

**GOVERNMENT OF INDIA
NORTH EASTERN COUNCIL SECRETARIAT
NONGRIM HILLS: SHILLONG 793003**

No. NEC/EM/ 34/2009

Dated the 15th March, 2010.

**NOTICE INVITING EXPRESSION OF INTEREST (EoI) FOR CONDUCTING A
MULTI-STATE COMPOSITE COMPETITIVE CULTURAL PROGRAMME NAMED
“NORTH EAST WAVE”**

North Eastern Council, Shillong is going to organize a Composite Cultural Programme named ‘North East Wave’ encompassing all the North Eastern States including Sikkim. The programme will showcase the composite cultural heritage like Folk/Ethnic Dances/Songs of the Region as well as the modern creative dance and songs to suit the aesthetic taste of the day and mainstreaming the talented youth of the NE Region into the National pool. The show will have two parts, one competitive and non-competitive part as per the following format.

(a) Competitive Part

This part will cover only the contemporary creative dance and songs to popularize the same among the youth and to generate interest for our cultural heritage.

- i. The competition will be in two stages: In the preliminary stage, in each of the eight states, there will be competition in such a way that the best talents will be selected within each State for the final stage.
- ii. In the final stage, the show will be held in Guwahati and will have to be telecast in a satellite channel in reality show format and the teams will present their creations befitting the objective of the programme
- iii. The competition will be judged by a panel of eminent judges as well as by audiences as in a reality show through SMS based voting.

- iv. The show will culminate in a mega final event preferably in open air and to be telecast live.

(b) Non-Competitive Part

In this segment, the finest and purest form of some selected folk songs, folk dances and classical dances of the Region will be showcased which will also be telecast in between the competitive segments. These dances or songs will be performed by renowned artistes or finest exponents available in the region.

2. Reputed and registered producers of television programmes having tie up with satellite TV channels/TV channels with satellite broadcasting capability and having the capacity to organize such event or have organized such events earlier may send their Expression of Interest (EoI). The pre-qualification criteria for the producers are given at Annexure-I. The technical prerequisites required for the TV channels to submit EOI is given in Annexure-II.

The EoI should contain the following:-

I. General Background:

- (a) Registration/Empanelment, if any.
- (b) Last Three Years financial returns (Balance Sheet, Profit & Loss Accounts etc and Certificate regarding networth).
- (c) Income Tax records/returns with PAN number.

II. Experience

Experience of producing similar programmes or other TV programmes with proof (Channel, Date & Time of Telecast, TRP ratings etc).

III. Technical expertise

- (a) In-house expertise (Biodata of the key persons of the creative Team, Award won, if any).
- (b) Proposed tie-up or out-sourcing if any.

IV. Proposed design of the event:

- (a) Concept note for both competitive and non-competitive part of the programme
- (b) Detailed write up on how the Competition will be organized at the ground level.

NEC reserves the right to alter the design to suit their needs.

3. It may be mentioned that NEC will firm –up a workable design out of the designs submitted by the organizations expression interest. On that design financial bids will be called from the eligible agencies who have expressed their interests. All the proposals etc will be evaluated by a committee under the Chairmanship of Secretary, NEC.

4. Short-listed organizations may be called for a presentation in the NEC Secretariat, Shillong at their own cost.

5. The final selection will be done on the basis of the presentation and the financial bids.

6. The Council reserves the right to accept or reject any or all the applications without assigning any reasons thereof.

7. NEC will sign an MoU with the selected organizations which will be framed out in due course separately indicating therein acceptable terms and conditions.

8. Interested organizations may submit their proposals by 5th April, 2010 to the following

Address:-

Director (IPR),
North Eastern Council Secretariat,
Nongrim Hills, Shillong- 793003
Meghalaya.

9. Those organizations who had applied in response to our earlier advertisement dated 23rd October, 2009 may also submit their EoI, if they desire, provided they fulfill the prequalification criteria as the format has been changed.

(D. Khound)
Director (E&M) & i/c DIPR
Tel: 0364-2522668

Annexure-I

The Pre-qualification Criteria for the Producers

(i) DAVP empanelled producers for TV Serials/sponsored video programme.

OR

(i) The producers/production agencies should have a minimum networth* of Rs. 8 Lakhs.

(ii) Professional experience of having produced atleast three TV serials/sponsored video programmes/TV Reality Show of minimum 5 episodes each in the past five years.

*Networth

Networth means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its network certified by a statutory auditor/chartered accountant.

The Technical prerequisites for the Channel to submit EOI

1. The channel's Headquarter shall be located within the NE Region.
2. It shall be in the Prasar Bharti owned DD Direct + Platform.
3. It shall be fully automated channel.
4. It should have MPEG4 technology to give its viewers digital quality pictures.
5. It shall have a minimum viewership of atleast 1.8 million household.
6. It shall have a minimum of 7DSNG vehicles.
7. It shall have atleast 8 online Bureaus across the region.
8. It shall have presence through Tata Sky, Dist TV, Sun DTH, Airtel Digital TV, and Big TV. Presence any other DTH would be given more weightage.
9. TRP rates given by TAM within the region would be given wieghtage.
10. Experience of conducting reality shows within the region would also get additional weightage.