

PRASAR BHARATI
(India's Public Service Broadcaster)
Central Archives: WAVES OTT
Akashvani Bhawan, Sansad Marg
New Delhi – 110001

No. PB/WAVES-OTT/EOI/2026

Date: 14.09.2026

Subject: Seeking Industry Feedback on the proposed Expression of Interest (EOI) for Empanelment of Agencies / Studios / Start-ups / Technology Companies for AI-Enabled Content Creation, Localisation, Digital Human Technologies, Archive Repurposing and Related Services

Prasar Bharati proposes to invite an Expression of Interest (EOI) for empanelment of Agencies / Studios / Start-ups / Technology Companies for AI-enabled content creation, localisation, digital human technologies, archive repurposing and related services.

The draft EOI is enclosed for stakeholder consultation and for inviting feedback, suggestions and queries from prospective applicants and other interested industry stakeholders.

The proposed empanelment is intended to enable Prasar Bharati to develop a broad, future-ready and diverse panel of organisations with capabilities relevant to its evolving content creation, localisation, archive repurposing, technology and digital transformation requirements.

Interested stakeholders may submit their comments, suggestions and queries on or before 21.09.2026 by 17:00 hrs through email or at the address given below:

Email: amittandon@prasarbharati.gov.in

Address:
Room No. 323
DG, Akashvani Bhawan, Sansad Marg
New Delhi – 110001

Telephone: 011-23466323 / 23466182

The feedback and inputs received during the consultation process may be considered by Prasar Bharati while finalising the EOI. Prasar Bharati reserves the right to accept, modify or not incorporate any suggestion received during the consultation process. Submission of feedback shall not confer any right or create any obligation on Prasar Bharati in relation to the proposed empanelment.

Encl.: Draft EOI


(Amit Tandon)
DDG (Sales – OTT) 14/09/26

PRASAR BHARATI

India's Public Service Broadcaster

EXPRESSION OF INTEREST (EOI)

for

**Empanelment of Agencies / Studios / Start-ups / Technology Companies
for AI-Enabled Content Creation, Localisation, Digital Human Technologies,
Archive Repurposing and Related Services**

This EOI is for empanelment purposes only. It does not constitute an invitation to tender, a guarantee of work or any financial commitment by Prasar Bharati.

1. Notice Inviting Expression of Interest

Prasar Bharati, India's Public Service Broadcaster, a body corporate, invites Expressions of Interest (EOI) from eligible organisations for empanelment as approved partners for conceptualisation, production, AI-assisted content creation, localisation, archive repurposing, restoration, digital-human technologies and related services for its broadcast, digital and OTT ecosystem including WAVES, Doordarshan, Akashvani, DD India and other platforms as may be identified from time to time.

The empanelment is intended to create a broad, future-ready and diverse panel of organisations capable of supporting Prasar Bharati's evolving content and technology requirements through responsible and innovative use of Artificial Intelligence and emerging media technologies, while maintaining public-service broadcasting values, editorial oversight, legal compliance and technological sovereignty.

This EOI is for empanelment only and shall not create any obligation on Prasar Bharati to place work, guarantee minimum business or commit any financial outlay. Specific assignments shall subsequently be invited through limited RFPs, thematic briefs, pitch requests, rate discovery, revenue-share proposals, pilot commissioning, proof-of-concept exercises, innovation challenges or direct work orders as approved by the competent authority.

2. Background and Strategic Rationale

Prasar Bharati has significantly expanded its digital ecosystem through WAVES OTT (launched November 2024), digital publishing initiatives, archive modernisation programmes and multilingual content strategies aimed at domestic and global audiences.

The rapid evolution of Artificial Intelligence is transforming content creation, localisation, archive restoration, audience engagement and digital storytelling. AI-assisted workflows can significantly accelerate production timelines, enable multilingual reach, improve accessibility and unlock the latent value of legacy archives. Emerging formats such as digital humans, AI anchors, interactive personalised media and AI-native content properties are reshaping how audiences consume public-interest information and entertainment.

Prasar Bharati possesses one of India's largest public broadcasting archives across Doordarshan and Akashvani, spanning several decades of significant cultural, historical and journalistic heritage. AI-assisted restoration, metadata enrichment, localisation and contextual repackaging present significant opportunities for wider dissemination of this heritage content to contemporary audiences through WAVES and other digital platforms.

In addition, Prasar Bharati intends to explore and develop the following emerging capability areas:

- AI-assisted content generation for broadcast, OTT and digital platforms.
- AI-powered localisation, translation, dubbing and multilingual adaptation.
- Digital humans, AI presenters and virtual anchors.
- Interactive, personalised and immersive media formats.
- AI-assisted archive restoration, quality enhancement and re-presentation.
- AI-assisted metadata generation, content tagging and content discovery.
- Innovative digital-first and OTT-first original IP.

Given the fast-evolving nature of AI-led creative technologies, Prasar Bharati intends to keep the participation framework startup-friendly, prioritising demonstrated capability over legacy financial thresholds.

3. Objectives of the EOI

- a. To empanel technically capable and editorially credible organisations for AI-enabled content creation, localisation, digital-human production and archive repurposing.
- b. To expand and diversify the content creation ecosystem available to Prasar Bharati across all genres, formats and languages.
- c. To encourage participation of innovative start-ups and emerging technology companies in public broadcasting content supply.
- d. To facilitate multilingual content creation and localisation across Indian and international languages, including languages of the North Eastern Region, tribal languages and scheduled languages.
- e. To identify organisations capable of supporting archive restoration, metadata enrichment and heritage repurposing initiatives.
- f. To develop capability in digital humans, AI anchors, virtual presenters and synthetic media for public information dissemination.
- g. To encourage development of AI-assisted public service storytelling, educational content and citizen awareness formats.
- h. To promote responsible AI usage including safeguards relating to deepfakes,

- synthetic media, voice cloning and content provenance.
- i. To support development of original IP and digital-first content ecosystems for WAVES and other Prasar Bharati platforms.
 - j. To advance AI sovereignty considerations by identifying and supporting organisations deploying Indian-developed or India-hosted AI technologies.

4. Scope of Empanelment — Categories

Applicants may apply for one or more of the following categories. Evaluation for each applied category is independent. Applicants must clearly demonstrate capability for every category they apply for.

Cat.	Category	Indicative Duration	Illustrative Use Cases
A	Short-Form Content	30 sec – 3 min	Explainers, capsules, promos, social-first videos, youth content, factual snippets, public information formats
B	Micro Dramas	1 – 5 min	High-engagement fictional or semi-fictional short narratives for OTT, social and mobile platforms
C	Music Videos	2 – 6 min	Original music videos, performance-led visuals, devotional and regional music formats
D	Intermediate Series	8 – 10 min	Fiction, infotainment, documentary shorts, children / youth / culture / history / current affairs storytelling
E	Regular Series	25 – 30 min	Serials with multiple episodes across all genres for linear and OTT broadcast
F	Feature Films	90 min+	Full-length films — see Section 4A for enhanced eligibility requirements specific to this category
G	Archive Repurposing & Restoration	Variable	AI-assisted restoration, colour enhancement, denoising, upscaling, reframing, metadata tagging, contextual re-presentation of legacy Doordarshan / Akashvani assets
H	AI Localisation, Translation & Dubbing	Variable	Translation, multilingual dubbing, voice adaptation, lip synchronisation, subtitle generation, SDH, international and regional language localisation
I	AI Avatars, Digital Humans & Virtual Presenters	Variable	AI anchors, digital presenters, virtual hosts, multilingual digital human solutions, interactive public information presenters, synthetic newscasters

Note: Prasar Bharati reserves the right to modify, merge, expand or create additional categories as required. The decision of Prasar Bharati on all

| *categorisation matters shall be final.*

4A. Special Requirements for Category F (Feature Films)

Applicants seeking empanelment under Category F must satisfy the following additional conditions:

- Demonstrated delivery of at least one AI-assisted or AI-native long-form video production of 60 minutes or more, evidenced by a viewable completed work or detailed production documentation.
- A dedicated Technical Note addressing long-form consistency management: character continuity, set and environment coherence, audio mastering and post-production pipeline for feature-length content.
- Evidence of a quality-assurance protocol sufficient for theatrical-grade or premium-OTT delivery, including colour grading, broadcast-safe audio mix and HDR mastering (preferred).
- A narrative framework proposal demonstrating how the applicant would manage rights, music licensing, performer clearances and AI-model usage disclosures for feature-length content.

| **Note:** *Category F empanelment may be held for a subsequent dedicated tender if sufficient qualified applicants are not identified in this round.*

4B. Special Requirements for Category I (Digital Humans and AI Avatars)

Given the unique ethical, legal and reputational implications of digital human and AI avatar production for a national public broadcaster, applicants seeking empanelment under Category I must additionally satisfy the following conditions:

- Documented consent framework for any digital human or avatar that is based on, or derived from, the likeness, voice or persona of any real individual.
- A clear policy on creation of synthetic newscasters or AI presenters, including disclosures to audiences that the presenter is AI-generated.
- Technical capability for multilingual digital human solutions including real-time or near-real-time lip-sync across at least three Indian languages.
- Demonstrated deployment of at least one AI anchor or digital human presenter in a broadcast, OTT or digital publishing context, with viewable evidence.
- Compliance with Prasar Bharati's AI Ethics Policy on synthetic personas, as notified from time to time.

5. Illustrative Services Expected from Empanelled Organisations

5.1 Original AI-Enabled Production

- Concept creation, storyboarding, character design, animatics and visual treatment development with an all-inclusive platform approach.

- AI-assisted text-to-video, audio-to-video, image-to-video, avatar-led presentation, motion graphics and generative editing workflows.
- Long-form consistency management for characters, environments, costumes, props and narrative continuity across episodes.
- Editing, mastering, quality control and delivery in multiple aspect ratios and platform-specific versions including WAVES OTT formats.

5.2 Archive Restoration and Repurposing

- AI-assisted restoration, denoising, colour enhancement, upscaling, reframing and aspect-ratio conversion of legacy video and audio assets.
- Archival metadata tagging compliant with recognised standards (PBCore, Dublin Core or equivalent) to support OTT cataloguing on WAVES.
- Contextual re-presentation: creation of introductory sequences, contextual narration, supplementary material and contemporary framing for archival content.
- Rights verification support and clearance documentation for archive assets prior to re-release.

5.3 Localisation, Translation and Language Services

- Translation across Indian and international languages, including scheduled and tribal languages.
- Multilingual dubbing, voice adaptation and voice cloning (subject to consent framework compliance).
- Lip synchronisation for dubbed content across Indian and international languages.
- Subtitle generation (CC, SDH and plain-text formats), captioning and accessibility language services.
- International language localisation for global distribution of Indian content.
- Regional language adaptation ensuring cultural and dialectal authenticity.

5.4 Digital Humans, AI Avatars and Virtual Presenters

- AI Anchors and synthetic newscasters for news, information and public affairs formats.
- Virtual Presenters and Digital Hosts for entertainment, education and public information programming.
- Multilingual Digital Human Solutions capable of real-time or near-real-time language switching.
- Interactive Avatar Solutions for audience engagement, citizen services and educational platforms.
- Digital human content production for OTT, broadcast and social media environments.

5.5 WAVES OTT Technical Delivery

- Delivery of content in adaptive bitrate streaming formats (HLS / DASH) as specified by Prasar Bharati.
- Compliance with WAVES metadata standards for catalogue ingestion including episode-level and series-level metadata.
- Integration with content security / DRM protocols as specified by Prasar Bharati.
- Accessibility-compliant output: closed captions (CC), audio description (AD) tracks, and SDH subtitles for all primary deliverables.

5.6 Original IP Development

Empanelled entities may be invited to conceptualise and develop original IP, recurring franchises, digital-first content properties, AI-native characters and platform-exclusive content for broadcast, OTT, social media and international distribution. Prasar Bharati may additionally invite empanelled entities to participate in:

- Proof-of-Concept Projects and innovation challenges.
- Technology demonstrations and pilot deployments.
- Experimental content projects exploring new formats, genres and audience engagement models.
- Co-production and co-investment arrangements for content of strategic public value.

5.7 Rights, Safety and Governance

- Rights management support, cue sheets, asset sheets, source logs, model usage declarations and audit-ready documentation.
- Human-in-the-loop editorial review, safety filtering and factual / cultural / legal validation as required by Prasar Bharati.
- Content provenance tagging (C2PA or equivalent standard) for all AI-generated or AI-assisted material.
- Compliance with Prasar Bharati's AI Ethics and Content Safety Policy as notified from time to time.

6. Eligibility of Applicants

6.1 Eligible Entity Types

The applicant shall be a legally valid entity registered in India.

The following entities are eligible to apply: companies Registered under Companies Act, 1956/2013 or Partnership Firm/LLP registered in India under Partnership Act 1932/2008, as amended; proprietary firms, DPIIT-recognised start-ups, studios, creative agencies, technology companies, post-production houses, animation / VFX firms, digital human and avatar studios, localisation and translation companies, and consortiums / special-purpose teams led by an eligible entity.

6.2 General Eligibility Conditions

- The applicant shall be a legally valid entity registered in India.
- The applicant agency/entity shall possess a valid GST Registration Certificate and Permanent Account Number (PAN). Submission of the GST Registration Certificate and PAN Card shall be mandatory for empanelment.
- The selection of agencies shall be carried out in compliance with the provisions of Rule 144(xi) of the General Financial Rules (GFR), 2017, as amended from time to time. Agencies shall be required to submit the necessary declaration and supporting documents, wherever applicable, to establish compliance with the said provisions.
- The applicant or lead consortium member shall have at least one demonstrable body of work in digital video, broadcast content, animation, AI content systems, localisation, digital humans, archive restoration, video technology or adjacent media production.
- The applicant shall not have been blacklisted, debarred or suspended by any Government department / PSU / statutory authority or court order at the time of submission.
- The applicant must undertake compliance with all applicable content codes, intellectual property laws, DPDPA 2023, child safety norms, music licensing requirements and AI-related legal / ethical safeguards.
- No minimum turnover requirement is prescribed under this EOI. Financial and commercial eligibility criteria, where required, shall be specified separately in subsequent RFPs or assignment-specific procurements.
- The agency submitting the EOI should not have any outstanding dues payable to Prasar Bharati arising out of any past business transactions. A declaration to this effect shall be submitted along with the EOI.

6.3 Consortium Applications

- Consortia must designate a single Lead Member who shall be the primary point of contact and shall bear joint and several liability for all obligations arising from empanelment.
- The Lead Member must hold a minimum 51% equity stake or decision-making authority within the consortium.
- All consortium members must be separately identified and must individually satisfy the non-blacklisting condition.
- The Lead Member must submit a signed Consortium Agreement or MoU defining the roles, responsibilities and financial arrangements of all members.
- A Consortium/ JV once established at the time of submitting the Bid shall not be allowed to be altered with respect to constituting members of the Consortium/ JV or their respective roles/ scope of supply/work, except with prior written approval of Prasar Bharati. If during the evaluation of bids, a Consortium/JV propose any alteration/ changes in the orientation of Consortium/JV or replacements or inclusions or exclusions of any partner(s)/ member(s) which had originally submitted the bid, bid from such Bidder shall be liable for rejection.

- Empanelment shall not be used to sub-contract the entirety of any assignment to entities not evaluated at the time of empanelment. Material sub-contracting must be pre-approved by Prasar Bharati.

6.4 Data Security and Cyber Security Obligations

All applicants shall comply with the following data security obligations prior to receiving any assignment:

- Execution of a Non-Disclosure Agreement covering all editorial briefs, unpublished scripts, archive assets, strategy documents and any other proprietary material shared by Prasar Bharati.
- Compliance with the Digital Personal Data Protection Act, 2023 in respect of any personal data processed in connection with content production or localisation assignments.
- Maintenance of secure storage infrastructure, access control mechanisms, encryption standards, audit trails and incident response procedures for all Prasar Bharati material.
- Immediate reporting of any security breach involving Prasar Bharati material to the designated officer, with a root-cause and remediation report within 72 hours.
- Prohibition on storage or processing of Prasar Bharati archive material outside India without explicit written consent, except where technically necessitated by the AI workflow and disclosed upfront.
- Disclosure of any third-party AI model providers or cloud platforms used in production, and confirmation that such providers operate under commercially reasonable data protection terms.

7. Startup-Friendly Empanelment Philosophy

Prasar Bharati recognises that frontier AI capability in video production, digital humans, localisation and archive restoration often resides in younger companies and specialist teams rather than only in large incumbent production houses. This EOI therefore adopts a capability-first, turnover-agnostic evaluation philosophy.

The evaluation framework places primary weight on demonstrable output quality, workflow maturity, legal readiness, team competence and delivery capability rather than financial thresholds or legacy credentials.

7.1 Pilot / Proof-of-Concept Track

To give emerging entities a fair entry path and to enable Prasar Bharati to evaluate actual production quality, a Pilot Track is instituted as follows:

- Shortlisted applicants who are unable to demonstrate prior broadcast-scale deliveries but who score sufficiently in the Technical and Creative sections may be invited for a paid Pilot Assignment.
- The Pilot Assignment shall involve production of a brief original clip (typically 60–120 seconds) or a digital human / localisation sample against a specific Prasar Bharati brief, for which a modest pilot fee shall be paid.
- Output quality from the Pilot Assignment shall be evaluated and shall

contribute to final empanelment scoring.

- Completion of a satisfactory Pilot Assignment shall qualify the applicant for provisional empanelment subject to the standard conditions.

8. Evaluation Methodology

Applications shall be evaluated out of 100 marks. A minimum overall score of 70 marks is required for empanelment, subject to the applicant also meeting the sectional thresholds specified in Section 8.1.

Sl.	Evaluation Head	Marks	Coverage
1	Institutional and Compliance Profile	10	Legal status, declarations, integrity, rights and IP governance, data security framework, AI ethics policy and statutory compliance
2	Technical Capability	40	AI production stack, character consistency, lip-sync, localisation, digital human capability (where applicable), archive restoration, WAVES OTT delivery and safety / provenance controls
3	Creative and Editorial Capability	20	Storytelling originality, scripting, tone, cultural sensitivity, audience fit and platform adaptability
4	Execution and Delivery Capability	15	Team strength, turnaround benchmarks, QC process, project management, accessibility production and platform adaptation
5	Pitch / Demo / Presentation	15	Live demonstration, sample reel, digital human demo (where applicable), proof of workflow and responsiveness to brief
	Total	100	

8.1 Sectional Qualifying Thresholds

- At least 25 out of 40 marks in Technical Capability.
- At least 12 out of 20 marks in Creative and Editorial Capability.
- At least 8 out of 15 marks in Execution and Delivery Capability.

Prasar Bharati may empanel all qualifying applicants or create category-wise panels based on operational requirements, language coverage, strategic priorities and diversity of capability.

8.2 Evaluation Committee

Applications shall be evaluated by a Committee constituted by Prasar Bharati comprising senior editorial, technical and administrative personnel. At least one member shall have demonstrated domain expertise in AI-enabled media production or digital media technology. Prasar Bharati may co-opt external domain experts, technical advisors or academic / industry representatives for the Technical, Digital Human and Archive Restoration evaluation sections. Language-specific sub-panels or consultants may be engaged to assess regional language capability claims.

8.3 Rights and IP Governance Assessment

As part of the Institutional and Compliance evaluation, applicants shall be assessed on:

- Copyright governance framework and internal IP management processes.
- Music rights management and understanding of synchronisation licensing for AI-generated content.
- AI model licensing compliance: confirmation that all AI tools used are licensed for commercial use and for use in public-broadcasting contexts.
- Training data governance: disclosure of whether any AI models used have been trained on proprietary or third-party data and the applicable data rights framework.
- Third-party rights management and clearance workflow.
- Content provenance documentation capability (C2PA or equivalent).

9. Detailed Technical Criteria

The technical criteria below define the quality threshold and governance standards expected by Prasar Bharati. No particular proprietary system is mandated. All criteria apply to production for general categories; Category-specific criteria (H for Category I, archive criteria in Section 11) are additional.

Ref	Technical Criterion	Expected Evidence	Marks
A	Input Flexibility	Ability to generate video from text, audio, still assets and mixed source material; support for script-to-visual and audio-led visualisation workflows.	4
B	Character Consistency	Creation of digital avatars; consistency of facial features, costumes, environment and object continuity across shots and episodic content.	5
C	Lip-sync and Speech Alignment	Reliable speech-to-lip alignment for Hindi and multiple Indian languages; handling of single-speaker and multi-speaker scenes.	5
D	Multi-Character Scene Management	Coherence in scenes involving two or more recurring characters across long-form content, varying angles and movement.	4
E	Resolution and Mastering	Broadcast-safe HD, Full HD and 2K / 4K delivery; clean audio mix, text-safe composition, HDR support (preferred).	3
F	Editing, Versioning and OTT Delivery	Alternative cuts for OTT, linear, social, vertical, square and promo versions; HLS / DASH packaging; WAVES metadata compliance.	4
G	Multilingual Localisation	Subtitles (CC, SDH), dubbing, voice adaptation, translation workflow, accessibility language output, Indian and international languages.	3
H	Digital	AI anchor / avatar design, multilingual lip-sync,	4

	Human Capability	audience disclosure mechanisms, consent framework for real-person likenesses.	
I	Safety, Provenance and Audit Trail	Human review process, model usage disclosure, source logging, C2PA or equivalent provenance, bias / hallucination mitigation, content safety controls.	4
J	AI Model Transparency	Disclosure of AI models (proprietary / open-source), licence type, version, contingency plan for model deprecation or access restriction.	2
K	AI Sovereignty	Use of Indian-developed AI, open-source AI or India-hosted deployments; data residency compliance.	2

9.1 AI Ethics and Deepfake Safeguards (Non-Negotiable)

The following requirements are non-negotiable and apply to all applicants irrespective of category. Failure to satisfy these requirements shall result in outright rejection, regardless of other scores:

- Applicants must maintain a documented policy on synthetic voice cloning and avatar creation, covering consent frameworks for any use of real individuals' likenesses or voices.
- Applicants must commit to never producing, for Prasar Bharati, any deepfake content depicting living public figures, elected officials or religious figures without explicit informed consent and prior written approval from Prasar Bharati.
- All AI-generated or AI-assisted content delivered to Prasar Bharati must carry a provenance record in a machine-readable format (C2PA or equivalent) identifying the AI tools, models and workflows used.
- Applicants must describe their human editorial sign-off process before any AI-generated content is presented as broadcast-ready.
- For Category I (Digital Humans): all AI anchor or synthetic presenter deployments for Prasar Bharati must include a visible on-screen disclosure to audiences that the presenter is AI-generated.
- **All AI-generated content shall comply with statutory labeling requirements for Synthetically Generated Information under applicable IT Rules.**

Without creating a mandatory eligibility requirement, preference may be accorded to applicants demonstrating:

- Use of Indian-developed AI technologies or models.
- Deployment on open-source AI ecosystems.
- India-hosted deployments with data residency within Indian territory.
- Sovereign AI architectures that reduce dependency on foreign model providers.

Note: *Prasar Bharati may, at its discretion, accord additional marks or preference to agencies contributing to India's AI sovereignty objectives. This shall be scored under Criterion K above.*

9.3 AI Model Dependency and Technology Lock-in

Applicants shall disclose all primary AI models, platforms and APIs used in their production workflow, including country of origin and licence type. Applicants shall provide a contingency plan describing how deliverables would be maintained or reproduced if a key AI model is deprecated, its licensing terms change, or access is restricted. Applicants relying exclusively on foreign cloud platforms must describe data residency and sovereignty implications.

10. Detailed Creative Content Creation Criteria

Ref	Creative Criterion	Assessment Lens	Marks
A	Originality of Concept	Freshness of idea, distinct visual language and suitability for public platform branding	4
B	Script and Narrative Strength	Clarity, pacing, emotional arc, retention and episodic hook	3
C	Audience Relevance	Appeal for youth, family and digital audiences without compromising public-value mandate	3
D	Cultural and Linguistic Sensitivity	Authentic Indian contexts, regional nuance, inclusivity and responsible representation	3
E	Music and Sound Design	Appropriateness of sound, lyrics, rhythm, sync and recall value	3
F	Platform Adaptability	Ability to design the same IP for short-form, OTT, social and promo ecosystems	4

11. Archive Repurposing — Category G Evaluation Framework

Applicants seeking empanelment under Category G (Archive Repurposing and Restoration) shall be evaluated on the following dedicated framework in addition to the general evaluation criteria. The Category G framework is scored out of 100 marks independently.

Evaluation Area	Evidence / Assessment Lens	Marks
Technical Restoration Capability	AI-assisted denoising, colour grading, upscaling (SD to HD / HD to 4K), grain management, aspect ratio conversion, handling of legacy tape and film formats	30
Metadata and Cataloguing Capability	AI-assisted metadata extraction and tagging using PBCore, Dublin Core or equivalent; OTT-ready structured metadata for WAVES ingestion	20
Rights and Clearance Understanding	Knowledge of pre-digital content rights complexities; music clearances, performer rights, underlying literary rights; rights verification and documentation workflow	15
Archive Experience	Familiarity with broadcast preservation standards, digital archiving protocols, cultural sensitivity in	20

and Preservation Standards	handling heritage content, approach to contextual re-presentation	
Demonstration / Restoration Sample	Quality and fidelity of a submitted archive restoration sample (60–120 seconds from legacy SD or deteriorated material)	15
Total		100

Note: A minimum qualifying score of 70 marks in this framework is proposed for Category G empanelment. Applicants not meeting this threshold may still be considered for other categories if they qualify on the general framework.

12. Accessibility and Inclusion Requirements

Prasar Bharati has statutory and policy obligations under the Rights of Persons with Disabilities Act, 2016, and applicable broadcasting accessibility guidelines. Empanelled agencies must demonstrate capability for, and commit to, the following accessibility requirements for all primary deliverables:

- Closed Captions (CC): Synchronised text captions for all dialogue and relevant non-speech audio, compliant with applicable broadcast / OTT captioning standards.
- Audio Description (AD): Separate audio description track describing key visual content for visually impaired viewers, as required for OTT and broadcast platforms.
- Subtitles for the Deaf and Hard of Hearing (SDH): Including speaker identification and relevant sound effect descriptions where distinct from CC.
- Sign Language Integration: Capability to produce sign language overlay versions of content where required by Prasar Bharati for specific formats or platforms.
- Text Accessibility on Screen: Where text overlays appear on screen, compliance with minimum font size, contrast ratio and reading speed standards.

Applicants shall describe their accessibility production workflow in their Technical Note. Capability gaps in accessibility production shall be scored accordingly and may affect the categories for which empanelment is granted.

13. Strategic Priority Content Areas

Prasar Bharati may, from time to time, issue thematic briefs or invite content proposals from empanelled agencies relating to the following strategic priority areas. Applicants demonstrating capability or a track record in any of these areas are encouraged to highlight this in their Creative Note and Organisational Profile:

Priority Content Area	Priority Content Area
Indian Culture and Heritage	North Eastern Region and Tribal

	Communities
Tourism, Spirituality and Pilgrimage	Education and Skill Development
Science, Technology and Innovation	Agriculture, Rural Development and Allied Sectors
Children's Programming	Youth Content and Contemporary Storytelling
Indian Knowledge Systems (IKS)	Documentary and Factual Programming
Public Information and Citizen Awareness	Health and Wellness
Sports and Physical Education	Environment and Climate
Women's Empowerment and Gender Equity	International Indian Diaspora Content

Note: *Inclusion of any content area in this list does not constitute a commitment to commission content in that area. Prasar Bharati's editorial and commissioning decisions shall remain independent of empanelment.*

14. Documentation to be Submitted

14.1 Mandatory Documents for All Applicants

- Annexure-1: Application Form and Organisational Profile.
- Certificate of incorporation / registration, PAN, GST registration and DPIIT Start-up recognition certificate, if applicable.
- Shareholding / beneficial ownership disclosure and contact details of authorised signatory.
- Portfolio deck, showreel, links to previous work, sample episodes / clips and client list (where disclosable).
- Technical Note (maximum 2,000 words): AI workflow, technology platform, tools / models used, human review process, rights safeguards, quality controls, AI model dependency disclosure and provenance / safety measures.
- Creative Note (maximum 1,500 words): genres handled, writing / direction capability, intended audience strengths and regional language ability.
- Accessibility Statement: the applicant's capability and committed workflow for CC, AD and SDH outputs.
- Self-declarations as per Annexure-4 (AI Ethics Declaration) and Annexure-5 (General Declarations).
- For Category F: additional documentation as specified in Section 4A.
- For Category G: Archive Capability Note describing restoration workflow, metadata standards, rights clearance approach and a sample archive restoration output (60–120 seconds).
- For Category H: Language Capability Statement listing languages covered, tools / platforms used and sample localisation outputs.
- For Category I: Digital Human / Avatar Portfolio including consent framework documentation as specified in Section 4B.
- For Consortium applications: signed Consortium Agreement or MoU as

required under Section 6.3.

14.2 Team and Organisational Structure

All applicants shall provide a brief organisational structure note identifying:

- Key management personnel and their roles.
- Creative leads (writers, directors, showrunners, creative directors).
- Technical leads and AI specialists (including names, qualifications and relevant experience).
- Language experts and localisation specialists (where applicable).
- Archive specialists and preservation professionals (for Category G applicants).
- Digital human and avatar production specialists (for Category I applicants).

Note: *CVs or profiles of key personnel need not be attached at the EOI stage but must be available for verification on request during the evaluation or assignment stage.*

15. Demonstration / Pitch Stage

Prasar Bharati may, at its discretion, call shortlisted applicants for a technical presentation, screening of sample work, live workflow demonstration, digital human demo, archive restoration sample or a brief-based pilot pitch. The live stage shall contribute to final scoring under Evaluation Head 5.

Applicants may be asked to present one or more of the following:

- A 60–90 second short-form sample (relevant to Categories A / B / C).
- A micro-drama scene or episodic concept treatment (relevant to Categories D / E).
- A music video treatment or excerpt (relevant to Category C).
- An 8–10 minute episodic concept with multi-character scene (relevant to Categories D / E).
- An archive restoration sample: 60–120 seconds from legacy SD material restored and re-presented (Category G applicants — mandatory; others — optional).
- A digital human / AI anchor demonstration: a 60–90 second multilingual AI presenter segment with audience disclosure mechanism (Category I applicants — mandatory; others — optional).
- A localisation sample: a 60–90 second clip dubbed or subtitled in at least two Indian languages (Category H applicants — mandatory; others — optional).
- A WAVES OTT delivery walkthrough: demonstrating adaptive streaming packaging, metadata tagging and accessibility output capability.

16. Empanelment Outcome, Panel Structure and Validity

Applicants meeting the prescribed threshold shall be empanelled category-wise. Prasar Bharati may create one or more of the following panels:

- Panel A — Production and Content Studios
- Panel B — Start-ups and Emerging Innovators
- Panel C — Archive Restoration Specialists
- Panel D — Music, Youth and Culture Content Specialists
- Panel E — OTT Technology and Delivery Specialists
- Panel F — Localisation, Translation and Dubbing Specialists (Category H)
- Panel G — AI Avatars, Digital Humans and Virtual Presenter Specialists (Category I)
- Panel H — AI Technology and Innovation Partners
- Any other category considered appropriate by Prasar Bharati.

Empanelment validity shall ordinarily be for a period of two (2) years from the date of empanelment, extendable at the discretion of Prasar Bharati based on performance, continuing need, integrity status, technological relevance and operational requirements.

16.1 Annual Performance Review and De-empanelment

Prasar Bharati shall conduct periodic performance reviews of empanelled agencies. The review shall consider quality of deliverables, adherence to timelines, compliance with data security, IP and AI ethics obligations, responsiveness, technological capability and overall performance.

De-empanelment may be initiated for material misrepresentation, blacklisting post-empanelment, persistent non-performance, breach of AI ethics or deepfake safeguard obligations, violation of applicable laws or voluntary withdrawal upon written notice.

De-empanelment shall ordinarily follow a show-cause process affording the empanelled agency a reasonable opportunity to respond, except in cases of serious integrity violations where summary de-empanelment may apply.

17. Commercial Framework after Empanelment

17.1 Assignment Process

Specific work may be awarded to agencies forming part of the applicable commercial panel constituted under Clause 17.3 through assignment-based allocation, limited competition, direct nomination where permissible, pilot projects, proof-of-concept engagements, innovation challenges, commissioning arrangements, revenue-share models, licensing arrangements, technology demonstrations, experimental projects or any other procurement mechanism approved by the competent authority and consistent with applicable rules and guidelines.

17.2 Intellectual Property — Default Framework

- For fully commissioned content, Prasar Bharati's default position shall be full assignment of copyright in the final deliverable across all platforms, territories

and formats for the full period of copyright.

- For co-produced or revenue-share content, IP ownership may be jointly held or licensed in proportion to the financial contribution of the parties, with Prasar Bharati retaining at minimum a perpetual, royalty-free licence for broadcast, digital exploitation and archival purposes.
- For archive restoration assignments, the restored deliverables and all associated outputs shall vest in Prasar Bharati. The applicant's restoration methodologies, workflows, software tools and proprietary technologies shall remain the property of the applicant.
- Pre-existing AI tools, proprietary software, model weights, workflows and methodologies owned by the empanelled agency shall remain the property of the agency.
- The empanelled agency shall warrant that all deliverables are free from third-party claims and that all applicable rights, licences, permissions and consents required for delivery and exploitation of the content have been duly obtained.
- The applicant must warrant that no AI models, training datasets, or open-source software tools utilized in deliverables infringe third-party IP rights.

17.3 Indicative Commercial Parameters

(a) Technical Empanelment

This EOI is intended solely for technical qualification and empanelment of eligible agencies. No commercial rates shall be discovered, negotiated or finalised at the EOI stage.

Applicants found technically qualified shall be empanelled category-wise under the relevant categories of empanelment. Technical empanelment shall not confer any right to receive work, minimum business guarantee or commercial commitment from Prasar Bharati.

(b) Commercial Rate Discovery through Limited QCBS RFP

Following completion of the empanelment process, Prasar Bharati may invite a limited Request for Proposal (RFP) exclusively among the agencies empanelled under this EOI for commercial rate discovery.

The RFP may cover one or more categories and may seek commercial proposals against a prescribed Schedule of Rates (SoR), output-based pricing structures, milestone-based pricing structures, deliverable-based pricing models or any other commercial format considered appropriate by Prasar Bharati.

Only agencies empanelled in a particular category shall be eligible to submit proposals for that category.

Evaluation of proposals shall be carried out through the Quality and Cost Based

Selection (QCBS) methodology, with the technical and commercial weightages specified in the RFP.

Based on the outcome of the QCBS process, category-wise benchmark rates shall be established for the relevant services and deliverables.

Prasar Bharati may also offer empanelled agencies, other than the selected bidder, an opportunity to match the benchmark rates and commercial terms for the relevant category. Agencies agreeing to match such benchmark rates and commercial terms may be included in the commercial panel for that category.

The rates so discovered shall constitute the approved commercial framework for award of assignments during the validity period of the applicable rate schedule unless revised through a subsequent rate refresh exercise.

(c) Periodic Rate Refresh

Recognising the rapidly evolving nature of Artificial Intelligence technologies and associated cost structures, Prasar Bharati may undertake periodic rate refresh exercises, ordinarily at intervals of six months, through a limited QCBS-based RFP among the empanelled agencies in the relevant category.

The revised benchmark rates and commercial terms emerging from such exercise shall apply prospectively to future assignments and shall not ordinarily affect assignments already awarded and under execution.

Prasar Bharati reserves the right to modify the frequency, scope or methodology of such rate refresh exercises based on technological developments, market conditions, operational requirements, procurement considerations or any other relevant factors.

(d) Participation in Commercial Processes

Participation in the commercial rate discovery process and subsequent rate refresh exercises shall be necessary for empanelled agencies seeking eligibility for future assignments under the applicable category.

Prasar Bharati may, at any time during the validity period of empanelment, issue fresh Expressions of Interest, open additional empanelment windows or induct new agencies, start-ups, technology providers or specialised service partners in one or more categories, without affecting the validity of existing empanelments.

Any agency empanelled subsequently may be permitted to participate in future rate refresh exercises and may be included in the applicable commercial panel in accordance with the prevailing commercial framework.

(e) Award and Distribution of Assignments

Assignments may be awarded to any agency forming part of the applicable

commercial panel at the approved benchmark rates.

Prasar Bharati shall not be obliged to allocate all assignments to a single agency merely because its rates formed the basis of the benchmark rates.

Prasar Bharati may distribute assignments among one or more agencies on the commercial panel based on factors including category-specific expertise, language capability, creative suitability, technical capability, turnaround requirements, available capacity, past performance, quality considerations, workload distribution, operational continuity, risk mitigation, geographic requirements or any other relevant operational consideration.

In the event of non-performance, inability to deliver, failure to meet timelines, capacity constraints, quality concerns, conflict of interest, termination of assignment or any other operational requirement, Prasar Bharati may award work to any other agency on the applicable commercial panel at the approved benchmark rates without undertaking a fresh rate discovery process.

(f) Special Commercial Models

Notwithstanding anything contained herein, Prasar Bharati may adopt alternative commercial models including revenue-sharing arrangements, royalty-based structures, co-production frameworks, licensing arrangements, original IP development models, proof-of-concept projects, pilot projects, innovation challenges, technology demonstrations, outcome-based engagements or any other commercial structure considered appropriate by the competent authority.

The commercial terms for such engagements may be determined separately and need not be governed by the benchmark-rate framework described above.

18. Key Conditions

- Prasar Bharati reserves the right to accept or reject any or all applications without assigning reasons.
- Prasar Bharati may verify any information, credentials, outputs, samples or declarations submitted by the applicant at any stage.
- Any misrepresentation, plagiarism, rights deficiency, manipulated demo, hidden subcontracting risk or false AI-capability claim may lead to rejection or removal from the panel.
- Empanelled entities shall be required to sign additional agreements, NDAs, rights warranties, archive handling conditions and assignment-specific contracts before any work is released.
- All deliverables must comply with applicable Programme Code, Advertising Code, IT / digital media norms, child protection requirements, music rights obligations, DPDPA 2023 and directions issued by competent authorities from time to time.
- Prasar Bharati may insist on human editorial oversight and may prohibit or restrict the use of particular AI methods, cloned voices, likeness simulation or

- synthetic personas in sensitive categories.
- No applicant shall use Prasar Bharati / Doordarshan / WAVES / Akashvani names, logos or association for publicity unless specifically authorised in writing.
 - Applications may be submitted in English or Hindi. Regional language showreels or samples should be accompanied by English or Hindi synopses.
 - This EOI does not constitute a tender. Empanelment shall not create any right, entitlement or expectation of work on the part of any empanelled agency.
 - The Empanelled Agency shall explicitly acknowledges that Artificial Intelligence, synthetic media, and generative technologies are subject to a rapidly evolving regulatory landscape. The Agency undertakes to comply with all existing, amended, enacted, or newly notified laws, rules, regulations, statutory instruments, judicial pronouncements, and binding administrative directives governing Artificial Intelligence, synthetic media, voice cloning, automated processing, and digital media content.

Annexure-1: Application Form and Organisational Profile

Sl.	Particulars	Details to be Furnished
1.	Name of applicant entity	
2.	Legal status and registration details (company / LLP / start-up / other)	
3.	Year of establishment	
4.	Whether DPIIT start-up recognised (Yes / No)	
5.	Registered office address	
6.	Authorised signatory — name, designation and contact details	
7.	Categories applied for (A / B / C / D / E / F / G / H / I — mark all that apply)	
8.	Brief organisational profile (max 200 words)	
9.	Key clients / projects / links to prior work (disclosable)	
10.	Languages covered — production and post-production	
11.	Whether consortium application (Yes / No) —	

	if Yes, attach Consortium Agreement	
12.	Whether Pilot Track being requested (Yes / No)	
13.	Any blacklisting / litigation / regulatory action disclosure	
14.	Primary AI technologies / models in use (brief)	
15.	Indian / open-source AI components used, if any	

Annexure-2: Technical Capability Matrix

For each capability area: indicate Yes / No / Partial availability; provide a brief description of tools, platform or evidence. Blank cells shall be treated as Not Available.

Capability Area	Available (Yes / No / Partial)	Brief Description / Tools / Evidence / Benchmark
Text-to-video generation		
Audio-to-video generation		
Image-to-video generation		
Live character / avatar insertion in video		
Character consistency across episodes		
Multi-character scene generation		
Lip-sync — Hindi and Indian languages (list languages)		
Voice adaptation / dubbing (describe consent framework for real voices)		
AI-assisted		

translation (list language pairs)		
Multilingual subtitling — CC and SDH		
HD / 2K / 4K mastering and broadcast-safe QC		
HLS / DASH packaging for OTT (WAVES-compatible)		
OTT catalogue metadata tagging		
DRM / content security integration		
Closed Captions (CC) production		
Audio Description (AD) production		
SDH subtitle production		
Sign language overlay capability		
AI anchor / digital human presenter		
Multilingual digital human lip-sync		
Audience disclosure mechanism for AI presenters		
Human editorial review process		
AI model usage / provenance logging (C2PA or equivalent)		
Archive restoration: denoising / upscaling / colour grading		
Archive metadata tagging (PBCore / Dublin Core or equivalent)		
Turnaround: 1-min output — first iteration		
Turnaround: 5-min output — first iteration		
Turnaround: 10-min		

output — first iteration		
Turnaround: 25–30 min output — first iteration		

Annexure-3: Creative Proposal Sheet

Item	Response
Genres in which the applicant has proven strength	
Target audience strengths (youth / family / regional / international / diaspora)	
Illustrative original concepts proposed for Prasar Bharati / WAVES	
Approach for youth-facing and digital-native content	
Approach for culturally rooted / archival and heritage content	
Regional and Indian language capability (list languages and level of capability)	
North Eastern Region / tribal language capability (if any)	
Music video capability and collaborating composers / artistes	
Writers / directors / creative leads (names and brief bios)	
Illustrative IP that can be developed episodically for WAVES	
Approach to accessibility (CC / AD / SDH) in creative workflow	
Strategic priority content areas (from Section 13) in which the applicant has	

Annexure-4: AI Ethics and Deepfake Policy Declaration

This declaration must be signed by the authorised signatory. All items must be confirmed. Any item that cannot be confirmed must be explained in a separate note attached to this Annexure.

- ☐ **1.** The applicant does not use synthetic voice cloning of real individuals without documented informed consent of the individual concerned.
- ☐ **2.** The applicant will not produce, for Prasar Bharati, any deepfake or synthetic likeness content depicting living public figures, elected officials or religious figures without explicit prior written approval from Prasar Bharati.
- ☐ **3.** All AI-generated or AI-assisted content delivered to Prasar Bharati will carry a machine-readable provenance record (C2PA or equivalent) identifying all AI tools and models used.
- ☐ **4.** The applicant maintains a documented human editorial review process for all AI-generated content before it is presented as broadcast-ready.
- ☐ **5.** For Category I: all AI anchor or synthetic presenter deployments for Prasar Bharati will include a visible on-screen disclosure to audiences that the presenter is AI-generated.
- ☐ **6.** The applicant acknowledges and will comply with the Digital Personal Data Protection Act, 2023 in respect of all personal data processed in connection with Prasar Bharati assignments.
- ☐ **7.** The applicant has disclosed all primary AI models, platforms and APIs in the Technical Note and Technical Capability Matrix.
- ☐ **8.** The applicant will notify Prasar Bharati of any material change in AI tools, platforms or model access that may affect ongoing or future assignments.
- ☐ **9.** All AI models used in production for Prasar Bharati are licensed for commercial use and for use in public broadcasting contexts.
- ☐ **10.** Training data used to develop or fine-tune AI models used in production complies with applicable data rights and does not include unlicensed third-party content.

Name of Authorised Signatory:

Designation: _____

Organisation Name and Seal:

Signature: _____

Date: _____

Annexure-5: General Declarations

Certified by the authorised signatory on behalf of the applicant organisation.

- ☐ **1.** Certified that all information submitted is true, correct and complete, and that the applicant accepts that any misrepresentation may result in rejection or de-empamentment.
- ☐ **2.** Certified that the applicant is not blacklisted / debarred / suspended by any Government entity, PSU, statutory authority or court as on the date of submission.
- ☐ **3.** Certified that the applicant has the right to showcase all submitted work samples, showreels and links for evaluation purposes and that doing so does not infringe the rights of any third party.
- ☐ **4.** Certified that the applicant will comply with all applicable laws, Programme Code, Advertising Code, content rights obligations, AI-related safeguards and Prasar Bharati's directions from time to time.
- ☐ **5.** Certified that Prasar Bharati may verify all claims, documents and samples submitted at any stage.
- ☐ **6.** Certified that the applicant acknowledges that empanelment does not guarantee any work, business or financial commitment from Prasar Bharati.
- ☐ **7.** Certified that the applicant has read and understood all sections of this EOI and the Annexures and accepts the terms and conditions stated therein.

Name of Authorised Signatory: _____

Designation: _____

Organisation Name and Seal: _____

Signature: _____

Date: _____

Annexure-6: Consortium Agreement Declaration (if applicable)

To be submitted only by applicants applying as a Consortium. Attach a signed Consortium Agreement or MoU as required under Section 6.3.

Lead Member (Name and registration details):

Member 2 (Name and registration details):

Member 3 (if applicable):

Lead Member's equity stake / decision-making authority:

Brief description of roles and responsibilities of each member:

Consortium Member	Role in This Application	Specific Capabilities Contributed
Member 1		
Member 2		
Member 3		

Signatures of all Consortium Members:

Lead Member Signature and Seal:

Member 2 Signature and Seal:

Member 3 Signature and Seal (if applicable):

Date: _____