

**EXPRESSION OF INTEREST (EOI)  
FOR  
CHANNEL PACKAGING WORK OF DD ARUNPRABHA**

Directorate of Doordarshan proposes to invite suitable Agencies which are interested in the empanelment/selection for the channel packaging work for DD Arunprabha. Interested agencies may kindly give their comments on the details given below. Since the RFP for selection of Agencies for channel Packaging work for DD Arunprabha is being finalized shortly, the comments from probable bidders are invited for modification of the RFP suitably.

**1. SCOPE OF WORK**

DD Arunprabha will be a Niche Channel of Doordarshan and will cater to all the communities of the North-East India. In order to meet the needs of such diverse population, it will carry a variety of programs, News, programs of Agriculture, programs of public awareness, entertainment programs, films, film based programs, agricultural programs etc. The successful agency is expected to meet its dynamic needs in terms of its look & feel and packaging requirement of the Channel.

The equipment and manpower will have to be stationed on site at the following address:-Doordarshan Kendra, Itanagar,PIN-791111,(Arunachal Pradesh). The agencies are therefore expected to bid accordingly keeping in mind the manpower and equipment requirement of this channel given in subsequent paras. The successful agency is expected to cover the following scope of work for DD Arunprabha:

- 1.1 Define channel branding.
- 1.2 Create brand template for DD Arunprabha Channel incorporating all necessary elements of packaging and channel identity including logo, color, graphics, fonts channel montage etc.
- 1.3 Create & to provide support to Doordarshan in designing and executing graphics for various programs.
- 1.4 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
- 1.5 Conceptualizing, scripting, voicing and also provide creative inputs for promotional capsules for cross-channel publicity and on-air automatically

based on the channels automation run down in synchrony with the video server.

- 1.6 Encapsulate and re-package all telecast material on formats being used as may be required by DD Arunprabha Channel
- 1.7 Create graphic transition
- 1.8 Create exclusive programme promos for cross channel promotions in audio and video medium for radio and TV channels
- 1.9 Design and create graphics in Hindi & in any other language used by the Channel/required by the channel.
- 1.10 Coordinate with DD producers and programming team in order to Ensure smooth integration of graphics and look and feel element into the program.
- 1.11 To create and provide on-line ticker with capability of integrating LIVE data from various sources.

## **2. 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 Itanagar, Itanagar-791111, Arunachal Pradesh, as per the requirements defined as below. Space for working of the manpower and housing of the equipment would be provided by Doordarshan Kendra Itanagar in its premises during the period of the contract.

### **2.1 Key Personnel, Manpower and equipment requirements required to be deputed on-site at above given address:**

<b>S.NO.</b>	<b>Posts</b>	<b>Number</b>
<b>1.</b>	Packaging Head-cum-Brand Manger	<b>1</b>
<b>2.</b>	Promo Editors	<b>2</b>
<b>3.</b>	Graphic Artists	<b>3</b>
<b>4.</b>	Music & Picture library with copyright	

## 2.2 Hardware and Software:

The following hardware and software would be required to be installed on-site at the following address: Doordarshan Kendra Itanagar, Itanagar-791111, Arunachal Pradesh.

- i. Two Non Linear Editing Systems similar to or Adobe CS 6.5 with individual storage and SAN storage. All machines should be connected to SAN for project sharing. All machines should be equipped with HD-SD/SDI I/Os
- ii. Visual Effects and Graphics Machine similar to or Avid, vizrt, Vasp 3D
- iii. 3D Studio Max or similar on-dedicated high end work station.
- iv. Adobe Premier After Effects with complete suit, Adobe Illustrated on separate high end work station.
- v. Audio recording equipments for recording V.Os.
- vi. Network of all offered system.
- vii. DVD/CD Burning facility.
- viii. Portable 4 TB or higher size HDD with high speed transfer support.
- ix. Music Library of over 500 Tracks with copy rights. (With Copy Right certificate)
- x. Picture library with copy right. (With Copy Right certificate)

## 3. Eligibility Criteria:

S. No.	Criteria	Supporting documents to be provided
1.	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 or consortium of Indian/Foreign entities with their registered office in India, in existence and business for the last 3 years	Self-attested copy Certificate of Incorporation/ Registration.

2.	The bidder should have a minimum turnover of Rs. 30 lakhs in channel packaging work in each of the last three financial years namely 2015-16, 2016-17 and 2017-18.	<p>1. 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.</p> <p>2. CA certificate certifying the turnover in channel packaging work in each of the last three financial years 2015-16, 2016-17 and 2017-18.</p>
3.	Experience of working in channel packaging as envisaged in the scope of work of this document. The bidder should have executed (completed works only) at least 1 project in the last 3 years with a minimum value of Rs. 30 lakhs for the project.	Documents supporting the claim like work orders and completion certificates should be submitted. Projects under progress would not be considered for evaluation.
4.	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.
5.	The bidder should be in possession of authorised/ licensed version of online graphic system (vizrt, Vasp 3D or similar) which are compatible with DD Channel.	Documentary proof of possession of license to use the software should be given along with the bid documents.

The comments from probable bidders are invited for preparation of the RFP suitably. The comments have to be sent to the following address/email before June 20<sup>th</sup>, 2018:

**Section Officer**  
**P-III(NE), Room no 926, Tower B, Doordarshan Bhawan**  
**Copernicus Marg, New Delhi-110001**  
**Email: [dqddner@gmail.com](mailto:dqddner@gmail.com)**  
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