

Terms of Reference (ToRs)

Hiring Consultancy Services for Development and Upgradation of Broadcasting Facilities at AIOU

1. Background

The COVID-19 pandemic caused significant disruptive impacts that kept children, teachers, and administrators out of school for prolonged periods in Pakistan. The Ministry of Federal Education and Professional Training (MoFEPT) commenced educational content transmissions via Tele School for students of grades 1-12 in April 2020.

To complement this effort and given existing gaps, under the World Bank supported Pandemic Response Effectiveness Project (PREP), additional digital content will be developed and broadcasted across the country.

However, to meet the MoFEPT's distance learning vision of broadcasting content for Grade K – 12, the AIOU needs support to enhance its technical capacities and facilities for distance education. This support will be procured directly by the MoFEPT and will cover technological upgrading of facilities or establishing new setup, including provision of equipment, setting up multiple dedicated educational TV channels and enhancing AIOU staff capacity to run these channels.

Due to the complexity and diversity of the project scope which entails detailed technical considerations, MoFEPT is engaging a dedicated technical firm/consortium, using CQS method under WB procurement regulations, to support the ministry in the planning, implementation, and technical support for the entire scope of the project to launch satellite TV channels through AIOU and studio and post-production facility. The consulting firm will be responsible for planning, design and implementation supervision and have expertise to address the project requirements lead by a project director to coordinate with MoFEPT and AIOU accordingly to completely serve their agreement scope.

2. Scope of Work.

The technical firm/consortium is expected to have clear technical, regulatory and compatibility comprehension for Earth Up Linking, Broadcasting Equipment and Associated Machinery purchase, installation and running. The firm/consortium is also expected to recommend relevant human resources and train existing AIOU staff to manage all the broadcasting system and build their in-house ability to trouble shoot everyday challenges. The firm/consortium will develop a Monitoring Framework to assist AIOU in effectively managing the newly gain capabilities and up linking advantages for optimal results and performance. The firm/consortium will help manage technical vetting of requested equipment, supplier agreements, License Provisions, Fee Agreements, technical sign-off, taxation, and warranties, guarantees and troubleshooting Mechanism for the client (AIOU and MoFEPT). The firm/consortium will complete all necessary

due diligence processes for all these services and provide a technical sign-off on the activities. A team profile of the firm/consortium of firm along with relevant experience will be provided in the technical proposal.

The Consulting Firm will work and complete the following tasks (Deliverables):

- i. To conduct need assessment for establishment/ upgradation of the AIOU's studios and review requirements keeping in mind Tele School requirements.
- ii. To prepare a complete end-to-end solution for establishment/upgradation AIOU studios keeping in view Tele School needs.
- iii. To develop and provide Standard Operating Procedures (SOP) and operational guidelines/manuals for satellite broadcasting and internet streaming of Tele school.
- iv. To assist in the bidding process for procurement, helping in preparation of bidding documents, setting out milestones/deliverables, implementation requirements and appropriate timelines.
- v. To give technical advice to MoFEPT procurement committee with technical expertise for the evaluation of proposals, recommendation of award of the project. However, the firm will not be the part of evaluation process neither attend any of the meeting of the committee.
- vi. To supervise quality assurance of equipment and prepare detailed plan outlining the phase-wise activities, available and required resources, timelines, assumptions, risks, and mitigation.
- vii. To supervise implementation of this activity and provide technical sign-off, ensuring compliance, planning, methodologies, and work-schedules from service provider/vendors.
- viii. To ensure complete functionality / technical testing, configuration, installation worthiness reporting, and test run of equipment and broadcasting and provide inspection report and final completion report.
- ix. To support in developing TORs for human resource hiring for broadcast operations
- x. To share monthly reports and conduct meetings with key stakeholders including MoFEPT/PCU and other nominated quarters to discuss program implementation progress, challenges, viewership details, student engagement for different programs, and any changes that may be required to the broadcasting approaches and schedules.
- xi. To determine and authenticate that the milestones/deliverables and implementation requirements, as laid-down in the bidding documents for the establishment/upgradation and up linking of channels, have been achieved.
- xii. Support AIOU in:
 - a) Handholding, trouble shooting and necessary training on the new equipment

- b) Commissioning and launch of four satellite channels by providing technical support.
- c) Arranging the play out server re-configuration.
- d) Developing a digital catalogue of the content, by grade and subject, mapped to the SNC, and share the catalogue with the MoFEPT
- e) Developing a content management plan (covering how the content will be stored, saved, and retrieved)
- f) To submit Tele School, timely progress reports (along with suitable recommendations, if any) for perusal of the MoFEPT.
- g) Developing a broadcasting plan to share with the MoFEPT
- h) Managing the distance learning content procured by the MoFEPT, and develop a well-organized repository of digital learning contents, by category in consultation with AIOU and train newly hired human resources for hand-on handling of the content bank/repository
- i) Developing broadcasting plans and schedules in consultation with AIOU
- j) Coordinating with the Pakistan Electronic Media Regulatory Authority (PEMRA) for obtaining TV license
- k) Developing viewership tracking system and assist AIOU in using viewership and engagement information to assess the effectiveness of the programs.

3. Timeline and duration of the contract

The technical firm/consortium will be engaged till June 2023, from signing of the contract.

4. Deliverables

| Sr. | Deliverables | Timeline |
|-----|--|--|
| 1 | To conduct need assessment for establishment/ Upgradation of the AIOU's Studios by keeping in mind Tele School requirements and submit an inception report with technical sign-off on request. The report will include detailed plan outlining the phase-wise activities, available and required resources, collaboration with AIOU, timelines, quality assurance, assumptions, risks and mitigation. | 15 Days from signing of the contract |
| 2 | To prepare a complete end-to-end solution for establishment/upgradation AIOU studios keeping in view Tele school needs. | |
| 3 | To assist in the bidding process for procurement of vendor/contract for implementation. <ul style="list-style-type: none"> i. Helping in the bidding process/evaluation, | On-going, till the signing of the contract with vendor |

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| | <ul style="list-style-type: none"> ii. Setting out milestones/deliverables. iii. Implementation requirements and appropriate timelines. iv. Provided recommendation for award of project | |
| 4 | To submit monthly reports on progress of activities and viewership of Tele School, (along with suitable recommendations, if any) for perusal of the MoFEPT | Monthly basis, On-going |
| 5 | To supervise quality assurance of equipment and prepare detailed plan outlining the phase-wise activities, available and required resources, timelines, assumptions, risks and mitigation. | Ongoing, after vendor firm is onboarded |
| 6 | To supervise implementation of the activity, ensuring compliance with the engineering design, planning, methodologies and work-schedules from service provider/vendors. | On-going, after vendor firm is onboarded |
| 7 | To develop and provide Standard Operating Procedures (SOP) and operation manual for broadcasting of satellite TV channels | 3 months of signing the contract |
| 8 | To determine and authenticate that the milestones/deliverables and implementation requirements, as laid down in the bidding documents for the establishment/upgradation and up linking of channels, have been achieved. | Six months from the signing of the Contract |
| 9 | To train the AOIU staff on equipment use and SOPs for broadcasting and submit a report to the Ministry | By June 2023 (End of Project) |
| 10 | To submit a completion report with a technical sign-off | By June 2023 End of Project) |

5. Selection Method

The firm will be selected under the Consultant Qualification Selection (CQS) method of World Bank procurement regulations for Consultancy Services.

6. Requirements

For the procurement of Consultancy Services, the following primary areas for consideration may be:

I. Eligibility:

All the firms must be registered with relevant authorities like SECP, Registrar of Companies, etc. along with having an active income and sales/services tax status with FBR.

II. Technical Parameters:

The technical evaluation parameters for EOIs/proposals will be based upon the following factors:

- Firm must have at least 5 years' experience of overseeing establishment of Virtual Studios/ Augmented Reality / Mixed Reality /Video Walls/Satellite Broadcasting/ Internet livestreaming and interactive media on various projects either nationally or internationally.
- Extensive knowledge of the Camera Tracking system / Video Wall Processors and other RTG systems like (Unity, Unreal, Ventuz, Viz RT, Ross/Xpression);
- Must have capability to design NDI (Network Data Interface) design infrastructure;
- Must have executed at least 3 TV channel projects on turn-key basis.
- The team profile of the firm should include:

A Team Lead with established credentials as a Media Consultant having expertise in complex media designs. The Team Lead is required to have a minimum of 05 years relevant experience and education background up to a Masters or above level degree in media or mass communication.

In addition to the Team Lead, the team should have personnel with skills and experience in Interior Media Design, Sound/Acoustic Engineering, Light Engineering, Media/Broadcasting Engineering, ICT/Electrical Engineering.