

E-mail
Clarifications/Amendment

PRASAR BHARATI
(India's Public Service Broadcaster)
DIRECTORATE GENERAL: DOORDARSHAN
DOORDARSHAN BHAWAN, COPERNICUS MARG,
NEW DELHI – 110001

F. No. EOI-01/2021-22 E1 (P) TV

08/07/2021

M/s**Prospective bidders**.....

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

Ref: -1. DG: DD Tender No. EOI-01/2021-22 E1 (P) TV

2. Pre bid Conference held on 29.06.2021 vide VC.

Sir,

References above the following Clarification/Amendment for EOI for An invitation for Expression of Interest (EOI) towards Consultancy Service for Providing Detailed Project Report on Establishment of DD International are hereby authorized.

- i. Clarification/Comments dated 08.07.2021 (Annexure –A)
- ii. Amendment/Modifications dated 08.07.2021 (Annexure –B)

All prospective bidders may submit their offer as per clarification/ amendment as above.

All other terms & conditions of the tender remain unchanged.

Encl.: As above

(Prabhat Kumar Singh)

Assistant Engineer)

For Director General

Tele/ Fax +91- 11- 2311 4401

ddpurchase401@yahoo.co.in

Comments on the queries received during pre-bid conference for invitation of EOI towards consultancy services for establishment of DD International.

1- M/s Broadcast Engineering Consultants India Limited

| Section Name / Section Number | Content of EoI requiring Clarification(s) | Points of Clarification | Comments by PB |
|-------------------------------|--|--|--|
| 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 fulfil the eligibility criteria of this EOI. | Request you to kindly amend the said clause: 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 or any consortium partner should fulfil the eligibility criteria of this EOI. | Clause 3.1 amended as 3.1(a) 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 five years. 3.1 (b) In case of bidding by Consortium, the lead bidder or any consortium partner may fulfil the Eligibility criteria as spelt in clause 3 , however the lead bidder should have professional experience in executing a similar consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service encompassing multiple geographies, languages etc. |
| Eligibility Criteria (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 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. | Request you to kindly amend the said clause: The Lead Bidder/ Consortium partner in order to be eligible for providing the aforesaid services, must also have the requisite Experience/ability. The Lead bidder/ Consortium Partner should have professional experience in executing a similar 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. | Clause 3.2 is amended as 3.2(a) 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 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. 3.2(b) In case of bidding by Consortium, the lead bidder should have professional experience in executing a similar consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service encompassing multiple geographies, languages etc. |

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2. M/s Master Media FZ LLC, Abu Dhabi, UAE

| Section Name / Section Number | Content of EoI requiring Clarification(s) | Points of Clarification | Comments by PB |
|-------------------------------|--|--|--|
| -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. <i>The lead bidder should fulfil the eligibility criteria of the EOI.</i> | <p>Request you to kindly amend the said clause:</p> <p>The Lead Lead Bidder/ Consortium partner in order to be eligible for providing the aforesaid services, must also have the requisite Experience/ability. The reason for the requested change is that since a consortium is being allowed with the intention that a particular consortium member may not fulfil the entire eligibility criteria, hence the entire consortium members together will fulfil the eligibility criteria as stipulated in your EOI.</p> <p>2. When is the RFP expected to be issued after the EoI closing date? and what is the envisaged duration of the RFP process from time of release to submission then award?</p> <p>3. What is the envisaged duration of the consultancy engagement from time of award until providing all the deliverables (DPR and other documentation)?</p> <p>4. Is it expected that the appointed consultants be involved in the implementation of the to-be-proposed strategies and recommendations in the Detailed Project Report?</p> <p>5. How much of the consultancy works are expected to be performed in person in India vs. remotely?</p> | <p>Clause 3.1 is amended as, “3.1(a) 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 five years.</p> <p>3.1 (b) In case of bidding by Consortium, the lead bidder or any consortium partner may fulfil the Eligibility criteria as spelt in clause 3, however the lead bidder should have professional experience in executing a similar consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service encompassing multiple geographies, languages etc.”</p> <p>2. The EOI must be finalised within one month of closing date, RFP may be issued soon after shortlisting of consultants through EOI. RFP is also targeted to be finalised within two months of issue.</p> <p>3. It should ideally be six months</p> <p>4. Not yet decided</p> <p>5. Not decided, it may be defined in DPR</p> |

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| 3. M/s EY LLP, Media – Consulting practice (Africa, India, Middle East) Gurugram, India -122001 | | | |
|---|---|---|--|
| Section Name / Section Number | Content of EoI requiring Clarification(s) | Points of Clarification | Comments by PB |
| Scope of work and services | | Will the need be to identify which distribution model works best in each geography, or is broadcast sacrosanct for all identified geographies? 1. Only broadcast – channel / time slot 2. Only digital 3. Broadcast + Digital, etc | The distribution model in each geography needs to be identified and spelt out in DPR. Broadcast + Digital will be preferred mode |
| Scope of work and services | | Any internal DD expectation of audience spread to be targeted? Is it only Indian diaspora living abroad and, or local nationality is also the target audience | Target Audience in order of preference will be 1. The opinion makers 2. Indian diaspora 3. Others including local nationality |
| Scope of work and services | | Is it to be in only English language, or multiple languages is considered? Please provide what other Indian languages and foreign languages are envisaged | English will be preferred language initially; however, DPR should include roadmap for choices of languages as per International Practices. |
| Scope of work and services | | We understand that you planning to setup bureaus across the geography. However, for the production/ post production are you planning to create a centralized shared service based in India or it will be decentralized | Centralized shared service is preferred. However, DPR should include provisions as per International Practices |
| Scope of work and services | | Will the editorial teams (top level) be separate of existing DD News set-up? Or is it to be part of recommendation? This impacts the Int'l journalist that you will target to hire. | There will be dedicated team for DD International |


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


 आदित्य चतुर्वेदी/ADITYA CHATURVEDI
 उप महानिदेशक (केन्द्रीय अभिलेखागार)
 Dy. Director General (Central Archives)
 आकाशवाणी भवन, नई दिल्ली
 Akashvani Bhawan, New Delhi

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| | | | |
|----------------------------|--|--|--|
| Scope of work and services | | What are specific desired KPIs around: 1. Reach 2. Ratings / time spent / rankings / etc 3. Profitability / budget constraints if any | Desired KPIs will be reach and influence in terms of engagement of target audience. |
| Scope of work and services | | We would need to understand the existing infrastructure that DD has globally, which can be used in the project, or the expectation is to set-up everything new? Please share the details | There is no such infrastructure which can be used in the present, Everything has to be set up new. |
| Scope of work and services | | We understand that the existing library/archives of content with DD (across languages) can be used for this channel and it's programs. Please confirm. | Existing Library/Archives of content of PB can be used as per requirement |
| Scope of work and services | | How many years should the business plan / projection need to cover? Do we know any benchmark of P&L break-even or returns that Govt/DD usually look at | 10 years P&L, break even and returns projections should be at par with international practices for similar channels |
| Key assumptions | | What is the split between news and other genres of programming you envisage in order to meet diverse audience needs. What non-news program genres you planning. Does it has to be sacrosanct irrespective of geography. | Content will be 80% News and News based programme and 20 % Culture and other soft power-based programme. DPR should further be more specific on it based on objectives and target audience. |
| Submission of EOI | | Details of Existing partnerships in relevant geographical regions like South East Asia etc. 1. Please elaborate all the geographical regions 2. Please elaborate what partnerships we referring here. is it consulting, media tech, implementation, distribution | 1. It is a requirement for participant to submit details of existing partnership/ contract in relevant geographical regions. South east Asia was written as an example . In whatsoever regions participant have partnership may submit same, no restriction here for any geographical region. 2. Here we are referring to consulting partnerships |

Comments on the queries received during pre-bid conference for invitation of EoI towards consultancy services for establishment of DD International.

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| Evaluation criteria | | Professional experience – client references of the similar project undertaken. 1. Please clarify what documentation is required. Is the Work order/ engagement letter suffice for this criteria 2. Can we share the in-progress projects too or only completed projects 3. If completed projects, then how much in recent past we should have completed the project (i.e. last 5 years) 4. Can we add international client references too | 1. Work order / engagement letter along with performance report is required to be submitted 2. Details of both In progress and completed projects must be given 3. There is no limit of time period for past experience. But it is mandatory that participant is currently in the business. 4. Yes International client reference is the essential requirement |
| Evaluation criteria | | 1. Please share the detailed qualification and experience criteria of the project staff required for the project. 2. Please explain what we mean by no. of staff. Is there a minimum staff count as per you required for the project | 1.It is the evaluation criteria participant are required to submit the details of qualification and experience of the proposed project team. There is no restriction from PB. 2. This clause has been amended |
| General | | What is your expected timelines from the consulting company to complete this project? | 3-4 months for DPR |
| General | | What is the expected start date of the project? | DPR should bring out the roadmap for implementation. Targeted + date for award of RFP is 1st Oct 2021 |

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| 4. M/s RITES Ltd., Laxmi Nagar, Delhi | | | |
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| Eligibility Criteria (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 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. | Request you to kindly modify the said clause: The Lead bidder / Consortium partner in order to be eligible for providing the aforesaid services, must also have the requisite Experience / ability. The Lead bidder / Consortium Partner should have professional experience in executing a similar 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. | Clause 3.2 is amended as 3.2(a) 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 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. 3.2(b) In case of bidding by Consortium, the lead bidder should have professional experience in executing a similar consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service encompassing multiple geographies, languages etc. |


 देवेश कुमार/Devesh Kumar
 निदेशक (अभि०)/Director (Engg.)
 08.07.2021


 आदित्य चतुर्वेदी/ADITYA CHATURVEDI
 उप महानिदेशक (केन्द्रीय अभिलेखागार)
 Dy. Director General (Central Archives)
 आकाशवाणी भवन, नई दिल्ली
 Akashvani Bhawan, New Delhi

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| Sh. Amit Dev, Andheri (West), Mumbai | | | |
|--|---|---|--|
| Section Name / Section Number | Content of EoI requiring Clarification(s) | Points of Clarification | Comments by PB |
| | | "Any Global consultant would be directly qualified to join as Lead-bidder, after fulfilling all Eligibility criteria or Requirement Pattern" or still need two Indian associates, as the Consortium proposal indicates, if the Project owner so indicates, in the formal Reply to this Query forwarded. | Any global consultant who fulfils the eligibility criteria would be directly qualified to participate as a bidder or as a lead bidder in case of bidding through Consortium. There is no need for Indian associates. |
| M/s Shaf Broadcast Pvt. Ltd. (Sh. M K Ayyappan, Manager) | | | |
| Section Name / Section Number | Content of RFP requiring Clarification(s) | Points of Clarification | Comments by PB |
| | | Request for provide VC Link | |



 08.07.2021
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 निदेशक (अभि०)/Director (Engg.)



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 उप महानिदेशक (केन्द्रीय अभिलेखागार)
 Dy. Director General (Central Archives)
 आकाशवाणी भवन, नई दिल्ली
 Akashvani Bhawan, New Delhi

| S No | Clause | Existing | Modified |
|------|--------|---|--|
| 1. | 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 fulfil the eligibility criteria of this EOI. | 3.1(a) 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 five years. 3.1 (b) In case of bidding by Consortium, the lead bidder or any consortium partner may fulfil the Eligibility criteria, however the lead bidder should have professional experience in executing a similar consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service encompassing multiple geographies, languages etc. |
| | 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 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. | 3.2(a) 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 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. 3.2(b) In case of bidding by Consortium, the lead bidder should have professional experience in executing a similar consultancy/advisory project in developing strategy/ operating model for setting up an international broadcast media service encompassing multiple geographies, languages etc. |
| | 9.3 | | RFP evaluation shall be based on Quality cum Cost-Based Selection (QCBS) – Evaluation based on the cost committed by the bidder and the technical qualification of the bidder. |

8.3.3 Each proposal will be assessed on the basis of the following criteria

| Sl no. | Evaluation Criteria | Sub Criteria | Scoring criteria | Scoring Marks | Max Marks |
|--------|---------------------------------|--|--|---------------|-----------|
| 1 | Professional Experience | Client references of the similar projects undertaken by the bidder | 1- 5 projects | 30 | 50 |
| | | | More than 5 projects | 20 | |
| | | No of years of experience in Consultancy of similar projects | 5-10 years | 5 | 10 |
| | | | More than 10 years | 10 | |
| 2 | Solution Proposed/ Presentation | Solution document/POC with a proper projection of Budgetary cost of Channel, Duration for launch of channel and Case studies | Presentation on POC Case studies Budgetary cost of channel Duration for launch General Profile of Key team members | | 40 |


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