

**GOVERNMENT OF PUDUCHERRY  
DIRECTORATE OF SCHOOL EDUCATION  
STATE PROJECT OFFICE, SAMAGRA SHIKSHA, PUDUCHERRY**

**No: 1316/DSE/SS/EOI /2020-21**

**Date: 19.10.2020**

**Expression of Interest**

Directorate of School Education, Government of Puducherry, is proposing to telecast video lessons for 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> Standard Students for 28 hours per week in local cable T.V channels having wide coverage in the urban and rural areas of Pondicherry / Karaikal region. In this regard, it is proposed to identify and associate with suitable Multi-system operators / Local channel operators. Last date for submission of interest is 26<sup>th</sup> October, 2020. For further details, visit the website:

**<https://schooledn.py.gov.in>**

**Director of School Education**

## **NOTE ON TELECASTING VIDEO LESSONS ON LOCAL CABLE T.V CHANNEL**

Schools have been closed as a preventive measure to contain the spread of Covid-19 pandemic. Under this circumstance, the Directorate of School Education, Puducherry has planned to telecast video lessons of classes 9, 10, 11 and 12 in Local cable T.V channels having wide coverage in rural and urban areas of Pondicherry / Karaikal region. Expression of interest along with financial quote is invited from Multi-system operators (MSO) / Local channel operators (LCO) to associate with this Directorate in telecasting the video lessons to students.

### **General Guidelines:**

1. The MSOs/LCOs should have wide coverage in all the urban and rural areas of Pondicherry / Karaikal region.
2. The MSOs/LCOs should have registered with competent authority and have legal functioning.
3. The MSOs/LCOs have to allocate **28 hours per week** or separate channel for 28 hours per week as per the time mentioned below:

Days	Hours	Time
<b>Monday to Friday</b>	<b>2 hours per day</b>	<b>5 PM to 7 PM</b>
<b>Saturday and Sunday</b>	<b>9 hours per day</b>	<b>Between 8 AM to 8 PM</b>

4. The MSOs/LCOs should not telecast any advertisements in between the video lessons.
5. The MSOs/LCOs should scroll the details of particular day's telecast from previous day itself as furnished by the Directorate of School Education, Puducherry.
6. One week's schedule of telecast should be shown in the beginning and end of every video lesson.
7. Whenever required, the MSOs/LCOs are obliged to extend their assistance in recording and editing of video lessons at their studio and also to arrange live telecast from their studio.
8. ***The filled in EOI format should be scanned and sent to [spdssa-edn.pon@nic.in](mailto:spdssa-edn.pon@nic.in) on or before 26.10.2020.***

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Application form for submitting the Expression of Interest to telecast Video lessons in Pondicherry / Karaikal region

1. Name of the MSO/Local channel operator :
2. Registration Details :
3. Address of the MSO/ Local channel operator :
4. Name of the Proprietor/Authorized person :  
Email ID :  
Contact No :
5. Total years of operation :
6. Details of areas covered in (a) Pondicherry region :  
  
(b) Karaikal region :
7. Whether willing to associate on gratuitous basis : Yes / No  
(a) If Yes, tick the area of assistance (i) Telecast  
(ii) Editing  
(iii) Recording  
(iv) Live telecast  
(b) If No, state the cost for 28 hours telecast / live class per week : \_\_\_\_\_  
(Rate should be inclusive of all taxes)
8. Whether any case or discrepancies pending against the MSO / Local channel operator under any law of this land : Yes / No  
If Yes, details thereof:

Place:

Date:

Signature with seal