

To
All the District Collectors,
Andhra Pradesh.

File.No: 88(9-1)/SAM/COO(S)/GEN/2017, dt:21.05.2018.

Sir,

Sub: SAC-NOC for non-commercial usage/screening of cinematograph film titled "Toilet Ek Prem Katha" in furtherance of the Central Government's "Swachh Bharat Abhiyan" -initiative - Instructions -Communicated-Reg.

Ref: Mail received, dt:17.05.2018, from Director, Swachha Bharat Mission(G), Ministry of Drinking Water and Sanitation (MoDWS).

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Attention is invited to the subject and reference cited.

Vide reference cited, the Director, Swachha Bharat Mission (G), Ministry of Drinking Water and Sanitation has informed that **the producers of film "Toilet Ek Prem Katha" have agreed to grant a limited license/NOC to screen film across the territory of India (both at the national level as well as in the States and UTs) on non-commercial basis.** As the movie is very relevant and impact to spread the message of usage of toilets and may use it for IEC activities through various information mediums. While displaying the movie for IEC purpose.

The terms and conditions for displaying the movie are as follows:

1. The producers of the film hereby grant a non-exclusive, non-transferable and limited license to screen the film, solely of non-commercial basis, throughout the territory of India, commencing from the date of this letter for all purpose as mentioned above. It is clarified that screening of the film in theaters or any other commercial establishment whose primary business is to exploit cinematography films for commercials purpose, shall be excluded from the scope of this letter/license/NOC. It is hereby clarified that shall not be entitled to exploit the film in any other manner apart from the manner as specified herein.
2. It is hereby clarified that, under any circumstances, **no rights to edit, delete, sub-title or dub the film in any manner whatsoever, without their prior written approval on the same.** Further, shall not exploit/use/screen in the film (either as a whole or in parts) for commercial purposes of any nature, without their prior written approval. Shall not be entitled to make any alterations or modifications to the film or use, exploit or alter the underlying works embodied therein nor use them on a standalone basis, beyond the scope of the present license.
3. This grant of license/NOC of the film is strictly for non-commercial purposes only and to support the Central Government Swachh Bharat Abhiyaan initiative and nothing herein confers any rights, title or ownership in the film (including

without limitations any intellectual property rights).

4. It is expressly agreed that in case any applicable publishing or statutory royalties are required to be paid under law, to any copyright society or entity or authors or owners in respect of any utilization/exploitation of the film as per this letter license, the same shall be dealt in accordance with applicable law without any claim in any manner.
5. Agents, partners, directors, assigners, successors from any loss or damage suffered out of or in connection with any breach hereunder this letter license.
6. This letter license shall be governed by the laws of India and the courts in Mumbai shall have exclusive jurisdiction for any matters/disputes arising under this license. If any provision(s) of this letter license shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable to the extent reasonable considering the nature of this letter license.

For the limited license as granted herein above and to facilitate the "Swachh Bharat Abhiyaan" initiative, **Districts may purchase the original DVD of the film as available in the open market for purposes of screening the film.**

Therefore, it is requested to issue necessary instructions to concerned to screen the film "**Toilet Ek Prem Katha**" to spread the message of usage of toilets under IEC activities.

Yours faithfully
D MURALIDHAR REDDY, IAS
MANAGING DIRECTOR

Encl: As above.

Copy submitted to Secretary, PR & RD for information.

Copy to Copy to all SEs, RWS & S, for information and necessary action.

Signature Not Verified

Digitally signed by D
Muralidhar Reddy
Date: 2018.05.22 17:22:57 IST
Reason: Approved



Fwd: : noc for non commercial usuage/screening of TEPK

1 message

YUGAL JOSHI <yugal.joshi@gov.in>

Thu, May 17, 2018 at 6:43 PM

To: mdswachhandhra@gmail.com, swsm.peshi@gmail.com, ceo@brlp.in, sbmg.jhar@gmail.com

Cc: Parameswaran Iyer <iyerparam16@gmail.com>, Akshay Rout <akshaykrout@gmail.com>, Yogindran M <m.yogindran@gov.in>, Mahima Vashisht <mahima.vashisht@gov.in>

To

Principal Secretaries/State Mission Directors

Sub: Subject: NOC for non commercial usuage/screening of cinematograph film titled “Toilet Ek Prem Katha” in furtherance of the Central Government’s “Swachh Bharat Abhiyan” – initiative

Sir/Madam,

After lot of discussions, finally the producers of film Toilet Ek Prem Katha (T.E.P.K.) have agreed to grant us a limited licence/NOC to screen the Film across the territory of India (both at the national level as well as in the States and Union Territories) on non-commercial basis as per terms and conditions mentioned in attached agreement.

As the movie is very relevant and impactful to spread the message of usage of toilets, you may use it for IEC activities through various information mediums. While displaying the movie for IEC purpose, please advise your officers /staff to strictly adhere to terms and conditions as per attached agreement.

regards

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Yugal Joshi
Director,
Swachh Bharat Mission,
Ministry of Drinking Water and Sanitation,
4th Floor, Antyodaya Bhawan,
CGO Complex, Lodhi Road,
New Delhi 110003

 **noc to toilet ek prem katha.pdf**
483K



To,
Shri Yugal Joshi,
Director IEC,
Swachh Bharat Mission Office/Functionaries,
Ministry of Drinking Water and Sanitation,

Date: 14th May, 2018

Subject: NOC for non-commercial usage/screening of cinematograph film titled “Toilet Ek Prem Khatha” in furtherance of the Central Government’s “Swachh Bharat Abhiyan” initiative.

Dear Sir/Ma’am,

We are happy to share that Hindi language cinematograph film titled “Toilet Ek Prem Katha”, released in the year 2017, starring Akshay Kumar, Bhumi Pednekar, Anupam Kher & others, directed by Shree Narayan Singh and produced by Viacom18 Media Pvt. Ltd., KriArj Entertainment Pvt. Ltd., Friday Filmworks Private Limited and Plan C Studios LLP (“Film”), has been viewed by crores of people across the country and worldwide, and has helped generate a wave of awareness around the use of toilets in general and debunking the taboo surrounding the same, especially in rural part of India.

In order to support the Central Government’s “Swachh Bharat Abhiyan” initiative and to promote and maintain cleanliness throughout India which includes eliminating open defecation in India completely and to carry on the impactful work and help carry the positive message of the Film across the territory of India, we hereby grant you a limited license/NOC to screen the Film across the territory of India (both at the national level as well as in the states and Union Territories) on non-commercial basis, as per the following terms:

1. We hereby grant you a non-exclusive, non-transferable and limited license to screen the Film, solely on non-commercial basis, throughout the territory of India, commencing from the date of this letter, for the purpose as mentioned hereinabove. It is clarified that screening of the Film in theatres or any other commercial establishment whose primary business is to exploit cinematograph films for commercial purposes, shall be excluded from the scope of this letter/license/NOC. It is hereby clarified that you shall not be entitled to exploit the Film in any other manner apart from the manner as specified herein.
2. It is hereby clarified that you shall not, under any circumstance, have any rights to edit, delete, sub-title or dub the Film in any manner whatsoever, without our prior written approval on the same. Further, you shall not exploit/use/screen the Film (either as a whole or in parts) for commercial purposes of any nature, without our prior written approval. You shall not be entitled to make any alterations or modifications to the Film or use, exploit or alter the underlying works embodied therein nor use them on a standalone basis, beyond the scope of the present license.
3. This grant of license/NOC of the Film is strictly for non-commercial purposes only and to support the Central Government’s “Swachh Bharat Abhiyan” initiative and nothing herein confers any rights, title or ownership in the Film (including without limitation any intellectual property rights) in your favour.

FRIDAY FILMWORKS PVT. LTD.

701, Morya Landmark II, Off New Link Road, Opp Infinity Mall, Andheri (W), Mumbai 400 053, India
Telephone : +91 22 2673 3714 / 15 Email : office@fridayfilmworks.com Website : www.fridayfilmworks.com





4. It is expressly agreed that in case any applicable publishing or statutory royalties are required to be paid under law, to any copyright society or entity or authors or owners in respect of any utilization/exploitation of the Film as per this letter license, the same shall be dealt with by you in accordance with applicable law without any claim against us in any manner.
5. You shall defend and indemnify us and our agents, partners, directors, assignees, successors from any loss or damage suffered out of or in connection with any breach or default by you hereunder this letter license.
6. This letter license shall be governed by the laws of India and the courts in Mumbai shall have exclusive jurisdiction for any matters/disputes arising under this letter license. If any provision(s) of this letter license shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable to the extent reasonable considering the nature of this letter license.

For the limited license as granted herein above and to facilitate the "Swachh Bharat Abhiyan" initiative, you may purchase the original DVD of the Film as available in the open market for purposes of screening the Film as particularly stated herein.

Please sign this letter license to confirm the aforesaid understanding.

AGREED & ACCEPTED

For Friday Filmworks Pvt. Ltd.

Sudip Tewari



Mr Sudip Tewari
Director

For Ministry of Drinking Water and Sanitation

Yugal Kishore Joshi

Shri Yugal Joshi,
Director IEC,

युगल किशोर जोशी / YUGAL KISHORE JOSHI
निदेशक / Director
पेयजल एवं स्वच्छता मंत्रालय
Ministry of Drinking Water and Sanitation
भारत सरकार / Govt. of India
नई दिल्ली / New Delhi

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