

Through PB website

PRASAR BHARTI
(India's Public Service Broadcaster)
Directorate general of Doordarshan
Doordarshan Bhawan, Copernicus Marg
New Delhi -110001.

File No. 19(2)2023-24EI(P)TVDraftspecifications

Dated :20-08-2025

Subject: Technical Specification for Request for Proposal (RFP) for Hiring an Agency for Mandatory DD Channel Distribution and Monitoring Services 24/7 and Pan-India for Two Years.

The Technical specification of the upcoming tender is enclosed herewith to offer comments/Industry Feedback and Budgetary quotes if any by prospective bidders/Firms on or before due date at e-mail ddpurchase401@yahoo.co.in or on following Address:

Assistant Engineer
Room No. 403,
Directorate General: Doordarshan,
Doordarshan Bhawan, Copernicus Marg,
New Delhi -110001 (India)
Telephone: 011- 2311 4401

Specification For: Request for Proposal (RFP) for Hiring an Agency for Mandatory DD Channel Distribution and Monitoring Services 24/7 and Pan-India for Two Years.

Specification no: DOM-DIS/1/ 2025 Dated 15/07/2025

Due Date to offer Comments: **04.09.2025 at 18.00 hrs.**

Encl.: As above (23 Pages)

Digitally signed by
Narendra Kumar Chaurasia
Date: 20.08.2025 15:37:14
Assistant Director (Engg)
For DG:DD



India's Public Service Broadcaster

**SPECIFICATION FOR BID DOCUMENT TO ENGAGE AN AGENCY FOR
"MONITORING, ANALYZING & REPORTING
OF
DOORDARSHAN'S MUST CARRY CHANNELS ALONG WITH ALL OTHER DD CHANNELS
ON
CABLE HEADENDS and DTH PLATFORMS
ON
BEHALF OF PRASAR BHARATI"**



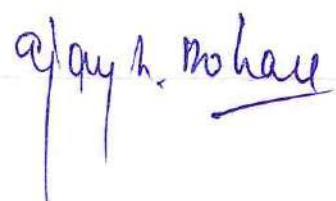

SPECIFICATION No. DOM-DIS/1/2025 Dated: 15.07.2025

Gayatri Mohare

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5/8/2025

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1. DESCRIPTION OF SERVICES AND TECHNICAL SPECIFICATIONS

1.1 INTRODUCTION

Doordarshan, a division of Prasar Bharati, is the largest public service TV broadcaster in the country.

Under sub-section (I) of section 8 of the Cable Television Networks (Regulation) Act, 1995, the Government of India, Ministry of Information & Broadcasting, vide Gazette Notifications Nos. 2693(E), dated 5.9.2013 (Principle Notification) and as amended from time to time has notified must carry channels that are to be mandatorily carried by all registered MSOs, LCOs, Cable Operators and DTH Platforms on their respective Networks / Platforms throughout India. The MIB has recently declared 6 HD Channels as mandatory for carriage by cable operators in their respective states, following the 11 regional channels. The current list of mandatory/must-carry channels is provided in **Annexure-4 of Appendix-D**.

Prasar Bharati intends to engage an agency for Monitoring, Analyzing & Reporting of must carry channels, notified by Ministry of Information and Broadcasting from time to time along with all other DD Channels, on cable TV Platforms and DTH platforms on behalf of Prasar Bharati throughout the country to check whether must carry channels are being mandatorily carried and available on distribution networks of all DPOs (MSO, LCO, DTH and HITS) throughout the country in rural as well as urban areas.

1.2 OBJECTIVES:

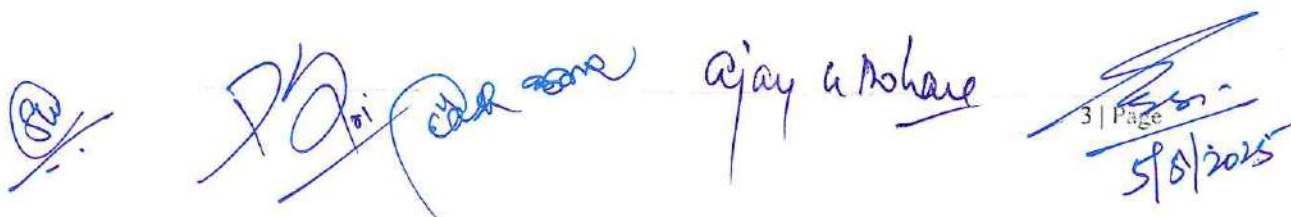
- a) To carry out monitoring, analyzing & reporting of Notified must carry channels along with all other Doordarshan (DD) Channels on Cable TV Platforms (MSO, LCO), HITS and DTH Platforms in the entire Country for Prasar Bharati.
- b) Evaluate the extent of penetration for DD's must carry channels along with all other DD Channels in the Rural and Urban part of India.
- c) Identify and Suggest feasible measures to overcome the hindrance if any, in the reach of DD Channels to enhance the penetration for DD Channels in rural and urban part of India.

1.3 SCOPE OF WORK



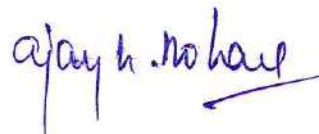

The Agency shall undertake the following comprehensive work:

1.3.1 Monitoring, Analyzing & Reporting of Broadcast Channels (Cable/DTH/HITS):

- a. Monitoring, analyzing, and reporting on the carriage of Doordarshan's must carry Channels, along with all other DD Channels, on all registered Cable Head-ends (MSO/LCO), HITS platforms, and DTH Platforms across the country.
- b. Collect data on DD Channels distribution and channel availability, analyze it, and prepare reports on real-time where feasible or weekly basis, covering both urban and rural India. This includes data from all registered as well as unregistered Cable head-end operators, HITS operators, and all DTH operators.

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- c. As far as possible, Reports should include detailed information for each MSO/LCO, HITS and DTH Platform:
- Head-end details for MSO/LCO/HITS: MSO/LCO Name, Address, District, State, Area of Operation, Contact Person, Phone, Email.
 - Head-end / Teleport / uplinking station details for DTH : DTH Name, Address, District, State, Area of Operation, Contact Person, Phone, Email
 - Geographical coverage: Names of Villages / town, Cities, Districts, and States covered.
 - DD Channel information: Name of covered DD Channel, LCN No., and Frequency details.
 - Channel categorization: Genre & Package Name and position of DD Channel in the Genre and in the package
 - Feed Source of DD Channels on monitored cable TV Network and on DTH network
 - Highlight when the DD FreeDish signal is observed as the feed source on cable TV and DTH platform other than DD Freedish platform
 - Availability of DD Freedish signal on Installed / being installed set top boxes of other DTH operators across the country
 - State wise and district wise count of DD Freedish Installation
- d. The report should also include instances of availability and non-availability of DD channels, including comparisons with neighbouring channels, along with reasons for non-availability, if identified.
- e. Report should also include the total number of MSOs & LCOs in each State, along with a clear District-wise marking of Defaulter MSOs & LCOs (those switching off, shifting LCN, not being shown in correct genre and any technical unfairness towards any DD Mandatory Channel).
- f. Furnish verifiable proof (e.g., timestamped screenshots preferably with hyperlinks) of any instance of a DD Mandatory Channel being switched off, or taking feed from DD FreeDish signal linked directly to the Defaulter MSO/LCO list in a row format.
- g. Provide customized reports as required by Prasar Bharati, from time to time, including data on bit rates of DD channels vis a vis their neighboring channels.
- h. Enable Prasar Bharati to view a comprehensive overview of DD Channels' distribution status, alongside their competitors, across key markets at the MSO and LCO level in both rural and urban areas nationwide.
- i. Analyze the placement of DD channels by examining at least six nearest neighboring channels above (+3) and below (-3) (where applicable).



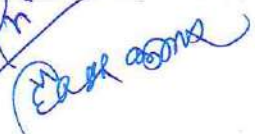
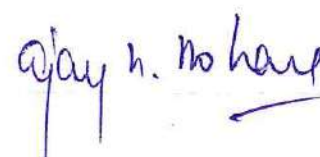
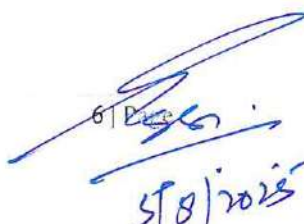
   

- j. Collect and report the data of all DD Channels available on 3rd party OTT Platforms and IPTV Platforms in linear mode and in non-linear mode or Fast Channels.
- k. Provide connectivity summaries, segmented by:
- Cable TV Network coverage in rural and urban areas.
 - Urban and Rural coverage split for each cable operator
 - DTH coverage in rural and urban areas.
 - Overall split between cable TV and DTH.
 - DD Freedish signal in Installed / being installed set top boxes of other DTH Platform across the country
- l. Prepare and submit reports and underlying data to Prasar Bharati according to the specified requirements and timelines.
- m. Deliver insight reports and data through an online website / dashboard/ Mobile apps and emails.
- n. The monitoring tool may leverage data analytics techniques, Artificial Intelligence, and 2D/3D graphical representations for insightful data visualization. It should also be capable of cloud hosting with permission-based user access.
- o. The tool must provide real-time live notifications via the Mobile app regarding any changes in DD channel numbers, instances of DD channel switch-offs, and other relevant modifications on MSO/LCO/DTH platforms.
- p. The Agency must be able to customize reports and the tool with additional fields and graphics as per Prasar Bharati's evolving needs.
- q. Ensure the tool is password-protected and equipped with security measures to prevent cyber threats and data loss.
- r. Maintain a reporting frequency of daily (real-time where possible) and weekly (with a Tuesday deadline for weekly reports).
- s. Demonstrate the agency's capabilities to meet all the above requirements as part of the evaluation process.
- t. Develop and maintain a dashboard that is regularly updated and shall have summarized information, data, and infographics related to the status of mandatory channels as outlined in above paras.
- u. All tools, data, and reports generated under this contract will become the exclusive property of Prasar Bharati during and after the contract period. The Agency will be responsible for providing this data/reports in a suitable storage format upon contract completion.

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1.4 TECHNICAL AND COMMERCIAL ELIGIBILITY REQUIREMENTS:

Sr. No.	Criteria	Description
1.	Company Existence /Legal Entity	Company should be registered under Companies Act, 1956 or Companies Act 2013 or a Partnership firm / LLP registered in India under Partnership Act 1932/2008 as amended and should have been in operations in India in the last 03 Year as on date of notification of RFP. The MSME and Start-up bidder(s) should have their valid registration with Govt of India. Bidders having less than one year's experience shall not be eligible.
2.	Annual Turnover/ Net Worth (CA certified documents)	<ul style="list-style-type: none"> • Bidder should have Average Annual turnover of 200% of estimated cost of the project in the last 03 financial years in the work of monitoring, Analyzing and reporting of TV Channels on cable TV and DTH platform Or • Cumulative Turnover of 600% of estimated cost of the project in the last 03 financial years Or • Average Annual Net Worth of minimum of 50% of estimated cost of the project in the last 03 financial years Or • Cumulative Net Worth of minimum of 150% of estimated cost of the project in the last 03 financial years
3.	Positive Net Worth/Profitability	<ul style="list-style-type: none"> • Profitable / positive net worth in the last financial year • Solvent entity
4.	Non Black Listing Certifications	Bidders should not have been blacklisted by any of the Central Government or State Government or any PB under Central/State Government. Should not have been found guilty of any criminal offense by any court of law in India or abroad.
5.	Certifications	The Bidder should have valid ISO 9001:2008/ ISO 9001:2015/ ISO 27001 (relevant certification based on type of work) valid as on bid submission
6.	GFR Restrictions/Norms , if required	Bidder complies with restrictions on procurement under rule 144 (xi) vide order no: 06/18/2019-PPD dated 23rd July 2020 inserting Rule 144(xi) in GFRs 2017.
7.	Preferential Market Access	Bidder should comply with Preferential Market Access (PMA) order 2017, guidelines notified by DPIIT and DoT with all its clarifications / amendments, if applicable
8.	Experience (Self - certified with relevant documents)	Work Experience in Monitoring & Reporting of TV Channels on Cable Head-Ends/DTH Platforms.

5/8/2018

		<p>One Similar work^(**) of minimum value of 80% of estimated cost of the project</p> <p>or</p> <p>Two Similar works of minimum value of 60% of the estimated cost of project</p> <p>or</p> <p>Three Similar works of minimum value of 40% of the estimated cost of project</p> <p>Detailed List to be attached along with Distribution connectivity report of client(s) for any two months for last three years</p> <p>The performance letter along with service agreement / project completion report/ Purchase or work order from the clients for services offered/ being offered / project completed by the bidder / agency is to be provided.</p> <p>Note:</p> <p><i>*One agreement/work order shall be considered as one project</i></p> <p><i>** Similar work Indicates tasks as mentioned in Scope of work</i></p>
9.	Other Requirements	<p>The bidder should have valid GST No, PAN No in Last 03 Years' copy of acknowledgement of Income Tax Return filed.</p>

1.5 DURATION/PERIOD OF CONTRACT:

The contract will be initially for a period of 12 months from the date of its signing the Agreement. Upon satisfactory completion of 12 months in respect of works/ services mentioned in the contract, the contract may be considered for further extension(s) of 24 months (12 months at a time) by the Competent Authority of Prasar Bharati on the same considerations, terms and conditions. The selected firm is required to enter into the contract /agreement with PB and start delivery of services to PB within **45 days** from award of contract.






2. TECHNICAL AND FINANCIAL BID EVALUATION METHODOLOGY

2.1 DOCUMENTS REQUIRED TO BE SUBMITTED ALONG WITH TECHNICAL BID

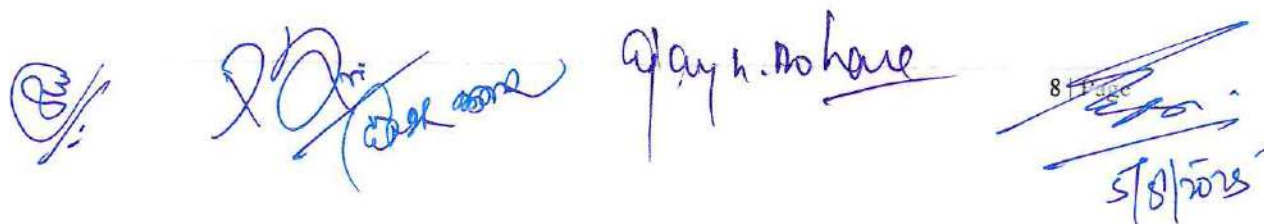
- i) All documents as mentioned in Standard Bid Documents of Prasar Bharati.
- ii) Detailed write-up on Approach and Methodology for carrying out the task.
- iii) All other relevant documents required as evidence of meeting technical evaluation criteria.
- iv) The bidder will also be required to make Power Point/Multimedia in Video Form Presentation about the details of their proposal to the committee on the day as decided by Prasar Bharati.

2.2 KEY PERSONAL:

Legal representative(s), successors and permitted assignee of such person, persons, firm or company of any business legal entity shall be considered as Key personal. Directors of a Private or Limited company will be considered as Key Persons of a company, In case of LLP and Partnership only existing partners will be considered as Key Persons of the firm. A self-declaration statement about the qualification & experience in the cable TV monitoring field duly ink signed and stamped on company letter head along with self-certified copies of work experience certificate(s) need to be submitted in respect of each Key Personal(s).

2.3 PROCEDURE FOR TECHNICAL EVALUATION OF THE BIDS

- i) Prasar Bharati will assign applicable marks to each response given by an agency based on the 'Marking Scheme' which is based on each of the criteria in the RFP. The details of 'marking scheme' for technical evaluation are given in Annexure 2 of **Appendix-D**.
- ii) The Technical Proposal will be evaluated on the basis of the bidder's experience, its understanding of the Scope of Work, proposed methodology, work plan, the qualifications, and experience of key personnel and financial strength of the bidder.
- iii) A minimum of **60** marks should be scored in the proposal for the bid to be declared qualified. Bids securing less than **60** marks in technical bid evaluation shall be rejected.
- iv) Only those bids will be evaluated which will fulfill the eligibility criteria. Non-compliance to eligibility criteria will result in the rejection of bids.
- v) Weight-age to technical bid **70%** and financial bid **30%** and the final proposal would be evaluated as per the combined quality cum cost-based system (CQCCBS) of bid evaluation.
- vi) The date of presentation will be declared later and informed to the eligible bidders.
- vii) **Financial Bid would be opened after the bidder qualifies in the technical evaluation securing 60 or more marks.**

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2.4 METHODOLOGY FOR EVALUATION OF BIDS AND SELECTION OF THE WINNING BIDDER

- i) All the technical bids received in response to this RFP would be evaluated on the basis of the marking scheme given in Annexure 2 of **Appendix-D** and marks will be awarded to the eligible bidders as per the parameters given in Annexure 2 of **Appendix-D** for the purpose of obtaining the 'Technical Scores' of bidders.
- ii) Only those bidders who obtain a total **technical score of 60 or above** would be shortlisted for the purpose of opening their financial bids.
- iii) The financial bids of the shortlisted bidders would be opened on the date which is to be decided and informed later by a Committee constituted by the Prasar Bharati for this purpose.
- iv) The financial bids would be opened by the committee in the presence of the bidders or their authorized representatives (maximum 02 persons per bidder) at the appointed date and time at the venue: **Directorate General: Doordarshan, Tower-A, Doordarshan Bhawan, Copernicus Marg, Mandi House, New Delhi-110001.**
- v) **Project specific Requirement including Resources, Approach and Methodology, Under the Combined Quality-cum-Cost Based System (CQCCBS), the evaluation of the eligible bids will be done in the following manner:**
 - a) The Technical bid/proposals will be allotted weight-age of **70%** while the financial bid/proposals will be allotted weight-age of **30%**.
 - b) The financial proposal with the lowest cost will be given a financial score of 100 and other proposals will be given financial scores that are inversely proportional to their prices.
 - c) The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.
 - d) On the basis of the combined weighted score for quality and costs, the bidders shall be ranked in terms of the total score obtained. The proposal obtaining the highest total score in evaluation of quality and costs will be ranked as H-1 followed by the proposals securing lesser marks as H-2, H-3 etc.
 - e) The proposal securing the highest combined marks and ranked H-1 would be recommended for award of the contract.
 - f) **As Evaluation of RFP is based on CQCCBS and in case of H1 score is tied between bidders, then the bidder with highest technical score shall be the final bidder for award of contract.**
- vi) An example to explain the evaluation methodology to be adopted in this RFP is given below for the information of the bidders:

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- a) Suppose 04 bids are received from bidders A, B, C & D respectively. They would first be given marks for evaluation of their technical bids as per the criteria given in **Annexure 2 of Appendix-D**. Suppose the bidders A, B, C and D are allotted 75, 80, 90 and 49 marks respectively. Only A, B and C would become eligible for opening of their financial bids while D shall not be eligible for opening of its financial bid as its technical evaluation score is less than cut off of 60.
- b) Suppose the price evaluation committee examined the financial proposals and evaluated the quoted prices as under:




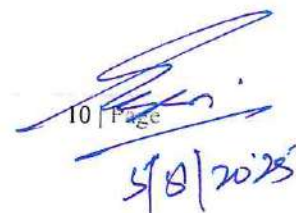
Proposal	Evaluated cost	A	INR120	B	INR 95	C	INR110
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- c) Using the Formula LEC/EC, where, LEC stands for Lowest Evaluated Cost and EC stands for Evaluated Cost. The financial bids will be given the following points for financial proposals:
A: $(95/120) \times 100 = 79.17$ Points
B: $(95/95) \times 100 = 100$ Points
C: $(95/110) \times 100 = 86.36$ Points
- d) Thereafter, for the purpose of obtaining the combined score, the proposals will be evaluated by using the Formula as shown below:
- | | | | |
|--------------|--------------------------------------|---|--------------|
| Proposal A : | $75 \times 0.70 + 79.17 \times 0.30$ | = | 76.25 Points |
| Proposal B : | $80 \times 0.70 + 100 \times 0.30$ | = | 86.00 Points |
| Proposal C : | $90 \times 0.70 + 86.36 \times 0.30$ | = | 88.90 Points |
- e) The 03 proposals in the combined technical and financial evaluation will thus be ranked as under:
Proposal A : 76.25 Points : H3
Proposal B : 86.00 Points : H2
Proposal C : 88.90 Points : H1
- f) Proposal C, which has the highest combined score, with the bid cost of INR110 would, therefore, be declared as the winner and recommended for approval of the competent authority for award of work.

2.5 DEVIATION:

The bidder must comply with the Scope of work, all terms and conditions of work as per bid document. No deviation on the lower side in this regard shall be accepted.

- 2.6 Prasar Bharati reserves the right to reject any offer in full or in part and also to award the work to one or more than one bidders without assigning any reason thereof and without incurring any liability to the affected bidders for the action of Prasar Bharati.

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3.0 MARKING SCHEME

Sr. No.	Specific Requirement	Marks Obtained	Max Marks
I	Bidder Work Experience in Monitoring of TV channels (40%)		
a.	Relevant Experience in the field of TV Channel monitoring (*): Marking scheme: 1 Year and above (1 Marks), 3 Years and above (2 Marks) and 7 Years and above (3 Marks). (*) bidders having less than one year experience shall not be eligible.		3
b.	Relevant Experience in the field of Non-linear or Fast Channel and OTT monitoring (*): Marking scheme: 1 Year and above (1 Marks) and 2 Years and above (2 Marks). (*) bidders having less than one year experience shall not be eligible.		2
c.	Certifications : The Bidder should have valid ISO 9001:2008/ ISO 9001:2015/ ISO 27001 (relevant certification based on type of work) valid as on bid Submission. Marking Scheme: ISO 9001:2008 (3 Marks), ISO 9001:2015 (4 Marks), ISO27001 (5 Marks)		5
d.	Total nos. of Project Completed/Running during the last Three years.		12
	Marking scheme: 3 to 5 projects = 5 Marks, 6 to 9 projects = 9 Marks, 10 and above = 12 Marks		
e.	No. of TV Channels, Fast Channels & OTT Platforms Monitored and Reported during the last 03 years.		
	Marking scheme: Total No of TV Channels monitored in last five years: 10 to 20 channels = 5 Marks, 21 to 30 channels= 7 Marks, more than 30 Channels = 10 Marks		10
	Marking scheme: Total No of Non-linear or Fast Channels and OTT platform monitored in last three years: 5 to 10 Channels / Platforms = 2 Marks, 10 to 15 Channels / Platforms= 4 Marks, more than 15 Channels / Platforms = 5 Marks		5
f.	Total Experience of Key personnel's (as mentioned in Para 2.2) in cable TV channel monitoring field		3
	5 to 8 years (1 Marks), 8 to 12 Years (2 Marks), Above 12 years (3 Marks)		
II	Financial strength of Bidder based on the annual turnover, net worth and profitability (10%)		
a.	Annual turnover for the last three financial years in TV Channels, Non-Linear & FAST Channels and OTT monitoring, Analyzing and reporting.		5
	Marking scheme: Average Annual turnover 1.2 Cr to 2 Cr = 2 Marks, above 2 Cr to 4 Cr = 4 Marks above 4 Cr = 5 Marks		
b.	Net Worth of bidder for last three financial year		3
	Marking scheme: Net worth 0.30 Cr to 1 Cr = 2.0 Marks, More than 1.0 Cr = 3.0 Marks		
c.	Profitability of bidder for last three financial years.		2
	Marking scheme: profitability 0.10 Cr to less than 0.25 Cr = 1.0 Marks, More than 0.25 Cr = 2.0 Marks		






III	Project Specific Requirement including Resources, Approach & Methodology, Technical Presentation/ Proof of Concept (50%)		
a.	Coverage range of Monitoring, Analyzing & Reporting of Existing Head-ends/MSOs/LCOs and DTH [in accordance with the requirement mentioned in scope of work, para 1.3 (k to o)]		15
	<ul style="list-style-type: none"> State wise PAN India Coverage of at least 70% head-end locations in urban and Rural region: 5 Marks State wise PAN India Coverage of 71% to 85% head-end locations in urban and Rural region: 10 Marks State wise PAN India Coverage of more than 85% head-end locations in urban and Rural region: 15 Marks 		
b.	Monitoring, Analyzing & Reporting of DD channels on Non-Linear platforms and OTT Platforms as linear channel or Fast Channels including but not limited to TV OEM, Streaming Devices/Sticks, IP TV, ISP, OTT Platforms, Web Stream, Mobile Streaming Apps etc		5
	<ul style="list-style-type: none"> Covering only three spheres out of TV OEM, Streaming Devices/Sticks, IP TV, ISP, OTT Platforms, Web Stream, Mobile Streaming Apps : 2 Marks Covering four to Six spheres out of TV OEM, Streaming Devices/Sticks, IP TV, ISP, OTT Platforms, Web Stream, Mobile Streaming Apps): 4 Marks Covering across all seven key spheres and more (TV OEM, Streaming Devices/Sticks, IP TV, ISP, OTT Platforms, Web Stream, Mobile Streaming Apps : 5 Marks 		
c.	Strategic Approach, implementation and Methodology: Detailed Methodology for data collection from Head-end/MSOs/LCO and frequency of collection of data. [in accordance with the requirement mentioned in scope of work, para 1.3.1: 5 Marks		5
d.	Detailed Methodology for data collection from TV OEM, Mobile OS, FireStick, ISP, OTT Aggregators) [in accordance with the requirement mentioned in scope of work, para 1.3.1 :5 Marks		5
e.	Availability of technological solution / device for remote monitoring of channels in the output feed of the head-ends in town/cities & Rural areas (Proof Of Concept) [in accordance with the requirement mentioned in scope of work para 1.3.1		3
f.	Availability of Technological Solution or Device for Monitoring and availability of DD linear, Non-Linear and Fast Channels on streaming platforms and OTT App and its (Proof of Concept) [in accordance with the requirement mentioned in Scope of Work para 1.3.1		3
g.	Time stamped screen shots along with 10 to 15 second video as evidence for Defaulter DPO : 5 Marks		5
h.	Facility to provide a dedicated Website and Mobile app (Android /iOS) to access the Monitoring Tools on PC/ Laptop/ Mobile Phone: 5 Marks		5
IV	Technical presentation including demonstration of their firm's tools and methodology that would be used in meeting the various requirements mentioned in scope of work.		4
Total			100

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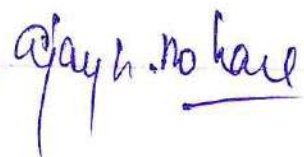
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SUGGESTED PROFORMA FOR REPORTS & MANDATORY CHANNEL LIST

1. S.No.:
2. MSO/LCO Name:
3. MSO/LCO Address:
4. Locality/Village(if applicable)
5. City, District
6. State & UT:
7. Level of Area of Operation (Multiple City/Districts/Towns/ Village)):
8. Registration No.:
9. Registration Valid Upto:
10. Contact Person's Name (MSO/LCO):
11. Phone No. (MSO/LCO):
12. Email (MSO/LCO)
13. Original MSO Name /Feed Source Name (if report of LCO):
14. Original MSO Address:
15. Total Number of Subscribers of MSO/LCO:
16. Number of Channels carried by MSO/LCO:
17. Total Number of DD Channels carried by MSO/LCO:
18. Total Number of DD Mandatory Channels carried by MSO/LCO:
19. Is DD Mandatory channels carried by MSO/LCO are less than the prescribed number (28): Yes/NO
20. Name of Missing DD Mandatory Channels:
21. Number (count) of Missing DD Mandatory Channels:
22. Whether carrying any non-permitted channel? : Yes/No
23. Whether carrying any DD Channel from Freedish Feed? : Yes/No

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24. LCN OF DD CHANNELS WITH GENRE, PLACEMENT POSITION, PACKAGE NAME IS REQUIRED as per the table:

SN	DD Channel Name	LCN	Genre	Placement Position in Genre	Package Name	If Feedsources DD FreeDish
1	DD National	234	GEC	12	Basic	Yes
2	DD National HD	221	GEC	10	Gold	No
3	DD News	321	News	8	South India	Yes
4	DD News HD					..
5	DD India					
6	DD India HD					
7	DD Sports					
8	DD Sports HD					
9	DD Kisan					
10	DD Bharati					
11	DD Urdu					
12	DD Arunprabha					
13	DD Assam					
14	DD Bangla					
15	DD Bihar					
16	DD Chandana					
17	DD Girnar					
18	DD Kashir					
19	DD Madhya Pradesh					
20	DD Malayalam					
21	DD Odia					
22	DD Punjabi					
23	DD Rajasthan					
24	DD Sahyadri					
25	DD Saptagiri					
26	DD Tamil					
27	DD Uttar Pradesh					
28	DD Yadagiri					
29	Sansad TV-1					
30	Sansad TV-1 HD					
31	Sansad TV-2					
32	Sansad TV-2 HD					

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33	DD Chhattisgarh					
34	DD Goa					
35	DD Haryana					
36	DD Himachal					
37	DD Jharkhand					
38	DD Manipur					
39	DD Meghalaya					
40	DD Mizoram					
41	DD Nagaland					
42	DD Tripura					
43	DD Himachal Pradesh					
44	DD Port Blair					
45	DD Puducherry					

Important Note:

1. Data must contain all above mentioned fields in MS –Excel format. Report should be in Horizontal Format;
2. One row for one DD Channel within one MSO/LCO.
3. Channel no.1 to 32 in bold in above list are mandatory channels as of now.

REQUIRED LIST OF REPORTS

1. Pan India Report on Connectivity Summary of Doordarshan (DD) Channels: Split of Cable TV Network in Rural and Urban Areas, Covering State and District-Wise Data.
2. Pan India Report on Connectivity Summary of Doordarshan (DD) Channels: Split of DTH Operator in Rural and Urban Areas.
3. Pan-India Report on Connectivity Summary of Doordarshan (DD) Channels: Split between DTH and Cable TV Networks in Urban and Rural Areas, including Feed Source (especially when the feed source is DD FreeDish).
4. Pan-India summary of the availability of Doordarshan (DD) Channels, on various ISP-OTT bundles and IPTV services including Feed Source (especially when the feed source is DD FreeDish).
5. Pan India WAVES presence and availability summary report on Telcos' bundles, ISPs' Bundles, other OTT Aggregators, and TV OEMs and TV OS platforms wise.
6. Collect relevant data on the reach and visibility of the Waves App and DD Channels on these digital platforms.

Graphical presentation of 1 to 6 points is also required on the dashboard.






SAMPLE LIST-1 : State wise summary of MSO/LCO and defaulters

<u>S.N</u>	<u>State</u>	<u>Total No of MSO</u>	<u>Total No of Defulter MSO/LCO</u>
1	Assam	126*	34*
2	Bihar	243*	21*
3	Chhattisgarh	134*	8*

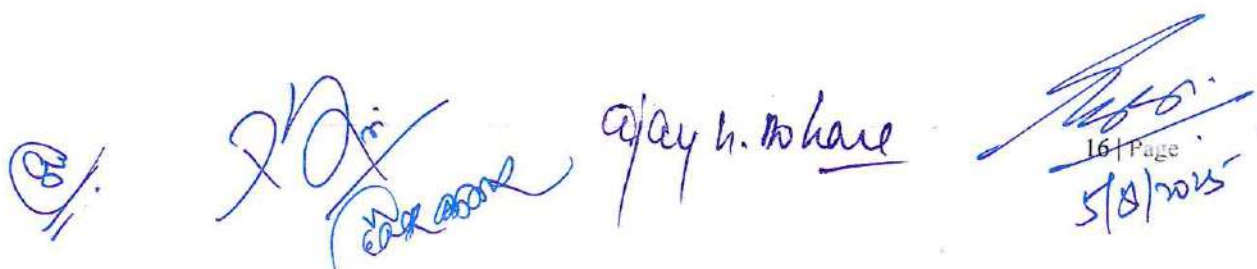
*Hyperlink is to be added for all MSO/LCO (Example : For State-Bihar Sample List - 2 is All MSO/LCO list preview and Sample List- 3 is defaulter list preview)

SAMPLE LIST-2: State wise cable operator and DD channels LCN

Example STATE: BIHAR (to be prepared for All MSO/LCO)

SN	MSO/LCO Name	Address	District	State	Contact Person	Phone	Email	--	No of Total Carried DD Channels	No of Carried Mandatory DD Channel
1	Den Cable Raigarh	-	-	-	-	-	-	--	40*	28*
2	Nikita Cabels	-	-	-	-	-	-	--	37*	26*
3	Om Cables	-	-	-	-	-	-	--	41*	27*
4	Sai Cables	-	-	-	-	-	-	--	39*	28*

*Hyperlink for LCN of Available DD Channels

The bottom of the page features several handwritten signatures and initials in blue ink. From left to right, there is a circular stamp with the number '8', a signature that appears to be 'S. K. Singh', a signature that reads 'Ajay K. Mohan', and a signature with the date '16/10/2015' and '5/8/2015' written below it.

SAMPLE LIST-3: STATE WISE DEFAULTER MSO/LCO LIST**Example STATE: BIHAR – (Defaulter MSO/LCO)**

SN	MSO/LCO ID	MSO/LCO Name	Address	District	State	Contact Person	Phone	Email	--	Default Channel Names	Screenshot	Timestamp
1	4351	Den Cable Raigarh	-	-	-	-	-	-	--	Sansad TV-HD	Image	2023-03-12-12:30
2	4351	Den Cable Raigarh	-	-	-	-	-	-	--	Sansad TV - Rajya Sabha	Image	2023-03-12-07:21
3	11003	Om Cables	-	-	-	-	-	-	--	DD Arunprabha,	Image	2023-03-12-11:35
4	11003	Om Cables	-	-	-	-	-	-	--	DD News	Image	2022-03-01-11:31

* Hyperlink to be provided for Screenshot Image showing DD Channel Available and Unavailable

SAMPLE LIST-4
NORMAL REPORT FORMAT (Weekly)

SN	MSO/LCO Name	----- column fields 3,4,5,6,10, 11, 12	DD Channel Name	LCN	Genre	Placement position in Genre	Package Name
1	Den Network (*)	DD National				
2	Den Network	DD National HD				
3	Den Network	DD News				
4	Den Network	DD News HD				
5	Den Network	DD India				
6	Den Network	DD India HD				
7	Den Network	DD Sports				
8	Den Network	DD Sports HD				
9	Den Network	DD Kisan				
10	Den Network	DD Bharati				
11	Den Network	DD Urdu				

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12	Den Network	DD Arunprabha				
13	Den Network	DD Assam				
14	Den Network	DD Bangla				
15	Den Network	DD Bihar				
16	Den Network	DD Chandana				
17	Den Network	DD Girnar				
18	Den Network	DD Kashir				
19	Den Network	DD Madhya Pradesh				
20	Den Network	DD Malayalam				
21	Den Network	DD Odia				
22	Den Network	DD Punjabi				
23	Den Network	DD Rajasthan				
24	Den Network	DD Sahyadri				
25	Den Network	DD Saptagiri				
26	Den Network	DD Tamil				
27	Den Network	DD Uttar Pradesh				
28	Den Network	DD Yadagiri				
29	Den Network	Sansad TV-1				
30	Den Network	Sansad TV-1 HD				
31	Den Network	Sansad TV-2				
32	Den Network	Sansad TV-2 HD				
33	Den Network	DD Chhattisgarh				
34	Den Network	DD Goa				
35	Den Network	DD Haryana				
36	Den Network	DD Himachal				
37	Den Network	DD Jharkhand				
38	Den Network	DD Manipur				
39	Den Network	DD Meghalaya				
40	Den Network	DD Mizoram				
41	Den Network	DD Nagaland				
42	Den Network	DD Tripura				
43	Den Network	DD Uttarakhand				

Note: Report should be in Horizontal Format; One row for one DD Channel within one MSO/LCO.

(*) The name of MSO given here is for example only.

[Signature]

[Signature] *DD Arunprabha*

[Signature]
18/12/2018

SAMPLE REPORT FORMAT FOR DD CHANNELS ON NONLINEAR PLATFORMS

1. OEM Type (CTV, Smart Box, Fire Stick):
2. Operating System (OS):
3. Platform Name:
4. Platform URL:
5. Platform Subscribers Base:
6. Platform Office Address:
7. Platform Nodal Officer / Contact Person Name:
8. Platform Nodal Officer / Contact Person Number:
9. Platform Email:
10. 3rd Party Application Name:
11. Native Application Name:

Sample Report Fields/ Parameters for DD Channels

1. DD Channels Name:
2. Being Shown as Linear or FAST Channel ?
3. DD Channel's LCN/ Rank if any
4. Total Numbers of available DD Channels:
5. Total Numbers of DD Channels with Feed Source FreeDish (if Any):
6. Neighborhood (+3 & -3):
7. Weekly Fluctuations:
 - a. Switch On
 - b. Switch Off
 - c. LCN/ Rank change
 - d. Change in Genre
 - e. Native App Activation/ De-activation
8. % Connectivity across TV Homes (OTS)
9. Unique viewers in million:
 - a. By State
 - b. Reach by Device
 - i. CTV: Integrated Android, External/ Integrated (excl. Android) - with and without YouTube

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ii. Mobile / PC (Native Applications, YouTube, and other VOD Applications)

c. Reach by Format

- i. Native App/ Website VOD (with and without YouTube)
- ii. Native App/ Website LIVE (with and without YouTube)
- iii. YouTube Exclusive VOD
- iv. YouTube LIVE (Incl. of VOD+LIVE)
- v. Social Media/ Other Apps VOD (with and without YouTube)
- vi. Social Media/ Other Apps LIVE (with and without YouTube)

d. Digital Reach by Market, by age group, by gender *in absolutes*

10. OTS Trend (11 weeks)

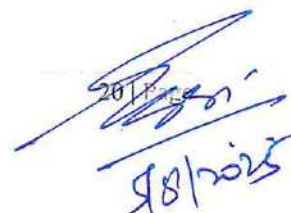
11. OTS to Unique viewers correlation

12. List of DD channels being carried – App wise for 3rd Party Apps

<u>S.N.</u>	<u>DD Channels</u>	<u>Genre</u>	<u>LCN (if Any) or Channel Rank</u>	<u>Feed Source</u>
1.	DD National	Entertainment	21	Clean
2.	DD National HD	Entertainment	34	Clean
3.	DD News	News	26	Clean
4.	DD News HD	News	34	Clean
5.	DD India	News	56	DD FreeDish
6.	DD India HD	News	89	DD FreeDish
7.	DD Sports	Sports	72	DD FreeDish
8.	DD Sports HD	Sports	59	Clean
9.	DD Assam	Assamese	44	DD FreeDish
10.	DD Bihar	Hindi	90	DD FreeDish
..





SAMPLE REPORT FORMAT FOR DD CHANNELS ON OTT PLATFORM (3rd Party)
AND IPTV PLATFORMS

1. 3rd Party OTT Application Name:
2. Platform Name:
3. 3rd Party Application Office Address:
4. 3rd Party Application Nodal Officer / Contact Person Name:
5. 3rd Party Application Nodal Officer / Contact Person's Number:
6. 3rd Party Application Email:
7. Total Numbers of available DD Channels:
8. Total Numbers of DD Channels with Feed Source FreeDish (if Any):
9. List of channels being carried – App wise
10. DD Channels Name:
11. Rank/ Placement:



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ANNEXURE-4 of APPENDIX-D**DD Mandatory Channels List**

Table of DD Channels with relevant MIB Gazette Notification No. declaring them as Mandatory Channel					
S.No.	Mandatory Channels	Genre	Language	Gazette Notification	Mandatory for
1	DD National	GEC(Hindi)	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
2	DD National HD	GEC(Hindi)	Hindi	S.O. No. 325 (E) Dated 17/01/2025	All MSO & LCO
3	DD News	NCA (Hindi)	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
4	DD News HD	NCA (Hindi)	Hindi	S.O. No. 325 (E) Dated 17/01/2025	All MSO & LCO
5	DD India	NCA (English)	English	S.O. 2693 E Dated 05-09-2013	All DPO
6	DD India HD	NCA (English)	English	S.O. No. 325 (E) Dated 17/01/2025	All MSO & LCO
7	DD Sports	Sports	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
8	DD Sports HD	Sports	Hindi	S.O. No. 325 (E) Dated 17/01/2025	All MSO & LCO
9	DD Kisan	Infotainment	Hindi	S.O. 1388 E Dated 25-05-15	All DPO
10	DD Bharati	Infotainment	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
11	DD Urdu	Infotainment	Urdu	S.O. 2693 E Dated 05-09-2013	All DPO
12	DD Arunprabha	GEC	Hindi	S.O. 1699 E Dated 07-05-19	All DPO
13	DD Assam	GEC (Regional)	Assamese	S.O. No. 325 (E) Dated 17/01/2025	All DPO
14	DD Bangla	GEC (Regional)	Bengali	S.O. 2693 E Dated 05-09-2013	All DPO
15	DD Bihar	GEC(Hindi)	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
16	DD Chandana	GEC (Regional)	Kannada	S.O. 2693 E Dated 05-09-2013	All DPO
17	DD Girnar	GEC (Regional)	Gujarati	S.O. 2693 E Dated 05-09-2013	All DPO
18	DD Kashir	GEC (Regional)	Kashmiri	S.O. 2693 E Dated 05-09-2013	All DPO
19	DD Madhya Pradesh	GEC(Hindi)	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
20	DD Malayalam	GEC (Regional)	Malayalam	S.O. 2693 E Dated 05-09-2013	All DPO



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21	DD Odia	GEC (Regional)	Odia	S.O. No. 325 (E) Dated 17/01/2025	All DPO
22	DD Punjabi	GEC (Regional)	Punjabi	S.O. 2693 E Dated 05-09-2013	All DPO
23	DD Rajasthan	GEC(Hindi)	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
24	DD Sahyadri	GEC (Regional)	Marathi	S.O. 2693 E Dated 05-09-2013	All DPO
25	DD Saptagiri	GEC (Regional)	Telugu	S.O. 2693 E Dated 05-09-2013	All DPO
26	DD Tamil	GEC (Regional)	Tamil	S.O. 292 (E) dated 19.01.2024	All DPO
27	DD Uttar Pradesh	GEC(Hindi)	Hindi	S.O. 2693 E Dated 05-09-2013	All DPO
28	DD Yadagiri	GEC (Regional)	Telugu	S.O. 4136 E Dated 15-11-19	All DPO
29	Sansad TV-1	NCA	Hindi & English	S.O. 3792 E Dated 15-9-21	All DPO
30	Sansad TV-1 HD	NCA	Hindi & English	S.O. No. 325 (E) Dated 17/01/2025	All MSO & LCO
31	Sansad TV-2	NCA	Hindi & English	S.O. 3792 E Dated 15-9-22	All DPO
32	Sansad TV-2 HD	NCA	Hindi & English	S.O. No. 325 (E) Dated 17/01/2025	All MSO & LCO
33	DD Chhattisgarh	GEC (Regional)	Hindi	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
34	DD Goa	GEC (Regional)	Konkani	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
35	DD Haryana	GEC (Regional)	Hindi	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
36	DD Himachal	GEC (Regional)	Hindi	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
37	DD Jharkhand	GEC (Regional)	Hindi	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
38	DD Manipur	GEC (Regional)	Manipuri	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
39	DD Meghalaya	GEC (Regional)	Khasi	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
40	DD Mizoram	GEC (Regional)	Mizo	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
41	DD Nagaland	GEC (Regional)	English	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
42	DD Tripura	GEC (Regional)	Bengali & Kokborok	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State
43	DD Uttarakhand	GEC (Regional)	Hindi	S.O. 2467 E Dated 31-05-22	MSO & LCO of Respective State

