

## **EOI Concept: Unipole on PPP Model for Akashvani Itanagar**

An **EOI (Expression of Interest)** for unipole installations under a **PPP (Public-Private Partnership)** model with **Akashvani Itanagar** is typically a proposal where a private company has to :

- Install and operate **unipole outdoor advertising structures** on **Akashvani Itanagar** land or premises,
- Invest for fabrication, erection, maintenance, and marketing,
- Share revenue and 33% of time across all time band with the **Akashvani Itanagar** under a PPP arrangement.

### **1. Introduction**

Prasar Bharati express interest in developing and operating unipole advertisement structures at identified sites belonging to **Akashvani Itanagar** under a Public-Private Partnership (PPP) model.

### **2. Objective**

The objective of this proposal is:

- To utilize available **Akashvani Itanagar** land assets.
- To develop high-quality unipole advertising.
- To improve aesthetic and professional outdoor media facilities.

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### **3. Scope of Work**

The proposed private partner shall:

1. Conduct site survey and feasibility assessment,
2. Design, fabricate, and install unipole structures,
3. Obtain approvals from local authorities/municipal bodies,
4. Manage advertising operations,
5. Ensure structural safety and maintenance,
6. Share agreed revenue on yearly basis and 33% airtime in all time band with **Akashvani Itanagar**.

#### **Detailed Scope of Work**

1. The SITC of unipole hoardings at the given **Akashvani Itanagar, C-Sector, Thana Road, Itanagar, Papum Pare Dist, Arunachal Pradesh-791111** along with the operation and maintenance of said unipole
2. The agency will obtain the right to display the advertisement on LED Unipole Street Hoardings after the fulfillment of all clauses laid down in the tender.
3. The agency shall make necessary arrangement to get permissions for Digital Outdoor Advertising and electricity connection from respective Authorities/service providers towards display and illumination of the LED Monopole Street Hoardings and shall bear the necessary charges towards consumption of electricity.

4. The agency will abide by the Advertisement Policy of Prasar Bharati as may be amended from time to time and any such administrative order, circular, notification, G.O. etc. which will come time to time.
5. The agency shall ensure proper electrical and mechanical maintenance of the LED Monopole Street Hoardings and ensure trouble free display at all times, during the tenure of the agreement.
6. Deviation of advertisement area without prior permission of Prasar Bharati will lead to cancellation of the contract with forfeiture of EMD and Security Deposit
7. PRASAR BHARATI shall not be responsible for damage or theft of the frames, structures, flexes, electrical fittings or any other material fixed at the site by the advertiser or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party. It shall be primary responsibility of the allottee to safeguard and protect their site.
8. The tenure of contract is 05 (five) years from the date of issuance of the work order may be extended for another 5 years and after completion of the contract period, the right of LED Monopole Street Hoardings to be transferred to the PRASAR BHARATI.

#### 4. Proposed PPP Model

- Private party bears 100% investment cost,
- Revenue generated from advertisements shall be shared in agreed ratio or in lump-sum on yearly basis along with 33 % of time in all time band for PB own advertisement.

#### 5. Proposed Locations

Indicative locations may include:

- **Akashvani Itanagar, C-Sector, Thana Road, Itanagar, Papum Pare Dist, Arunachal Pradesh-791111**
- Office Email ID:- [hooair.itanagar@gmail.com/](mailto:hooair.itanagar@gmail.com/) [itanagar@prasarbharati.gov.in](mailto:itanagar@prasarbharati.gov.in)
- Contact Person :-Shri Ranjan Karmakar, Assistant Director (E)
- Contact Person Number :-9436093633
- Contact Person Email ID :-ranjankarmakar@prasarbharati.gov.in

#### 6. Technical Specifications

##### Technical Specification

The technical parameter may change depending on location. The agency may provide the technical specifications, if any change

| Technical parameters | Parameter                                             |
|----------------------|-------------------------------------------------------|
| LED Make             | M8 Outdoor SMD 2727 Series<br>(GKGD)/Unilumin/Qiangly |

|                                       |                            |
|---------------------------------------|----------------------------|
| Pixel pitch (mm)                      | 8                          |
| Pixel density (dots/ m <sup>2</sup> ) | 15625                      |
| Pixel Composition                     | 1R1G1B                     |
| LED package                           | SMD2727                    |
| Module Pixel Density                  | 40*20                      |
| Module size (mm)                      | 320*160                    |
| Module Weight(g)                      | 524.8±2                    |
| Viewing Distance (m)                  | ≥8m                        |
| Refresh rate (Hz)                     | 1920                       |
| Module Max. current(A)                | 6.6                        |
| Module Max. Power(W)                  | 33                         |
| Viewing Angle (degree)                | H≥120°V≥120°               |
| Max. Power(W/ m <sup>2</sup> )        | 645                        |
| Avg. Power (W/ m <sup>2</sup> )       | 322.5                      |
| Brightness (cd/ m <sup>2</sup> )      | ≥4500                      |
| Scan Mode                             | 1/5 scan, constant current |
| Working voltage (V)                   | 5                          |
| Service Life (h)                      | ≥100000                    |

### Parameter of Outdoor P8 LED Specifications

|                      |                           |            |                                                                             |  |  |
|----------------------|---------------------------|------------|-----------------------------------------------------------------------------|--|--|
| Module<br>Parameter  | LED Full Color Display    |            | DH80/GKGD/Unilumin/Qiangly                                                  |  |  |
|                      | LED Type                  |            | SMD1R1G1B                                                                   |  |  |
|                      | Pixel Pitch (mm)          |            | 8.0                                                                         |  |  |
|                      | Module Resolution (W×H)   |            | 40×20                                                                       |  |  |
|                      | Module Dimension (mm)     |            | 320 (W)×160 (H)                                                             |  |  |
|                      | Module Flatness (mm)      |            | ≤0.15                                                                       |  |  |
|                      | Servicing                 |            | Rear                                                                        |  |  |
|                      | Back shell                |            | Plastic                                                                     |  |  |
| Optical<br>Parameter | Recommended<br>Size       | Cabinet    | 960×960mm, Metal Folding<br>(can be customized according to module<br>size) |  |  |
|                      | Single-dot<br>Calibration | Brightness | Available                                                                   |  |  |
|                      | Single-dot<br>Calibration | Color      | Available                                                                   |  |  |
|                      | Brightness (nits)         |            | ≥5500                                                                       |  |  |

|                          |                                              |                        |
|--------------------------|----------------------------------------------|------------------------|
| Electrical<br>Parameter  | Colour Temperature (K)                       | 3200—9300 Adjustable   |
|                          | Viewing Angle (Horizontal/Vertical)          | 140°                   |
|                          | Brightness/Colour Uniformity                 | ≥97%                   |
|                          | Contrast Ratio                               | 5000:1                 |
|                          | Max Power Consumption(W/m <sup>2</sup> )     | ≤810                   |
|                          | Average Power Consumption(W/m <sup>2</sup> ) | ≤270                   |
|                          | Input Power Voltage                          | AC100-240V, 50/60 (Hz) |
| Processing<br>Parameter  | Drive Mode                                   | Constant Current Drive |
|                          | Frame Rate (Hz)                              | 30-120                 |
|                          | Refresh Rate (Hz)                            | 1920-3840              |
|                          | Colour Depth (bits)                          | 14-16                  |
| Operational<br>Parameter | Life span, typ. (Hrs)                        | 1,00,000               |
|                          | Operating Temp (°C)                          | -10—45                 |
|                          | Storage Temp (°C)                            | -20—60                 |
|                          | Operating Humidity (RH)                      | 10-90%                 |
|                          | Storage Humidity (RH)                        | 10-90%                 |

## 7. Financial Capability

The company possesses:

- Adequate financial resources,
- Technical manpower,
- Experience in outdoor media projects,
- Vendor network for fabrication and maintenance.

## 8. Compliance & Approvals

The bidder/partner shall comply with:

- Municipal advertisement bylaws,
- Traffic police/NHAI norms,
- Structural safety certification,
- Environmental and electrical safety standards.

## 9. Documents to be Attached

- Company profile,
- GST registration,
- PAN card,
- Experience certificates,
- Audited financial statements,
- Previous project photographs,
- Authorization letter/board resolution.
- Estimated cost of Unipole

**10. The last date for receiving the EOI is 03/08/2026.**