, Actors vehicle/ vanity van and shooting equipment fitted vehicles shall be allowed parking inside the campus, whereas rest of the vehicle/ load carriers will be parked outside the campus or if desirous of parking in the campus, it will be charged separately per day @ Rs1000/- per vehicle. Parking of vehicles accompanying the shooting team will be coordinated by security team.
- (c) In case, the shooting teams / PI in coordination with the Security-in-charge of the University warrants deployment of additional security guards and bouncers, the following duty charges will be additionally borne by the shooting agency per person; Rs 1200/- per day for a bouncer and Rs 750/- per day for a security guard.
- (d) In cases, where required, the shooting agency will provide permission letter of police to the Security department to carry out the shooting at the chosen location in the University. Expenses, if any, in this regard shall be borne by the outside agency.
- (d) Identification of restricted areas is to be communicated to the external party by Nodal Officer/ Security office during the reconnaissance being carried out by the agency.
- (e) Photographs of permissible locations available for shooting will be shared by the PI with the concerned agency.
- (f) In case, the Nodal Officer in coordination with the concerned Head of the facility warrants a staff to be deployed on holiday, the following duty charges will be borne by the shooting



agency per person; Rs 1000/- per day for the level up to senior executive assistant (or equivalent), Rs 1500/- per day for the level of administrative officer or above and Rs 500/- per day for outsourced staff.

- (g) For shooting at night, proper permission and requirements must be furnished to all the stakeholders responsible in providing video/filming locations.
- (h) Prior intimation must be furnished to the Estate Department for guest room accommodation to the film/ video shooting agency on payment basis, subject to availability levying applicable tariff.
- (i) The Chief warden must be informed in advance for
  - a. Hostel rooms, if required, for the crew members, subject to availability and payment on pro-rata basis.
  - b. Students from the hostel, if requirement for depicting crowd in the shooting is needed while shooting in hostel premises.
- (j) Area occupied by the shooting agency for meal distribution to the crew members will be charged separately @ Rs 10000/- per day.
- (k) For shooting in the hospital area and booking of Dhanwantri auditorium, a prior intimation must be given to the Dean, SMSR & MS of the hospital.
- (l) For shooting in different departments, the Deans of respective schools have to be informed in advance so as to avoid disturbance of teaching-learning activities.
- (m) Shooting equipment's of Sharda University, if used, will be charged separately.
- (n) Security deposit to be decided as per area and university property usage will be deposited with Accounts office before the permission is granted.
- (o) In an eventuality of early completion/cancellation of shooting assignment, or for any other reason, no refund of the deposited amount shall be entertained.
- (p) The external party must handle the property of the University with utmost care. In the event of loss of property or damage, a replacement has to be issued immediately by the external party or an amount equivalent to twice the cost of damaged/lost property as would have been ascertained by the Maintenance department and the Finance Officer of the University, shall be deducted from the security deposit to factor for recovery of damages.
- (q) The logo of Sharda University, its Schools' or any other university image or iconography will be used only for the purpose it is intended. It will not be used without prior permission on media sites. One shall be mindful of the copyright and intellectual property rights in this regard.
- (r) Proper branding of Sharda University / Hospital shall be ensured by the Nodal Officer and PI while filming and also in credits.
- (s) An indicative list of shooting charges (base price) is provided hereunder. The base price shall be applicable for shooting low budget web-series, songs, movies etc. The charges will correspondingly increase by 25 % for medium budget and 50% for high budget web-series, songs, movies etc. respectively. All such shooting charges shall be paid in



advance. Low budget: less than 1 Crore, Medium budget: between 1 Crore to 5 Crore, High budget: above 5 Crore. The base rate given below is excluding taxes. GST and other taxes as applicable will be extra.

<b>Shooting charges Sharda University @ 8 hrs per day</b>	
<b>Location</b>	<b>Day Total</b>
SMSR Parking & Bridge	1,00,000
SMSR Canteen (6th Floor)	1,30,000
Anand Swaroop Auditorium	2,80,000
Dhanwantri Auditorium	2,00,000
Block 2, Gate 3 road	1,30,000
Block 4, Gate 3 road	1,30,000
Block 3, Hostel Road up to Mandela Hostel	1,00,000
Block 7, Hostel Road up to Mandela Hostel	1,00,000
Block 1 & Block 4 Road	1,00,000
Block 3 & Block 4 Road	1,00,000
Block 4 Reception	1,30,000
Block 4 (107) & corridor	1,30,000
Block 4 (107) & Staircase	1,30,000

- (t) The Nodal Officer and PI must ensure that the University, shall in any form whatsoever, not be depicted in derogatory manner, including shooting of any obscene or vulgar content. The web series/ film producing agency, if found depicting the University in a derogatory manner, including shooting of any obscene or vulgar content, will be liable to be prosecuted for defamation both under civil/ criminal laws whatever is appropriate within the exclusive jurisdiction of the Courts at Greater Noida.

## 6. Conclusion

A proper understanding of the procedure for entering into an agreement with film makers, production houses, TV channels and branding agencies and the spirit of various regulations with regard to infra marketing and provisioning of University campus space and facilities to various outside agencies is very essential for conclusion and execution of agreement/ MoU by all the Nodal Officer. The SSMFE, Public Relations, Estate, Security, IT and Maintenance team shall, thereafter, be facilitating in the film / video shooting on campus. Constant endeavor has been made to update the process to meet our requirements, however, the considerations and specific infra marketing guidelines is not limited to the above mentioned paras, it may be modified with due forethought, if revisions in procedure is required.

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## Pre- Shoot Requisition Form

Type of Agreement ( ✓ )

Web Series	Movie	Advertisement

Agreement with \_\_\_\_\_ Film Production Houses/ Web Series Channels/ Ad Agency for Film Shooting

Date: .....

### 1. Profile of the Agency

Name of the Organization/ Advertisement Agency	
Address of the Organization/ Agency	
Contact Name and Details of the Person/ representative of the Agency responsible for entering into an agreement with	
Duration of the infra-facility required, specify with dates	
Details of number of crew members, important vehicles and equipment to be allowed during the shoots. Day wise.	

### 2. Requirements of Shooting Agency, to be filled by the PI

S.No.	Details	Requirement	Comments by
i.	Shooting Location	Infra required, Pls specify:	PI & Estate on the locations identified
ii.	Security	Parking for vehicles, Permission from Govt. authorities, Guards/ Marshalls, Number of crew members, Road blockers, Timings etc. Pls specify:	PI & Security
iii.	Logistics	Logistic support area required for meal distribution, Vehicle parking/Vanity van area, Generator parking area, Waste disposal at Central dump yard etc. Pls specify:	PI & Estate
iv.	Sharda University Shooting Equipment	Pls specify:	PI & Dean SSMFE
Principal Initiator(s) Name and signature		Requestor Name and signature	



### 3. Estimations from Finance Office

S.No.	Details	Amount in Rupees (INR)
a)	Infra charges	
b)	Meal Area charges	
c)	Parking charges	
d)	Sharda University Shooting Equipment charges	
e)	Security guard/bouncer charges	
f)	Hostel room/ Guest room charges	
g)	Housekeeping/ Litter picking and disposal to Central dump yard charges	
h)	Holiday/ Sunday - University manpower charges	
i)	Any other	
j)	Security Deposit	
	<b>Total</b>	
<b>Advance Received</b>		<b>Balance amount Due</b>
<b>Principal Initiator(s) Name and signature</b>		<b>Account Office, Name and signature</b>

### 4. Expected Outcome, to be filled by Dean SSMFE

S.No.	Scope	Area(s) Involvement of the Organization/Agency	Expected Outcome(s)
a)	Academics: Teaching-Learning Process		
b)	Professional development		
c)	Student Activities		

### RECOMMENDATIONS:

Principal Initiator	Dean SSMFE	Finance Officer
(Name & Signature)		

### APPROVAL by REGISTRAR:

## Post- Shoot Event No- Dues Form

Type of Agreement ( ✓ )

Web Series	Movie	Advertisement

Agreement with \_\_\_\_\_ Film Production Houses/ Web Series Channels/ Ad Agency for Film Shooting

Date: .....

**1. Agency**

Name of the Organization/ Advertisement Agency	
Address of the Organization/ Agency	
Contact Name and Details of the Person/ representative responsible for obtaining No-dues on behalf of Agency	
Duration of the infra-facility used	

**2. No Dues to be taken by Shooting Agency before departure**

S.No.	Department	Dues/ damages if any	Remarks/ No- Dues with Name and signature
a)	Maintenance Dept.	Electrical, Civil. Pls specify	
b)	Estate Dept.	Housekeeping, Guest rooms, Building & Blocks , other resources used. Pls specify	
c)	IHA	Rooms, other Hostel facility. Pls specify	
d)	Security	Parking area charges, Manpower (Guards & marshals). Pls specify	
e)	SMFE	Equipment, Holiday charges. Pls specify	
f)	Accounts Office	Security refund, Deductions if any	

Principal Initiator(s) Name and signature	Dean SMFE / Director Name and signature

**NB:** Estate will issue gate pass after ascertaining that no dues is received from all the above mentioned School/ Dept. /Offices