



TRAVANCORE DEVASWOM BOARD

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ROC.17129/24/IT

Devaswom Commissioner Office
Thiruvananthapuram
18/10/2024

INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR THE ESTABLISHMENT OF RADIO HARIVARASANAM

SL.No	Description	Details
1.	ROC.NO. and Date	17129/24/IT dated 18/10/2024
2.	Brief Description of the EOI	Establishment of Radio Harivarasanam
3.	Address for Communication and Submission Of Tender	Devaswom Commissioner Travancore Devaswom Board Nanthancode, Thiruvananthapuram-03
4.	Date of Issue	19/10/2024
5.	Last Date of Submission of Bids	26/10/2024
6.	Date and Time of Opening of Bid	28/10/2024, 11.00 AM

Subject: Expression of Interest in Launching a 24-Hour Online Radio for Sabarimala Temple

The Travancore Devaswom Board (TDB) is pleased to express our interest in establishing a 24-hour online radio platform called “ **Radio Harivarasanam** ” dedicated to the Sabarimala temple. As the statutory body managing approximately 1250 temples in southern Kerala, including the revered Sabarimala temple, we aim to enhance our spiritual outreach and engagement through this innovative platform.

1. About Us

Established in 1950 under the Travancore Cochin Hindu Religious Institutions Act (Act XV of 1950), the Travancore Devaswom Board is responsible for managing and protecting temple properties and prioritizing the welfare of pilgrims. We oversee the Sabarimala temple, one of India’s most significant pilgrimage sites, and are committed to preserve its sanctity and cultural heritage.

2. Our Interest

We seek to launch a 24-hour online radio platform for the Sabarimala temple to deliver continuous devotional content, including live broadcasts of rituals, educational programming, and more. This platform will enable ongoing engagement with devotees locally and globally, enriching their spiritual experience around the clock.

3. Scope of Work

3.1. Content Creation and Management

- **Devotional Programming:** Continuous broadcasts of prayers, hymns, and devotional music.
- **Live Rituals:** Regular streaming of key temple rituals and ceremonies.
- **Educational Segments:** Ongoing programs about the history and significance of Sabarimala.
- **Interviews and Talks:** Periodic sessions with priests, scholars, and devotees.
- **Promotion:** The bidder shall be responsible for creating and promoting all content broadcasting, ensuring a high standard of quality and relevance.

3.2. Technical Setup

- 3.2.1. **Platform Development:** Design and development of a user-friendly online radio platform.
- 3.2.2. **Broadcast Equipment:** Acquisition and installation of high-quality equipment to ensure continuous transmission.
- 3.2.3. **Maintenance and Support:** 24/7 technical support and maintenance.

3.3. Marketing and Outreach

- 3.3.1. **Promotion:** Strategies to promote the 24-hour platform through various channels.
- 3.3.2. **Engagement:** Interactive features such as live chat and feedback mechanisms.

3.4. Operational Management

- 3.4.1. **Scheduling:** Development of a comprehensive broadcast schedule for 24-hour operation.
- 3.4.2. **Content Management:** Regular updates and management of content.
- 3.4.3. **Operational Hours:** The radio platform should operate 24x7 without fail.

3.5. Advertisement Policy

- 3.5.1. The bidder shall ensure that no advertisements are broadcasted along with the content without prior permission from the Travancore Devaswom Board. All content must be free from commercial interruptions unless expressly authorized.
- 3.5.2. The Travancore Devaswom Board reserves the right to broadcast any advertisements along with the content if required. The bidder shall publish advertisements provided by the Travancore Devaswom Board as part of the content.

3.6. Copyright and Content Regulations

- **3.6.1.** The bidder will be solely responsible for any copyright-related issues arising from the content broadcasted on the platform. The Travancore Devaswom Board will not be held liable for any copyright disputes.
- **3.6.2.** The media content to be streamed / transmitted through the Sabarimala Online Radio should be within the scope of Hindu religious beliefs, cultures and traditions only and should not in anyway interfere, malign or dis-respect the beliefs / cultures / traditions of other religions in any manner.

4. Qualification Criteria

4.1. To participate in this project, bidders must meet the following qualifications:

- **4.1.1. Experience:** Minimum of 15 years of experience in the radio industry, with specific experience in working with online radio platforms.
- **4.1.2. Infrastructure:** Ownership of at least three studios.
- **4.1.3. Government Experience:** Experience executing similar projects with government or autonomous bodies under the Government of Kerala.

A self-declaration confirming the above qualification criteria must be submitted along with the bid.

5. Documents to be Submitted for Participation

5.1. Profile of the Organization: A detailed profile of the bidder's organization, including its history, capabilities, and relevant experience.

5.2. Self-Declaration of Qualification Criteria: A self-declaration confirming the bidder's compliance with the qualification criteria mentioned above.

5.3. Financial Bid: A financial bid on the organization's letterhead outlining the services to be provided.

5.4. Operational Proposal: A detailed proposal on how the radio service will operate in accordance with the schedule.

5.5. Experience Documentation: Evidence of experience with online radio platforms.

5.6. Other Relevant Documents: Any additional documents that may support the bid or provide further insight into the bidder's qualifications.

6. How to participate

A closed envelope containing the technical documents specified in the qualification criteria, along with a financial document detailing the services and their rates, should be sent to the following address:

**Devaswom Commissioner,
Travancore Devaswom Board,
Nanthancode, Kowdiar Post,
695003.**

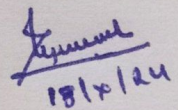
Please ensure that 'Bid for Participating in Harivarasanam Radio' is inscribed on the envelope.

7. Opening of Bid

The bids shall be opened at the TDB Headquarters premises in the presence of the Devaswom Commissioner, and bidders or their authorized representatives who choose to attend. The bids will be opened on [28/10/2024] at 11:00 AM in the Chamber of Devaswom Commissioner, Travancore Devaswom Board Headquarters, Nanthancode, Thiruvananthapuram, Kerala 695003.

8. Contract Period

The successful bidder will enter into an Agreement with the Travancore Devaswom Board. The period of the contract will be 2 years from the date of the award of the contract. The contract may be extended for the same duration under the same terms and conditions, subject to mutual agreement.


18/10/24

Devaswom Commissioner