

F.NO.14/1/2018-P-III(NE)
PRASAR BHARATI
(INDIA'S PUBLIC SERVICE BROADCASTER)
DIRECTORATE GENERAL: DOORDARSHAN
DOORDARSHAN BHAWAN, TOWER-A,
COPERNICUS MARG, NEW DELHI-110001

NOTICE

Doordarshan invites suggestions/comments on the proposed specifications and eligibility to undertake the channel packaging work of DD-National.

Note: This is to invite suggestions/comments from the prospective bidders so that the same could be considered by Doordarshan to be incorporated in the RFP which will be floated subsequently on Tender Wizard Portal as per GFR provisions. Please note DD has the full and final authority to accept and reject the suggestions/comments based on the analysis of facts. Specifications/ eligibility criteria is put out in public domain even before the RFP as a part of DD's initiative to enhance transparency and ensure better participation. Those who are interested may give their comments at the email: ddnational2011@gmail.com till 31st July, 2018 along with their name, name of the firm on whose behalf comments are being submitted, mailing address, mobile number and email ID.

Once, comments are received, these will be analyzed by an expert committee. Doordarshan reserves the sole right to accept or reject the suggestions/ comments. Bidders will not have any claim in respect of their submitted suggestions/observations/comments. Doordarshan is not bound to accept any suggestion/recommendation/comment.

CHANNEL PACKAGING WORK OF DD-NATIONAL

Doordarshan intends to procure graphics generation facilities with machines and manpower from a suitable agency to undertake the Channel Packaging work for its 24x7 DD-National Channel.

1. ABOUT DD-NATIONAL CHANNEL:

DD National channel is the largest terrestrial network in the world covering about 92% population and 81% land area of the country. Being a Public Service Broadcaster the channel continues to make significant contribution to accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people. It contributes to disseminate knowledge/education and information for public awareness about means of population control, family welfare, preservation of environment, ecological balance and measures for women and children welfare. It telecast programmes for children, physically handicapped and underprivileged and helps preservation of artistic and cultural heritage of the country and promotes sports.

DD National blends a healthy mix of entertainment, information and education. The service is available in terrestrial mode from 5.30 am till midnight. In the satellite mode, DD National is available round the clock. The telecast time of this composite public service channel is so devised that it caters to the needs of different viewers at different timings. The successful agency is expected to meet its dynamic needs in terms of its look & feel and packaging requirement of the Channel.

DD-National through its Kendra DDK, Delhi generates in-house and outsourced programmes under different formats/genres targeting different audiences such as youth, women, children, senior citizens etc. The programmes are produced mainly in Hindi & English languages.

2. SCOPE OF WORK

The equipments and manpower will have to be stationed on site at the following address:

Doordarshan Kendra, Delhi (Mandi House)

Interested agencies are therefore expected to bid accordingly keeping in mind that the manpower and equipments required for this Channel Packaging work should be made available at DDK Delhi, Mandi House. The successful agency is expected to cover the following Scope of Work for DD-National:

2.1 Define Channel branding.

- 2.2 Create brand template for DD-National Channel incorporating all necessary elements of Packaging and Channel identity including logo, color, graphics, fonts and Channel montage etc.
- 2.3 Create & provide support to Doordarshan in designing and executing graphics for various programs.
- 2.4 Conceive, create and deliver on-air Channel montage, Templates, Promos, Stings, Bumps, Promo Jackets, Menu Plates, Channel Branding Guide Book, Coming Up Next, You are watching etc. for all scheduled programs.
- 2.5 Conceptualizing, scripting, voicing and also provide creative inputs for promotional capsules for cross-Channel publicity and on-air insertion of bugs/graphics automatically, based on the Channel's rundown/playlist in the video server.
- 2.6 Encapsulate and re-package all telecast material on formats being used as may be required by DD-NationalChannel.
- 2.7 Create graphic transitions.
- 2.8 Create exclusive programme promos for cross Channel promotions both in audio-Video and audio formats for Radio and TV Channels.
- 2.9 Design and create graphics in Hindi and English languages used by the Channel.
- 2.10 Coordinate with DD producers and programming team in order to ensure smooth integration of graphics and look & feel elements into the programme.
- 2.11 To create and provide on-line ticker with capability of integrating LIVE data from various sources.

3. ON-SITE REQUIREMENTS:

The Agency will provide trained manpower who are knowledgeable and have expertise in high end Graphics & Edit systems with equipment and personnel on site at Doordarshan Kendra, Delhi(Mandi House, New Delhi) as per the requirements defined below. Space for working manpower and the equipments would be provided by Doordarshan Kendra, Delhi in its premises during the period of the contract.

3.1 Key Personnel, Manpower required being present on-site:

Sr. No.	Category of Staff	Number	Minimum Experience
1.	Packaging Head-cum-Brand Manager	1	Two years
2.	Film/Video Editor	1	One year
3.	Promo Editors	2	One year
4.	Graphic Artists	2	One year

***All personnel should be able to fluently speak, read and write Hindi and English languages.**

3.2 Hardware and Software:

The following hardware and software would be required for installation on-site at the following address: Doordarshan Kendra, Delhi (Mandi House, New Delhi).

- i. Two Non Linear Edit Systems similar to Adobe Premier/Final Cut Pro/Avid Media Composer/Edius or any similar professional broadcast standard non-linear Edit Systems. All machines should be connected to SAN for project sharing. All machines should be equipped with HD-SDI/SD-SDI I/O devices.
- ii. One Visual Effects and Graphics Machine with two operating consoles, one for offline and one for online generation and firing of graphics similar to already available platforms like Avid/Vizrt/Wasp 3D etc.
- iii. Portable 4 TB or higher size HDD with high speed transfer support.
- iv. Music Library of over 500 Tracks (each with duration of not less than 3 minutes) with copy rights.
- v. Still Picture library with at least 5000 high resolution pictures with copy rights.
- vi. The Agency shall mandatorily supply all graphics system described in Table-1 apart from whatever else is felt to be required (Hardware/Software) for satisfactory operation of the system.

Table-1

S/N.	Description of Graphics System	Qty.
1	Data Base Server	1
2	On-line & Off-line graphics creation Terminals	2
3	Data Entry Terminals	2
4	PCR & Ticker Delivery System Servers	2
5	PCR & Ticker Delivery Clients	2
6	Editing & Compositing machines	2
7	3D Animation & Compositing machine	1
8	Audio recording console and microphone	1
9	Audio Recording System	1
10	Final O/P at 4 BNC Ports	2
11	4K/2K/SD Video Capture Cards	2
12	Online Software Accessing License	As per requirement
13	24 Port 10 Gig Network Distribution Switches	2
14	NAS 8 TB - Storage	1

4. ELIGIBILITY CRITERIA:

Sr. No.	<u>Criteria</u>	<u>Mandatory documents to be provided by the Bidder in support of the eligibility criteria</u>
	The bidder should be a Company registered under the Companies Act, 1956 / Companies Act 2013 or a partnership registered under the Indian Partnership Act, 1932 or a sole proprietorship firm.	Self-attested copy of the Certificate of Incorporation/Registration.
	The bidder should be in existence and in business for the last 3 financial years i.e. 2015-16, 2016-17 and 2017-18.	Income Tax Returns duly filed by the bidder for the last three financial years as mentioned opposite.
2.	The bidder should have a minimum turnover of Rs. 50 lakhs in each of the last three financial years namely 2015-16, 2016-17 and 2017-18.	Copy of the audited Profit and Loss Account, Balance Sheet, Annual Report and Income Tax Return of the last three financial years namely 2015-16, 2016-17 and 2017-18.
3.	The bidder should have executed (completed works only) at least 1 project of similar nature in the last 3 financial years.	Documents supporting the claim like work orders and completion certificates should be submitted. Projects under progress would not be considered for evaluation.
	The bidder should not have been blacklisted or debarred by any Central /State Government/other Government body as on the last date of submission of the bid.	An undertaking to this effect will have to be submitted with the technical bid by the authorized signatory of the Bidder on letter head of the bidder with signature and stamp.