

File No.DDI/EOI/2021-22

**PRASAR BHARATI**  
**(India's Public Service Broadcaster)**  
**DD International**

**Invitation of Expression of Interest (EOI) towards Consultancy Service for Providing Detailed Project Report on Establishment of DD International**

**1 BACK GROUND AND OBJECTIVE**

**1.1** Doordarshan, India's Public Broadcaster and a division of Prasar Bharati (PB), is one of the largest TV broadcasters in the country. Doordarshan operates India's largest network of 91 public TV channels, India's only Free to Air DTH platform (DD Free Dish).

**1.2** Doordarshan's current global footprint is through a combination of C-Band satellite distribution, Ku band Direct to Home distribution, bi-lateral distribution arrangement with select public broadcasters in other countries, OTT and traditional cable/DTH distribution arrangements with select third parties apart from Live streaming through Prasar Bharati's global digital platform, NewsonAir as well as Live streaming and on-demand content through third party platforms like YouTube.

**1.3** In view of the strategic objective to build a global presence for Doordarshan and to establish an international voice for India, it is envisaged to establish DD International.

**1.4 Hence, this EOI is being issued for Detailed Project Report (DPR) from reputed global consultants for shortlisting, with experience in advising international broadcasters/media houses on projects of this nature.**

**1.5** Bidders will be required to submit EOI in the desired format containing detailed proposals as delineated in subsequent sections.

**2. BROAD SCOPE OF WORK AND SERVICES**

SN	Objectives	In Scope
1	To project India's point of view globally on contemporary issues of both global and domestic significance.	<ul style="list-style-type: none"> <li>• <b>Setting up Bureaus across the globe Identifying locations</b></li> <li>• Plan and roadmap for implementing the same</li> <li>• 24x7 world service streams</li> <li>• Prioritising geography specific Streams</li> <li>• Plan and roadmap for implementing the same</li> </ul>
2	To tell the India Story to a	<ul style="list-style-type: none"> <li>• <b>Content development for a</b></li> </ul>

  
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	global audience	<p><b>global audience and creating a global content library</b></p> <ul style="list-style-type: none"> <li>Identifying &amp; prioritizing key global languages</li> <li>Key functions necessary for global content development including studios and production facilities inside and outside India</li> <li>Key manpower requirements for the same in India and outside India</li> <li>Plan and roadmap for implementing the same</li> <li><b>Sponsored time-slots on key networks/platforms</b></li> <li>Identifying &amp; prioritising networks/platforms to place DD International content</li> <li>Plan and roadmap for implementing the same</li> <li><b>Distribution arrangements on major networks/platforms</b></li> <li>Identifying &amp; prioritizing distribution platforms in key geographies</li> <li>Plan &amp; roadmap for implementing the same</li> </ul>
3	Be the authoritative global media source on India through credible, exhaustive and accurate global news service	<ul style="list-style-type: none"> <li><b>Strategy &amp; roadmap for a Global News Service based on DD International content</b></li> <li>Syndication of select News reports</li> <li>Distribution of Live events</li> <li>Multi-lingual support</li> </ul>
4	Create a mind-share for India's strategic interventions within key stakeholders across the globe from a geopolitics and global economy standpoint	<ul style="list-style-type: none"> <li><b>DD International Marketing &amp; Branding Strategy &amp; roadmap</b></li> <li>Webinars/Events</li> <li>Global Awards and Annual Conference/Summit</li> <li>Global-Benchmarks/Annual Ratings/Rankings/Publication</li> <li>Celebrated Columnists</li> <li>Global Media Fellowship</li> <li>Sponsored Chairs/Research in prominent Media Institutes</li> <li>Global Media Alliance</li> </ul>
5	Talent Hub for Global Media Professionals	<ul style="list-style-type: none"> <li><b>Overall HR Strategy &amp; roadmap for DD International</b></li> <li>Attract and engage media professionals from across the globe</li> </ul>

  
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	<ul style="list-style-type: none"> <li>• International Reporters on time-sharing/free-lancing basis</li> <li>• Global Talent on rolls as Anchors/Reporters</li> <li>• Global Operations/Workforce international entity(s)</li> </ul>
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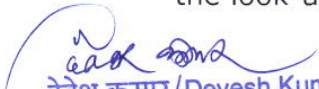
**2.1** Detailed Project Report may follow the broad suggestive format as follows,


- Title of the Project
- Background Context, Rationale and Necessity
- Strategic Objective, Concept, and Scope
- Strategy and Roadmap
  - Key elements of strategy& five-year goal setting
  - Functions, business arrangements and key partnerships to realize the same
  - Global Audience Research/ measurement arrangements
  - Global organizational design and manpower model
  - Five-year Business model (Capex, Opex, Revenue, RoI)
- Long-term Financial Viability & Sustainability (beyond five years)
- Legal & global risk
  - Compliance to labour laws and other applicable laws in key geographies of interest,
  - regulatory costs,
  - liability insurances,
  - international taxation& Forex treasury management
  - and other such matters arising from operating in a multi-geographic environment
- Budgetary Estimate of DD International Chanel
- Schedule of Implementation for DD International Channel.

## 2.2 KEY ASSUMPTIONS

The Detailed Project Report (DPR) shall ensure the proposed deliverables are based on an assessment of an international best practices followed by global media houses/ International Public Broadcasters

- a. International best practices on over-arching tone, style, editorial identity, cogent digital strategy.
- b. Harmonizing linear broadcast and digital output.
- c. Global best practices for on-air "Style Guide" that can serve as the bedrock for daily output, programming rundowns, the tonal style of anchor introductions, reporter packages and the look-and-tone of live reports.

  
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- d. Global best practices on balance between domestic Home country news versus international news.
- e. Global best practices on 24/7 programming grid capable of servicing multiple time zones to suit audiences worldwide with a "follow the sun" strategy across key regions.
- f. Global best practices on overall split between news and programming, to include a breakdown of the different genres of programs in order to meet diverse audience needs.
- g. Global best practices on multi-country bureau infrastructure and operations
- h. Global best practices in design and operation of a global Newsroom
- i. Global best practices in innovative, cost-effective alternatives to enable 24\*7 global newsroom that can efficiently break news and monitor developing stories across the globe.
- j. Global best practices in building and sustaining technical infrastructure with redundancy and disaster recovery across geographies.
- k. Assessment of labor laws and other applicable laws, regulations in target geographies and implications factored with a proposed manpower, legal, financial models.
- l. Global best practices on compensation by role, skill and experience
- m. Global best practices on Audience Research
- n. Global best practices on opportunities to build revenue while preserving the editorial integrity of DD International.

### 3 Eligibility Criteria:

**3.1** EOI may be submitted by a registered/incorporated company, firm or consortium. In case of consortium not more than three companies will be allowed and the Lead bidder should be clearly stated in the agreement. The lead bidder will be responsible for the project and must be in existence for at least three years. The lead bidder should fulfill the eligibility criteria of this EOI.

**3.2** The Bidder in order to be eligible for providing the aforesaid services, must also have the requisite Experience/ability. The bidder should have professional experience in executing a similar

  
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consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service including one for public service broadcaster encompassing multiple geographies, languages etc.

**3.3** The bidder shall have a consistent audited annual minimum turnover of Rs.100.00 crore or more (equivalent figures in other International Currencies) per year for the preceding **three years** (annual audit reports of preceding three years are required to be submitted).

**3.4** The bidder must not have been blacklisted/debarred by any Organization at any stage in last five years. (The bidder is required to submit affidavit for same)

**3.5** Certificate of incorporation, Registration, GST/Sales tax registration etc. and other related details must accompany the EOI.


**3.6** Bidder is required to submit the solution document for the scope and objectives as spelled out in this EOI document under clause 2. The solution proposed shall have the budgetary estimate and duration for launch of DD International indicated in the document. Details of Qualification, Work Experience and Number of Key Experts in the project team shall be indicated in the solution document.

**3.7** The bidder shall have ISO or any applicable equivalent certifications to ensure that management system and service procedure have all the requirements for standardization and quality assurance .

#### 4 Disqualification:

The proposal is liable to be disqualified in the following cases or in case bidder fails to meet the bidding requirements as indicated in this EOI:

- a. Proposal not submitted in accordance with the procedure and formats prescribed in this document or treated as non-conforming proposal.
  - b. Proposal is received in incomplete form.
  - c. Proposal is received after due date and time.
  - d. Proposal is not accompanied by the requisite documents.
  - e. Information submitted is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period if any.
  - f. Bidder tries to influence the proposal evaluation process

  
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by unlawful/corrupt/ fraudulent means at any point of time during the bid process.

- g. In case bidder submits multiple proposals or if common interests are found in two or more bidders, the bidders are likely to be disqualified.
- h. The bidder is irresponsible and non-cooperative such as not responding to the queries within prescribed time.

## 5 Submission of EOI:

### 5.1 The EOI must contain :

- a) Letter of Submission as per format at Annexure-I
- b) Declaration regarding acceptance of terms and conditions of the EOI and declaration of not been blacklisted by any Organization as per Annexure-II
- c) Essential information as detailed below:
  - Name & address of the agency/bidder along with supporting documents like the registration certificate, incorporation certificate etc. as applicable.
  - E-mail ID/Fax No/Telephone No (s).
  - Company's/Bidder's profile relevant to EOI.
  - Details of past experience relevant to the "Consultancy / DPR for advising Global media house/ broadcasters for such projects" as mentioned at Clause No.2 above. Documentary proof shall be submitted.
  - Case studies/reports in order to substantiate offered Specific value addition the bidder can bring to Prasar Bharati in developing the proposed DD International Channel.
  - Research/Surveys/Studies done by the bidder in the area of global broadcast media operations
  - Details of Existing partnerships in relevant geographical regions .
  - Details of Qualification, Work Experience and Number of Key Experts in the Company.
  - Copy of ISO or any equivalent

  
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certification as applicable for consultancy services.

- Documentary proof for financial standing and annual turnover as required under clause 3.3

d. The agency/bidder shall ensure that it fulfill the eligibility criteria as desired at Clause No. 3 and other essential conditions. Compliance statement of Eligibility criteria mentioning a brief note against each of the criteria along with the documents submitted as a proof is to be prepared and submitted.

Against each of the Eligibility criteria in compliance statement, the page number of the concerned supporting documents attached along with the bid must be mentioned. The claim supporting document should also have cross reference to the Para number of the Eligibility Criteria. The support documents may be certificates of awards, copies of contract documents, completion certificates from clients, documents explicitly supporting the past experience, list of existing and past clients with details of services offered, details of similar projects executed with copies of agreements & work orders, audit reports and other financial reports.

e) The EOI shall be duly signed on each page by an authorized person. Each page should be properly numbered. Documents authorizing such person must accompany the EOI. PB reserves the right to reject out rightly any EOI unsupported by proof of the signatory's authority.

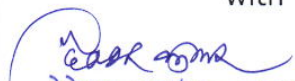
**5.2** The bidder is required to submit their Solution Document as per details at Clause No. 3.6. Presentation of the offered solution shall be delivered before the evaluation committee.


**5.3** The EOI shall be submitted online before the closing date as notified on the portal <https://parasarbharati.eproc.in>.

**5.4** EOI received after the closing date and time mentioned shall not be considered. EOI (s) sent through Post/FAX/ Email will not be entertained.

**5.5** Any amendment in the EOI document, if required, will be uploaded/published on website <https://parasarbharati.eproc.in>. All the applicants are therefore advised to regularly visit the website before submitting the EOI.

**5.6** The EOI complete in all respects must be submitted together with requisite information and annexure(s). The EOI should be free

  
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from ambiguity, change or interrelations. Incomplete EOI will not be considered and is liable to be rejected without making any further reference to the agency/ bidder.

**5.7** The EOI and any annotations or accompanying documentation must be in English language.

## **6 EOI Opening:**

**6.1** The EOI shall be opened online on the date as mentioned on e-Procurement Portal of Prasar Bharati (<https://parasarbharati.eproc.in>).

**6.2** In case of an unscheduled holiday on the closing/opening day of EOI, the next working day will be treated as the scheduled prescribed day of closing/opening of the EOI; the time notified remaining the same.

## **7 Clarifications of Proposals:**

**7.1** The EOI proposals shall be evaluated on the basis of the proposal and the supporting documents submitted by the agency/bidder. PB shall not be under any obligation to seek any further information or clarifications.

**7.2** Without prejudice to the above, in order to assist in the evaluation of proposal, PB may, at its sole discretion, ask any agency for any clarification on its proposal. Such clarifications shall be submitted within the stipulated time.

**7.3** The agency/bidder must also be prepared for a presentation of the offered proposal before the evaluation committee.

**7.4** If the agency does not provide clarifications requested for by the date and time set forth in such request for clarification, its proposal shall be evaluated based on the information submitted in the EOI in the first instance and documents provided therewith.

**7.5** It is clarified that the agency shall not have the right to submit any additional information or material subsequent to the date of submission of EOI on its own. It is therefore essential to ensure that all the details are provided fully in the first instance.

## **8 Evaluation/ Scrutiny of EOIs:**

**8.1** EOI proposals received by the prescribed date and time shall be considered and evaluated by a duly constituted committee.

**8.2** Evaluation/ Scrutiny of EOIs shall be based on:

  
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ADITYA CHATURVEDI  
इंजीनी (के.अ.)/DDG (C.Arch.)



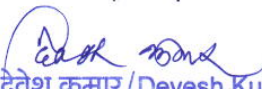
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- i. Information and details submitted, the documents annexed thereto and clarifications provided, if any.
- ii. Assessment of the capability of the bidder based on past record and financial standing.
- iii. Offered solution Document in order to meet the objectives/scope.
- iv. The presentation delivered by the bidder before the committee.
- v. PB shall communicate qualified bidder by Post/Fax/ E-mail. However, it would not constitute a contract between the parties.

**8.3 EVALUATION CRITERIA**

1. The Evaluation would be done in a transparent manner through a Jury process by constituting a committee. The composition of the committee shall be decided by Prasar Bharati.
2. The entity should submit their point-wise comments on the Broad Scope of Services for this EOI described under clause No. 2.
3. Each proposal will be assessed on the basis of the following criteria:-

SI no.	Evaluation Criteria	Sub Criteria		Scoring Marks	Max Marks
1	Professional Experience	Client references of the similar projects undertaken by the bidder	30	1 to 5 projects	50
			@4 marks per project	5-10 projects	
		No of years of experience in Consultancy	5	5-10 years	
	10	More than 10 years			
2	Solution Proposed/ Presentation	1.Solution document/POC 2.Estimated cost of project 3.Duration of project			20

  
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		4. Case studies			
4	General Profile of qualification , experience and number of Key staff	Qualification	5		20
		Experience	10		
		No of key staff	5		
				<b>Total</b>	<b>100</b>

4. Bidder shall be declared qualified if they obtained equal to or more than 75 out of 100.

#### 9 Stage Subsequent to EOI:

**9.1** After evaluation of EOI, qualified bidders will be intimated.

**9.2** The RFP/tender for hiring of a global consultant for establishment of DD International will be prepared based on input received through this EOI and subsequently consultation with the qualified bidders. The RFP/tender will be issued to qualified bidders of this EOI only.

#### 10 Address for Correspondence:

Assistant Engineer,  
Room No. 401,  
Purchase Cell, Doordarshan  
Doordarshan Bhawan, Tower, 'A'  
Copernicus Marg  
New Delhi-110 001

All correspondence shall bear reference to the Invitation for EOI document number.

#### 11 General Terms:

**11.1** The validity period of the EOI shall be for 120 days from the date of its opening.

**11.2** A pre-bid meeting will be held before the last date of submission of EOI to clarify concerns of prospective applicants in respect of scope of work and any other details of the EOI document. The venue and date of the pre-bid meeting will be notified on website **www.prasarbharati.eproc.in**. Applicants willing to participate in the pre-bid meeting must send their names and queries in writing or through email at least four days before the date of pre-bid meeting.

**11.3** It is expressly made clear that mere submission of EOI by an agency, whether eligible or ineligible, shall not confer any right

  
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whatsoever on any such agency/bidder.

**11.4** Any EOI submitted by an agency, which fails to satisfy the eligibility requirements set out in Sr. No. 3 above, shall not be considered and summarily rejected.

**11.5** Neither the issue of this Invitation for EOI nor any part of its contents is to be taken as any form of commitment or acknowledgement on the part of PB to proceed with EOI or any agency/bidder.

**11.6** Prasar Bharati reserves the right to annul or terminate the process or reject any or all EOI at any time or stage without assigning any reason.

**11.7** Prasar Bharati reserves the right and absolute discretion at any time and without any liability whatsoever, to amend, vary, waive and/or modify any or all of the terms and conditions of this invitation for EOI without assigning any reason whatsoever.

**11.8** Prasar Bharati shall in no circumstance whatsoever, be responsible or liable in any manner whatsoever, for any costs or expenses incurred or any loss suffered by the agency, in connection with or in consequence of the preparation or delivery of any EOI, or compliance with any of the requirements of the invitation for EOI or presentation made to PB or in any other manner.

**11.9** Any suppression or misrepresentation of a material fact shall result in disqualification of the agency/bidder.

**11.10** In case any clarification is sought by PB after opening of EOIs, the reply of the agency should be restricted to the clarification sought.

**11.11** Canvassing in any form shall render the EOI liable to be rejected.

**11.12** The agency shall be deemed to have read and duly considered all terms and conditions of this EOI document and must acknowledge that it intends to submit an EOI in accordance with the provisions of this document having accepted the terms and conditions as have been incorporated herein and/or that may be incorporated by PB through any addendum (s).

**11.13** Each agency irrevocably and unconditionally accepts and agrees that by submitting an EOI:

(i) It agrees to be bound by the terms, conditions and obligations set out in this Invitation for EOI document

  
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together with such other terms and conditions as PB may, in its sole discretion.

(ii) It has read and understood, and agrees and accepts, the provisions and procedures, and terms and conditions (including the outcome) of this Invitation for EOI.

(iii) It agrees that the offer shall remain valid till the expiry of the validity period as specified in this Invitation for EOI or any extension thereof.

**11.14** The decision of PB shall be final while finalizing the EOI.

**11.15** The agency would be fully responsible to follow all relevant laws/legislations as applicable in India and PB will not be responsible for any default/ violation of any law by it.

**11.16** The EOI shall be governed in all respects by the laws of India and shall be subject to the jurisdiction of Delhi courts.

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## Annexure - I

## LETTER OF SUBMISSION

*[On the Letterhead of the agency including full Postal address, and telephone, facsimile and e-mail address]*

Reference No. \_\_\_\_\_

Date: \_\_\_\_\_

To:

Purchase Cell, Doordarshan  
Doordarshan Bhawan  
Copernicus Marg  
New Delhi-110 001


Subject: An Invitation for Expression of Interest (EOI) towards Consultancy Service for Providing Detailed Project Report on Establishment of DD International

Sir,

Having examined the details given in EOI document for the above project, we

\_\_\_\_\_ hereby submit

  
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निदेशक (अभि०)/Director (Engg.)

  
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the relevant information for considering our Expression of Interest (EOI) towards Consultancy Service for Providing Detailed Project Report on Establishment of DD International.

- We hereby certify that all the statements made and information supplied in the enclosed forms and accompanying statements are true and correct.
- We have furnished all information and details necessary for EOI and have no further pertinent information to supply.
- We also authorize PB or his authorized representative to approach individuals, employers and entities to verify our competence and general reputation. We submit the following documents in support of eligibility criteria.

Signature/Name of the Authorized Signatory

Seal of Company

Date of submission:

Details of Submitted Enclosures:

(Complete index of documents along with page number to be linked up)

**Annexure - II**

**Declaration Regarding Acceptance of Terms & Conditions contained in the Expression of Interest (EOI) Document and Declaration Regarding Clean Track Record**


[On the Letterhead of the Entity including full postal address, and telephone, facsimile and e-mail address]

Reference No. \_\_\_\_\_

Date: \_\_\_\_\_

To:

Purchase Cell, Doordarshan  
Doordarshan Bhawan

  
देवेश कुमार/Devesh Kumar  
निदेशक (अभि०)/Director (Engg.)

  
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Copernicus Marg  
New Delhi-110 001

Sir,

We have carefully gone through the Terms & Conditions contained in the EOI Document regarding applications for Expression of Interest (EOI) towards Consultancy Service for Providing Detailed Project Report on Establishment of DD International.


We declare that all the provisions of this EOI Document are acceptable to us. We also declare that we have not been debarred / black listed by any Government / Organization in any Country.

It is further certified that the signatory to this document is the authorized signatory and, therefore, competent to make this declaration.

Yours truly,

Signature/Name of the Authorized Signatory

Seal of the Company

  
देवेश कुमार/Devesh Kumar  
निदेशक (अभि०)/Director (Engg.)

  
आदित्य चतुर्वेदी  
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Signature Not Verified

Digitally signed by DEVESH  
KUMAR  
Date: 2021.06.03 19:45:06 IST

