

By Speed Post/FAX

**PRASAR BHARTI (BCI)  
DIRECTORATE GENERAL: DOORDARSHAN  
DOORDARSHAN BHAVAN, COPERNICUS MARG,  
NEW DELHI – 110 001.**

F. No 1 (1) 2009-10-EI-P (TV)

Dt. 07.07.2009

To.

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**Subject:** Expression of Interest (EOI) For Hiring of Consultant / Consultancy Firm / consortium for developing Public Private Partnership (PPP) Model for Expansion of Doordarshan DVBT/ DVBH Services.

Dear Sir,

The following enclosed Clarifications are here by authorized.

This is however without any commitment whatsoever at this stage.

Yours faithfully



Preminder Singh  
(Assistant Engineer)  
For Director General  
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**Sub: Clarification on the points raised during Pre Bid Conference - EOI for DVB-T and DVB -H**

Doc/Para No.	Art.	Sub	Title	Question	Clarification
Cover	3.0			IPTV is mentioned as a requisite for consultant but IPTV isn't mentioned in DD's plans. Please clarify if IPTV is included in DD's future plans.	It is not a requisite. The consultant can have experience of any of the specified areas. IPTV is not in the scope of present EOI.
Cover	4.0			Please confirm that it is not necessary to collect a hard copy to participate, that is, the tender fee can be paid at the time of submitting the EOI offer.	As specified in the EOI document it is not necessary. The tender fee can be paid at the time of submitting the EOI offer. However the EOI document downloaded from the Website should not be edited or amended in any manner otherwise the offer will be rejected.
Cover	4.0			As per clause the bidders can purchase the tender till last day before submission and submit with Demand draft. Request DD to include last day of purchase much before and may be receipt of officially purchase tender docs are to be submitted with the response	The EOI document can be either purchased or downloaded from DD website. The downloaded document must be submitted with requisite fee etc as specified in EOI
Main	2.0		Objective	Is it possible that DVB-H and DVB-T will be split and awarded to different consultants or is it a fundamental requirement for one consultant to do both? If it is one consultant/ consortium - is the expectation that one integrated report for DVB-H and DVB-T will be submitted or 2 separate reports?	No, it is a single tender for DVB-T and DVB-H and will be awarded to a single consultant/ consortium. However the separate set of reports are required to be submitted for DVB-T and DVB-H respectively
Main	3.4		DVB-H Mobile Service	Is there further information from the government that provides guidelines, limitations etc. of the PPP model? Or is it a general concept with no specific definition?	General guidelines of Govt of India for PPP structure are to be followed while recommending appropriate model(s). These guidelines are available on website of Ministry of Finance, Govt. of India.
Main	5.1	i).	Terms of Reference	Please comment on the level of interaction with PB & DD personnel. Will it be possible for the consultant to have work space allocated on DD premises for the duration of the consultancy? Is consulting to be delivered at site. Are consultants required to be based in Doordarshan's premises during execution	The interaction, if required, is to facilitate general understanding of the issues and overall objectives of the consultancy project. PB/DD shall not provide any accommodation or office support facilities for the consultancy work. Consultant has to arrange its own space and office alongwith all office equipment etc. required for this work. Doordarshan will not provide any of such things.

  
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 1 of 11

Doc/Para No.	Art.	Sub	Title	Question	Clarification
Main	5.1	i).	Terms of Reference	Will PB or DD allocate any full time resources to work with the consultant? Will there be a specific project manager?	No, but PB/DD will nominate an official or officials to facilitate interactions with the consultant. As and when required Ref. para 6.4 page 9. without any other resources from Doordarshan.
Main	5.1	vi).	Terms of Reference	"Recommend content types and sources" is specified as a requirement - does this mean the format of content or a listing of potential suppliers of content? Will DD be sourcing 3rd party content? Its not clear if (Scenario 1) DD will be providing its own content and the PPP partner will provide its own & 3rd party content (Scenario 2) DD will be providing its own content and 3rd party content and the PPP partner will also provide its own & 3rd party content	Doordarshan contents are mandatory alongwith contents from private sources. "Probable content types and sources" means that the consultant will study and recommend suitable content (TV/Audio/Data/Graphics/Educational/ Gaming Applications etc.) for carrying over DTT and DVB-H platform that will be appealing and offer value proposition to the user so that the services becomes attractive, popular and source of revenue. The consultant will also examine and identify probable sources for such content/ applications in additions of DD content. Different scenarios are to be examined, studied and recommended on merit for the PPP structure.
Main	5.1	xii)	Terms of Reference	If required is it possible for the government to amend DD's charter to better support the PPP model? Can DD advise on policy restrictions that could affect "requirements and obligations"	No, DD charter may not be amended, the consultancy work is to be completed within existing policy framework.
Main	5.1	xvi)	Terms of Reference	Would the assessment of suitable PPP partners allow the consultant to approach potential partners on behalf of DD to gauge interest.	The consultant may approach potential partners in connection with the consultancy work on their own. But, DD shall not be liable to meet any obligations in this regard.
Main	5.1	xviii)	Terms of Reference	Has the TRAI indicated if and when they will award licences to private operators?	No information is available at this stage on this issue.
Main	5.1	xix)	Terms of Reference	Could you elaborate on "Commercial model for additional service areas not currently covered by terrestrial service"? Do you intend to roll-out DVB-T, DVB-H in areas currently not covered by terrestrial analog TV? Since analog TV covers 91% of the population, areas not currently covered are most likely not commercially viable for DVB.	This aspect may be studied by the consultant and suitable recommendations may be made depending upon the commercial viability. At present DD has no firm plan to cover such areas by digital terrestrial services, however, it would be desirable to expand the coverage in such areas to meet public service broadcasting obligations of DD/PB, once analog switch off happens

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Doc/Pa ge No.	Art.	Sub	Title	Question	Clarification
Main	5.1	xx)	Terms of Reference	Please clarify "shall also recommend business strategies for stand alone broadcast model or any other cooperative business model e.g. involving telecom operators for interactivity." Does this mean a situation where a telecom operator is not the PPP partner but is brought in at a later stage to implement interactivity? What will be the criteria for final sign-off ( issuance of Acceptance certificate) of the consulting assignment- Is it submission of consulting report with the required/agreed details?	This is the scope of the work of the consultant.  The sign of criteria will be submission of consulting reports with the required/agreed details and issue of acceptance certificate by Prasar Bharati/Doordarshan in a mutual agreed proforma and time limit.
Main	6.2			Will the DD designated official be allocated full time to the project?	No.
Main	6.4		Reporting Requirements	Final report should be deliverable 6 months after mutual acceptance of consultancy Project plan. The time-frame specified is 4 months for the interim submission & 6 months for completion. Is it an expectation that resources will be available for the full duration of 6 months or can deliverables be submitted and the project concluded in a shorter time-frame through additional resourcing?	The time frame for submission of interim report is 4 months and the completion period for submission of final consultancy report is 6 months from the date of award of consultancy. Doordarshan will not provide any resources.
Main	7.5	i).	Procedure for Submission	Does DD have a preferred template or format for the bidder's "Certificate of Acceptance".	There is no format for the certificate of acceptance. The terms and conditions of EOI documents are only the criteria.
Main	7.5	iii)-ix)	Procedure for Submission	The suggested documentation are required only for the prime-bidder or for all the consortium parties. If one partner in the consortium acts as the Prime Contractor, is this information still required from sub-contractors?	The suggested documentation is required for the lead bidder and all the consortium partners, prime contractors and sub-contractors. Full information as desired in EOI is mandatory to be provided.
Main	7.6		Financial Bid	It is stated that "A format for commercial bid is being prescribed" does this refer to a template that will be issued by DD before the due date or is it referring to Annex III - "The Financial Bid Form"	Yes, the price bid proforma is enclosed at Annexure IIII must be followed.
Main	7.6		Financial Bid	It is stated that "The Price bid in any other format is liable to be rejected." Is the format referred to here Annex III - "The Financial Bid Form". If not please advise on the required format.	Yes, the price bid proforma is enclosed at Annexure III.

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Doc/Para No.	Art.	Sub	Title	Question	Clarification
Main	23		Eligibility	Can the consortiums experience as a whole be considered against the bidders eligibility criteria rather than that of the front-end bidder?	The consortiums experience as a whole will be considered against the bidders eligibility criteria however, the lead bidder shall also meet all other specified criteria.
Main	23.1		Eligibility	Are consortiums with expertise only in planning, deployment for Mobile TV also deemed qualified bidders	Consortium with expertise only in planning and deployment of DVB-H mobile TV services on a scale similar to the scope of present EOI shall also be deemed qualified bidders.
Main	23.3		Eligibility	The consortium's turn-over of 2 million USD is required for broadcasting business in general - consulting, deployment, management or Mobile TV in general or DVB-H/T in particular. What other supporting documents can be accepted if business break-up of the same does not reflect on the balance sheet	Documents that prove that the turn over is from related activities as mentioned in the EOI, like certificate from the auditors of the Lead Consultant / Consultancy Firm / Consortium partners, copies of past orders of similar value can be considered as supporting documents.
Main	23.4		Eligibility	These projects should be consulting assignments only or can be deployments, test beds, proof-of-concepts. Do these projects need to be specific to DVB-H/T only	The projects should be related to the scope of present EOI. The projects can be consulting assignments deployment, proof of concepts related to DVB-T and DVB-H and of significant value and scale executed for broadcasters / service providers in other countries.
Main	24		Eligibility	The Documentary evidences/ verifiable references should be for the whole consortium rather than the front-end bidder	The documentary evidences/verifiable references should be submitted for the whole consortium including the lead bidder.
Main	24.0		Evaluation of Proposals	What is the forecast date for completion of the technical evaluation?	Approximately 3 to 4 months.
Main	24.1	xi)	Evaluation of Proposals	Are the prices of each of the bids revealed to all the bidders present at the opening?	Yes, as per Government guidelines the offer price is read to the bidders present at the time of opening of price bids.
Main	24.1	xi)	Evaluation of Proposals	Is the price negotiable or is the submitted price the only one considered.	Only the submitted price shall be considered, negotiations can be held with the lowest bidder only as per Govt. of India Rules.
A.1	1.3		Expansion Plan	What are the forecast dates for commencement and completion of Phases I, II, III & IV of the DVB-H expansion?	The DVB-H expansion plan enclosed at Annexure I is suggestive in nature. Final plan and priority shall be decided after completion of this consultancy project. The consultant may review the suggestive plan and recommend a suitable architecture/ implementation strategy or modifications in phases.

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Doc/Pa ge No.	Art.	Sub	Title	Question	Clarification
A.1	1.4		Phase - I	Is Phase I of the DVB-H expansion expected to be launched in time for the Commonwealth Games?	The final plan will be drawn after completion of the consultancy project, however, the consultant may examine the feasibility of implementing Phase I by Commonwealth Games and make appropriate recommendations. The implementation time frame has not been decided.
A.11	5		Tentative Future Plans	It is stated the HDTV services will be launched in four Mega cities by 2010 for the Commonwealth Games (October). Given a submission date of August 2009 and six month duration of the consultation, this leaves a total of 7 months for Eol evaluation & award, Consultancy plan implementation, PPP establishment, Supply RFQ and network deployment. In light of this pressure could DD comment on time frame for the listed milestones.	HDTV services is not in the scope of present EOI. It is being planned by DD independently.
A.11	6.0		PPP Model		
Misc				Is the bidder for Eol for preparing the business case are also eligible for quoting to supply and impelmentation of the project in subsequent phases?	No, "A firm that has been engaged to provide goods, works, or services for a project and each of its affiliates shall be disqualified from providing consulting services related to those goods, works or services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, and each of its affiliates shall be disqualified from subsequently providing goods, works or services for such preparation or implementation."
Misc				Is there a budgetary tender value for this EOI.	It is internal matter of DD.
Misc				Who will be the contracting party - Doordarshan, Prasar Bharti ?	Doordarshan on behalf of Prasar Bharati.
Misc				After the business case is final, is the DD is going to invest for the Equipment, implementation as proposed by Eol?	The share of DD in the implementation will depend upon the business model finally approved.
Misc				What is plan of investment from DD side?	

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Doc/Part. No.	Art.	Sub	Title	Question	Clarification
				1. What requirements does the licence set, i.e.	At present DD has sole terrestrial T.V. broadcasting licensee in the country. The broadcast frequencies for analog/ DTT and DVB-H are at present allocated to DD only. No license will be issued to the PPP partner, however the PPP partner may implement, create and operate the infrastructure and services on behalf of DD. The exact business model and implementation strategy will be finalized after completion of the consultancy project.
				(some leads, major cities, in the doc but it doesn't mention if these are DD plans or set in the licence requirement)-	DD is sole licensee for terrestrial T.V. broadcasting in the country. DD will initially arrange the spectrum of 8 MHz channel each respectively in UHF Band IVV for proposed DTT and DVB-H Transmitters, in the cities proposed to be covered.
				2. What bandwidth DD have on existing licence (no of channels/bitrate)	
				3. The main objective / Scope of the EOI is to identify a Consultant / Consortium Firm / Consortium who shall suggest the best Consultancy Project Plan which will generate the maximum revenue earnings to Doordarshan, Can the Lead Consultant / Consultancy Firm / Consortium be asked to implement their suggested module if the Lead Consultant / Consultancy Firm / Consortium has such expertise in implementing the suggested PPP model and is willing to implement the suggested PPP business model for introduction of both DVB- H and DVB- T service without going for another advertised PPP tender for implementation OR shall any conditions of the present EOI tender OR the forthcoming PPP tender for implementation debar OR prohibit the ( Lead Consultant / Consulting Firms / Consortium ) on whom the EOI is awarded and acceptance letter signed with Doordarshan for commencement of providing consultancy for Providing project plan from implementation or participating in the implementation.	The consultants role will end after submission of the consultancy report as per agreed terms and conditions of EOI. Implementation of the projects will be done through a separate tendering process. The consultant/consultancy firm/ consortium will not be eligible to participate in implementation of the project.

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Doc/Pa ge No.	Art.	Sub	Title	Question	Clarification
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-	-	-	-	Will the consulting firm which provides Consulting Services be allowed to participate in the Implementation of the PPP project?	No, as per the guidelines of Finance Ministry, Govt. of India, "A firm that has been engaged to provide goods, works, or services for a project and each of its affiliates shall be disqualified from providing consulting services related to those goods, works or services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, and each of its affiliates shall be disqualified from subsequently providing goods, works or services for such preparation or implementation of the project."
-	-	-	-	Is this an EOJ or an RFP?	This is EOJ - cum - RFP.
-	-	-	-	Will the vendor be allowed to make a proposal presentation to DD post the submission of EOJ response? If yes, when is this expected to happen?	Not as such, but if required DD may seek any clarification through discussion/presentation.
-	-	-	-	When do Doordarshan expect to place a contract for the study?	The consultancy work is likely to be completed within six months from the date of award of consultancy work order. No procurement is required in the present scope of work.
-	-	-	-	Please clarify the procurement process and the steps that will take place up to placing a contract for the study.	
-	-	-	-	What is the process for seeking further clarification prior to submission of proposals?	The last date for submitting queries/seeking clarifications was 16.6.2009. No further queries will be entertained. It is not relevant with this EOJ.
-	-	-	-	What is the budget that has been identified for the study?	
-	-	-	-	What is the organisational structure of the Doordarshan project team, together with roles and responsibilities?	PB/ DD will nominate an official or officials to facilitate interactions with the consultant. As and when required Ref. para 6.4 page 9 of EOJ document.
-	-	-	-	What staff will Doordarshan make available to the team, and what access will the consultants have to those staff during the course of the assignment?	PB/ DD will nominate an official or officials to facilitate interactions with the consultant. As and when required Ref. para 6.4 page 9 of EOJ document.

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Doc/Para No.	Art.	Sub	Title	Question	Clarification
-	-			Will accommodation be made available for the consulting team in Doordarshan premises?	No, accommodation will not be provided in DD Premises.
-	-			How much market in terms of subscribers and revenue share do you plan to capture in the next 1-5 years?	This is the scope of the work of the consultant.
-	-			What percentage of Doordarshan personnel available for discussion with us are based out of Delhi? How much intra-country travel can be expected to complete the consulting assignment?	PB/ DD will nominate an official or officials to facilitate interactions with the consultant. As and when required Ref. para 6.4 page 9 of EOI document.
-	-			What is your business, market, customer strategy for the next 1-5 years?	This is the scope of the work of the consultant.
-	-			What are the challenges that you foresee in realizing your strategy, starting from the current position?	This is the scope of the work of the consultant.
-	-			What are your current thoughts on business / revenue sharing model with the PPP partner?	This is the scope of the work of the consultant.
18	2.2.1			Is there any preference on which activities DD would like to continue owning and which activities it would like the PPP partner to own?	This is the scope of the work of the consultant.
	(4),(4.1)		Terms of reference - General	What will be the organizational scope of the assignment? Tentative indications in terms of numbers of personnel to interact with and their geographical location?	This is the scope of the work of the consultant.
	3.8		Commercial	Would the final recommendations from this consulting assignment also include vendor evaluation & selection (for the PPP model) ?	No.
				What approach will DD follow for documents / milestone Sign offs?	The sign of criteria will be submission of consulting reports with the required/agreed details and issue of acceptance certificate by Prasar Bharati/Doordarshan in a mutual agreed proforma and time limit.
				How do you plan to hire/contract the required workforce?	As mentioned in the EOI.
				How do you envisage a procurement and sale/distribution model of equipment nationwide.	This is the scope of the work of the consultant.
				Will DD provide all previous papers of research and tests done by them in the past?	Necessary discussions would be held with the consultancy firm/consultant/consortium as and when required.
17, 18, 19			Annexure I	Will DD provide details of how the various phases for deployment was arrived at for continuity of study?	These are only suggestive plans. However, necessary discussions would be held with the consultancy firm/consultant/consortium as and when required and relevant information would be shared.

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Doc/Pa ge No.	Art.	Sub	Title	Question	Clarification
5	3.3			What are the rough timelines for immediate expansion to NCR and other major cities? What kind of setup is currently there in the NCR?	The final plan will be drawn after completion of the consultancy project. Details of present setup is given the EOI document.
5	3.3			For the PPP model what size / categories of mobile service providers are envisaged besides govt. owned.	It is not relevant with this EOI.
5	4.2			If tests are required (related to 5.1.viii) could the experimental setups be used?	The existing infrastructure could be used subject to prior approval from DD/PB, provided it does not affect/disrupt the running service.
6	5.1.vii			Would packaging and customization relate to only technical specifications or would also include software content based recommendations?	Yes, both. A suitable/feasible business model is to be developed.
6	5.1.viii			Will the consulting firm be required to perform additional physical tests isolated or in conjunction with DD during the consultancy phase? If yes, what would be the scope of these?	This is the scope of the work of the consultant.
6	5.1.x			Will the consulting firm be held responsible for actual risks during deployment phase, after the consultancy period is over?	Actual risks are to be foreseen by the consultancy firm/consultant/consortium and business model should be developed taking them into account.
6	5.1.xv			Will already existing data (research or updated) from other Government bodies be provided?	Consultant would arrange for all the resources.
7	5.1.xx			Can this scope be defined at the start of consultancy, during first month Project Plan phase?	It is already defined in the EOI.
-	-			Please share your current Infrastructure, Hardware & Software setup in detail and also future roadmap for same.	The relevant information would be provided to the consultant if required.
-	-			What is technology revamp roadmap and what is partner expectation.	The relevant information would be provided to the consultant if required.
-	-			Please share the historic and predictive data on Channel views, viewing trends, advertising rates and trends etc.	The relevant information would be provided to the consultant if required.
Pg 6	xvi		Business	What is the timeline for rolling out mobile tv across india?	The final plan will be drawn after completion of the consultancy project.

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Doc/Para No.	Art.	Sub	Title	Question	Clarification
Pg 6	xiii		Business	What are the regulatory guidelines for PPP for Doordarshan?	General guidelines of Govt of India for PPP structure are to be followed while recommending appropriate model(s). These guidelines are available on website of Ministry of Finance, Govt. of India.
			General	What is the expected date of commencement of project once the bidder is selected	The final plan will be drawn after completion of the consultancy project.
			Financial	Are the spends for these projects budgeted?	It is not relevant to this EOI.
			Financial	What is the potential budget for each project?	It is not relevant to this EOI.
			General	If there are any amendments to the EOI, how will Doordarshan inform the participants?	All the clarifications would be put on DD website.
			General	Can we submit more questions before submitting the EOI?	No, the last date for submitting queries was 16.6.2009.
7	5.1 (xxix)			"The Consultant / consultancy firm / consortium should not directly or indirectly relate to any employee of PB / DD" More Clarity should be provided on how this confirmation should be provided to the client.	A close relation of PB/DD should not be a part of consultancy firm.
8	5.2		Arbitration	Why should the arbitrator be appointed by the Chief Executive Officer, PB unilaterally?	The arbitration clause will be as specified in the EOI. There is no change/amendment.
8	6,7 and 9			Shouldn't there be pre-agreed acceptance criteria for deliverables?	No.
11	10		Confidentiality	Could it be confirmed that subject to confidentiality obligations, the consultant should be able to cite this as an experience citation without the prior consent of the PB/ DD?	The successful consultant can cite this as an experience citation, however the report/results/model/outputs would be solely property of DD/PB and cannot be passed on to any organisation/individual.

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11				What would be the guiding condition for preexisting	The preexisting IPR may not be related with the the present consultancy work, but if any, the bidder may submit the necessary documentary proof. The outcome of the consultancy work would be the sole property of DD/PB.
		11		IPR of the consultant?	

24.0, 24.1				<p>Given the fact that DD envisions a PPP Model to be developed, we believe that the project would entail issues such as 1. Project Structuring – that will have various options based on different financial models. The project structuring is designed, keeping in mind the interests of Doordarshan, social obligation of the Government, private sector interests, etc.</p> <p>2. Viability Gap Funding (VGF) analysis – the Planning commission provides a VGF of ~20% (that can go up by another 20%) for critical infrastructure projects.</p> <p>A detailed analysis and documentation is required to undertake the process.</p> <p>3. Bid Process Management – the Bid Process Management includes various key components such as</p> <p>a. Marketing of the project</p> <p>b. Documentation such as Concession Agreement, Project Information Memorandum, Instruction to Bidders, Shareholder Agreement, etc</p>	These are all post consultancy issues.
				Given the nature of complexities in a PPP process, we feel that the experience of PPP should be given due weightage for evaluation of the proposals."	Yes, due weightage would be given for the experience of the consultant.

  
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