

RFP DOCUMENT

Consultancy for Preparation of Detailed Project Report (DPR) for Science Channel Project

Dated: 08/10/2020 VP/SOT/1021/India Science/DPR/2020



VigyanPrasar

(An Autonomous Organization of Department of Science and Technology Govt of India)

A-50, Institutional Area, Sector- 62

Noida (UP) 201309

www.vigyanprasar.gov.in

Sub: Consultancy for Planning & Preparation of DPR (Phase II) Science Channel project of Department of Science and Technology implement and managed by Vigyan Prasar.

The RFP Document can be downloaded from the Vigyan Prasar website www.vigyanprasar.gov.in under the title “Tenders” from 08.10.2020, onwards. A payment of non refundable document fee Rs. 1000 through online mode/DD issued from any Scheduled/ Nationalized bank favoring “Vigyan Prasar payable at Delhi, shall be submitted at the time of submission of bid along with technical bid. The tender fee is to be given only if the tender document is procured from Vigyan Prasar in hard copy.

1	India Science Project- OTT science Channel	DPR for Next 5 years
2	Location	Vigyan Prasar-A-50 Institutional Area Sector-62 Noida (UP)
3.	Work completion duration	25 Days from the date of entrustment of work
4	Cost of Document	Rs.1000 (In case of hard copy I procured in hard copy from Vigyan Prasar otherwise NIL) (non-refundable and non-adjustable)
5	Date of issue of RFP document	08/10/2020
6	Closing date & time of receipt of Document & Venue	16/10/2020 AT 11:00 HRS
7	Date & time of opening of Sealed Cover-I (Eligibility Documents)	16/10/2020 AT 11:30 HRS
8	Date of opening of Sealed cover-II Financial Bid of eligible agencies	To be intimated later

Vigyan Prasar (VP) invites proposals from reputed Consultancy firms/ Professional consultants for **Preparation of DPR for Science Channel Project.**

1.0 Introduction

Vigyan Prasar (VP) is an autonomous organization of the Department of Science and Technology, Govt. of India. The main objective of VP is to popularize science among common people. VP intends to disseminate information on the capabilities and achievements of Indian Science and Technology sector on continuous basis through high quality, educative, easily understandable, informative, science video programs in interesting formats. Department of Science and Technology, Govt of India in 2019 launched country's dedicated science channel as OTT channel called **INDIA SCIENCE**, a 24x7 internet-based TV Channel and DD Science as one hour slot on DD National. The channel is curated and managed by VP and funded by National Council of Science and Technology Communication-a division of Department of Science and Technology, Govt of India.

The channel is infotainment and educational in nature aimed at spreading awareness and scientific temper among the masses. India Science is accessible on the following platforms:

- www.indiascience.in
- Google Play store for Android
- Apple Playstore for iOS
- Reliance JioTV+, Jio Set Top Box (JioStore), JioChat
- Youtube (www.youtube.com/channel/UCOS_nAtvIg26Qrv7UNC8kzw)
- Facebook (www.facebook.com/indiasciencetv)

The channel is useful for students, teachers, scientists, research scholars, professionals, and anyone else who is interested in science and technology. The channel contains films on a variety of science subjects, both on a scheduled play 24x7 as well as video-on-demand. The science

channel was started initially for the period of two years .The objective of the proposal is to prepare Detailed Project Report (Phase-II), based on the present learning, for submission to Department of Science and Technology for the extension of the project for the period of next five years.

2.0 Scope of Work

1. The consultant will prepare a Detailed Project Report (DPR). The DPR should have view point of stakeholder i.e. scientist from various labs ,Academia, Technologists, Senior Journalist, Media professionals from television industry, media professionals etc & should also duly factoring the feedback received; the milestones achieved, and various learning gathers during the operation of the channel.
2. The DPR should be based on the latest industry best practices.
3. The consultant will also collect a feedback of India Science from different viewers to understand their needs and expectations. Based on their feedback and suggestions new strategy will be proposed.
4. The DPR (phase II) will include various aspect related to the establishment of science channel like need assessment of science channel, OTT and its future; Vision Statement; Technology required to run the channel; Architecture; Work flow for India Science operations; Content Production policies considering Govt rules and regulations (In-house, Outsource, Empanelled agencies Acquisitions, Collaborative project with other departments and others) strategy; Studio operation and its management; Packaging and Capsuling; Streaming, Hosting, server and cloud management; EPG preparation; Telecast/Webcast Scheduling; Storage and Archival management; Live programing; Channel management; Manpower projection with requisite education and experiences, Graphics, Animation facility; Hardware, Software and other equipment with their accessories; Marketing/Outreach for the channel; feedback and analytics; Monetization, Budget Planning etc. There are only indicative points. The DPR, however, should be comprehensive & cover all aspects relating to setting up and operation of a science channel on various available models such as OTT, APP, DTH etc.

5. The DPR will also project the complete planning to enhance the production of content spreading in five years period.
6. The DPR will indicate the requirements (operation, manpower and budget) to push the content for any DTH channel like on DD free dish.
7. The DPR is to be submitted within 25 days' time. After getting the approval from Vigyan Prasar the consultant will submit 5 copies of the final DPR in print and soft copy.
8. The selected bidder will be responsible to assist VP & the Sr. Consultant, Media to get the DPR approved from the respective department/ministry. The selected bidder will also be under obligation to incorporate all necessary suggestions/ modifications suggested by the department/ministry.
9. The selected bidder will define all workflow mechanism, designs, policies, procedures, forms requirement of Hardware, Software and Manpower as per the latest television/OTT standard and these are aligned with GFR rules.
10. The DPR should be aligned with the provisions of GFR/GOI & CVC directives.
11. The selected bidder shall be under obligation for preparation of EFC/SFC/ prepare if required.

3.0 Submission of Bids

The bid shall be submitted in one big, sealed envelope super-scribed "Consultancy firms/ Professional consultants for Planning & Preparation of DPR for "India Science"-24x7 OTT Science Channel." containing following two envelopes: -

- (a) Envelope-I, duly super-scribed "Technical Bid" containing
 - (i) Declaration by bidders as per section 2.
 - (ii) List of technical Staff/Key Personal.
 - (iii) Documents in support of Technical qualification (Registration, PAN, GST, Experience, Key Personal profiles)
 - (iv) Documents in support of eligibility criteria

- (v) All pages of entire RFP document duly signed by authorize person.
- (vi) The Technical bid should be accompanied with an Earnest Money Deposit (EMD) of Rs.25000/ and Non-refundable tender fee of Rs.1000.00 (To be paid in case of procurement of tender document in hard copy from VP) in the form of DD, drawn in favour of "Vigyan Prasar", payable at Delhi or can be paid online by NEFT/RTGS/IMPS to Vigyan Prasar account as detailed below (kindly submit details of NEFT with the proposal):-

Account Name-VIGYAN PRASAR

Bank Name - UNION BANK OF INDIA.

Bank A/c no: 349902010040204.

IFSC Code - UBIN0534994.

Bank Address - SAFDARJANG DEVELOPMENT AREA,
C-4, COMMUNITY CENTRE, NEW DELHI - 110016

- (b) Envelope-II, duly super-scribed "Financial Bid" containing financial quote for Consultancy firms/ Professional consultants for **Planning & Preparation of DPR for Science Channel Project** as per **Annexure-III**.
- (c) The complete proposal (Envelop I & II) may be submitted in a **sealed cover** addressed to '**Registrar, Vigyan Prasar, A-50, Institutional area, Sector 62, NOIDA 201307** with the envelope marked "**Preparation of DPR for Science Channel Project** Unsealed and unmarked covers would be rejected. The last date of submission of the proposal is **16 October 2020**.

4.0 INSTRUCTIONS /GUIDELINES

The Vigyan Prasar shall adopt following the two Bid system to evaluate the bids received.

- 4.1 The submission of the bid would imply that the bidder has carefully read and agreed to the terms and conditions contained in this bid document.
- 4.2 The assignment entails performance by the consultant in preparation of DPR and certifying the correctness of work as per the plan as per

television channel standards.

- 4.3 The bid for the work shall remain open for acceptance for a period of 90 (ninety) days from the date of submission of the bids, which may be extended by mutual agreement and the consultant shall not cancel or withdraw the offer during this period.
- 4.4 This bid document shall form part of the contract agreement.
- 4.5 The successful Consultant shall submit the Performance Guarantee within 07 days of work award.
- 4.6 Vigyan Prasar is not bound to accept any of the proposals submitted and reserves the right to reject any or all proposals without assigning any reasons thereof.
- 4.7 If the Consultant is an individual or proprietary firm, the bid shall be signed by the individual /proprietor. In the event of the bid being submitted by a partnership firm, it must be signed by each Partner thereof or in the event of absence of any partner, it must be signed on his behalf by a person holding a power-of attorney authorizing him to do so, such power of attorney to be produced with the bid, and it must disclose that the firm is duly registered under the Indian Partnership Act.
- 4.8 A certified copy of the partnership deed, Form A from Registrar of Firms, contact details and current address of all the partners of the firm shall also accompany the bid.
- 4.9 Where the consultant is a partnership firm, the prior approval in writing of the Director, VP shall be obtained before any change is made in the constitution of the firm. Where the consultant is an individual or a Hindu undivided family business concern such approval as previously mentioned shall likewise be obtained before the consultant enters into any partnership agreement where-under the partnership firm would have the right to carry out the works hereby undertaken by the consultant.
- 4.10 If the Consultant is a limited company, the bid shall be signed by a duly authorized person for signing such bids.

5.0 Eligibility Criteria

The bidder should have following eligibility criteria.

- 5.1 Any reputed Indian consultancy firm (Govt/ PSU /Private Ltd / Private etc.) have an with similar experience of 5 years may apply in bid process.
- 5.2 The Consultant must have prepared at least one DPR for establishing a 24x7 Television Channel or other digital platform similar to OTT in the last five year.
- 5.3 The bidder should have average annual financial turnover Rs 10.00 Lakh in last three years. Certificate from CA is a must in support of this aspect. The last five financial years will be year **(i)** 2020-19 **(ii)** 2019-18 **(iii)** 2018-17 respectively.

6.0 Project Consultant and its Team

- 6.1 The Consultants shall be required to form a multi-disciplinary team for this assignment. The consultant team shall be manned by adequate number of experts with relevant experience in the execution of similar detailed design assignments.
- 6.2 List of suggested key personnel to be furnished by the consultant,

7.0 Evaluation of Bids: -

- 7.1 The Bids received in a sealed envelope from interested firms shall be evaluated on the following basis:

7.2 Technical Bid

The Envelope one of technical bid containing the document fee and bid security shall be opened first. In case the requisite document fee bid security is not found enclosed, the bid shall be considered non-responsive and second envelope of Technical bid of the bidder shall not be opened & returned unopened. Evaluation of Technical bill be done based on documents (i) Registered name and address of the firm (ii) Copy of PAN card/Service Tax no. of the firm.(iii) List of Similar nature of work completed in the last 5years. (iv) Annual Average Turnover of the last 3 years duly certified by CA (v) Works in Hand (vi) Details of Key Personnel (vii) Appreciation letter, if any. Firms who have submitted the

above shall be called for a Technical Presentation (online/offline) which shall be evaluated based on understanding of the project

(Note: Experience of work without supporting client's certificate shall not be considered. The Bidder are requested to submit all Documents/Certificates, work orders etc to justify their experience related to RFP. The bidders who qualified technically will be eligible for opening of their financial bid)

Technical evaluation will be done on the basis of company's experience of similar work and presentation.

7.3 Financial Bid

The Financial Bid should contain the complete bid document with duly filled in Schedule of at Annexure II, the Quote. The evaluation of the bids shall be done on the least cost (L1) basis. The consultancy fees to be quoted in lump sum rounded off to the nearest thousand rupees. The Financial Bid will be opened only for those who qualify in the technical evaluation.

8.0 Time period and service conditions for the consultant

- i) Time period envisaged for the project is **25 days from the date of entrustment of work** for submission of DPR from date of signing of contract. All works, final reports and documentation shall be completed within this time schedule.
- ii) If the project delayed by any reasons what so ever, no additional cost will be payable to the consultant for these services.
- iii) Vigyan Prasara shall arrange to give approval on all parts of reports, drawings, budget and recommendations and other matter and proposals submitted for decision by the Consultant in a reasonable timeframe.
- iv) The Consultancy Firm will arrange a brainstorming/consultation meeting with the all stakeholders to invite creative ideas and suggestions for planning (science programmes planning, programme scheduling, storage and archival management and other infrastructure support) purpose starting from date of commencement

consultancy contract.

- v) The Consultant shall carry out the services with due diligence and efficiency and in conformity with sound TV Channel Planning, Programming, Engineering, Administrative and Financial practices. They shall execute and complete the work in all respects to the satisfaction of the Vigyan Prasar and do all other things required to be done for such execution and completion.
- vi) The Consultant shall promptly furnish to the Vigyan Prasar such information relating to the services and the projects as the Vigyan Prasar may require from time to time reasonably.
- vii) The detail project report will shall be submitted by the consultant to Vigyan Prasar. The report will contain the complete planning and procedures for establishing and revamping the running 24X7 science OTT channel & rolling out science channel on other available platforms which include the audience/viewer survey to consider their opinion into the planning, technological requirement to establish the channel and its architecture; work flow and planning for production (inhouse, outsource, acquisitions etc.) of scientific content, studio and its management, equipment's and other related accessories, a Fix Point Chart (FPC), Programme Scheduling (EPG), strategy for marking/outreach for the channel, Manpower Requirement (Qualification, Skill Set, Experiences), Channel Management Structure, FCT or Other monetization plan. Budget requirement, Content storage and its archival management and other which is required for channel operations. The consultancy firm will also suggest the requirement and budget for establishing 24x7 channel at DTH for example DD Free dish.
- viii) The Final Report, as required incorporating all revisions deemed relevant following receipt of the comments from VP / DST or any agency involved in the process of finalization of the draft Report and comments of other statutory bodies must be submitted.
- ix) During entire period of services, the Consultant shall interact continuously with VPas per the contract and provide any clarification as regards methods being followed any carry out modification as suggested by VP. A programme of various activities

shall be provided to VP and prior intimation shall be given to VP regarding start of key activities.

- x) The consultant is required to certify that all points mentions in reports are as per the standards guidelines and practices for the running of channel.
- xi) All equipment, software and books etc. required for satisfactory services for this project shall be obtained by the Consultant at their own cost.
- xii) The selected firm/ company has to submit 10% of performance guarantee to Vigyan Prasar before starting the work.

9.0 Payment Terms :

- Payment to selected bidder will be done after getting the DPR successfully as per the scope of work. As follows:-
 - (i) 50% on submission of report to Vigyan Prasar
 - (ii) 50% on acceptance of report by DST & submission of all deliverables

10.0 Other Terms and conditions

- The work order will be given to the firm for the period of one month. Further extension will be given based on requirement of work or circumstances if any.
- Director, Vigyan Prasar reserves the right to accept or reject any or all tender(s) without assigning any reason thereof.
- Director, Vigyan Prasar reserves the right to terminate the work order any time without assigning any reason thereof.

11.0 ARBITRATION

All disputes or differences arising out of or in connection with the contract shall be settled by bilateral discussions. Any dispute, disagreement or question arising out of or relating to the Contract or relating to services or performance, which cannot be settled amicably, may be resolved through arbitration by appointing an arbitrator with mutual consent of both the parties and the award of the Arbitrator shall be final and binding upon the

parties as per the Arbitration and Conciliation Act, 1966.

The arbitral proceedings shall be held at New Delhi and Civil Courts at Delhi shall have exclusive jurisdiction to try the matter.

ANNEXURE I
Details of Applicant
(On the letterhead of the Applicant)

S.N.	Particulars	Details
1.	Name of Proposer	
2.	Name of the firm/company	
3.	Detail of Key personnel	(Please Attach list separately)
4.	Complete Address for communication (Address with pin code, telephone numbers, fax no and emails).	
5.	(i) Phone /Mobile Number (ii) Email Id	
6.	Legal status of Organization	
7.	(i) GST Number (ii) PAN Number (attach copy) (ii) Average Financial Turnover of the Firm/ company during last 3 Financial Years	
8.	Brief Description of the Proposer's Activities/Profile	
9.	Number of similar work done by the company in last five years (attach work orders of earlier works)	
10.	Has the Agency/it's its sister concern/any director ever been blacklisted/defaulted by any organization?	
11.	Details of Tender Fee (Through DD/Bank order/online) Rs.1000/- (In case of hard copy required from Vigyan Prasar otherwise NIL)	
12.	Details of EMD (Rs.25,000/-)	
13.	Any other relevant information	

SIGNATURE OF THE APPLICANT

Name of the Applicant

Annexure II

THE FINANCIAL QUOTE

(Submitted in sealed envelope)

We hereby to undertake to take the **Preparation of DPR for Science Channel Project (Phase II)** work. I quote Rs. _____ in words
(_____
_____) for the proposed work.

SN	Schedule of Consultancy	Consultancy fees In Rs. (in lump sum) (Excluding GST)
1	Preparation of DPR for Science Channel Project (Phase II) for the period of next Five year	
	Total	

Place :

Date:

Annexure III

Declaration By Bidder

I/We have read and examined the bid document, terms and Conditions of bid and other documents and Rules referred to in the bid and all other contents in the bid documents for the consultancy.

I/We hereby submit bid for for preparation of DPR for Science Channel (Phase II) as per the stated scope of work to Vigyan Prasara within the specified time schedule.

I/We agree to keep the bid open/valid for ninety (90) days from the due date of submission thereof not to make any modifications in its terms and conditions.

I/We hereby declare that I/We treat the bid documents, other records connected with the consultancy as secret/ confidential documents and shall not communicate information/ derived there from to any person except to whom, I/We may be authorized to communicate the same or use the information in any manner prejudicial to the interest of the company.

If I/We fail to commence the consultancy specified I/We agree that the said Vigyan Prasara shall without prejudice to any other right or remedy, be at liberty to forfeit the said absolutely otherwise the said Performance Guarantee shall be **retained by Vigyan Prasara** towards security render all consultancy referred to in the bid documents upon the terms and conditions contained or referred to therein and to carry out such deviations as may be ordered.

Signature of the bidder

(Seal of bidder)

Place:

Date: