



भारत सरकार
विज्ञान और प्रौद्योगिकी मंत्रालय
विज्ञान और प्रौद्योगिकी विभाग
टेक्नोलाजी भवन, महरौली मार्ग
नई दिल्ली 110016

GOVERNMENT OF INDIA
MINISTRY OF SCIENCE AND TECHNOLOGY
DEPARTMENT OF SCIENCE AND TECHNOLOGY
TECHNOLOGY BHAWAN, NEW MEHRAULI ROAD
NEW DELHI 1100 16



THE GREAT ARC
200 YEARS
CELEBRATING THE QUEST

TELEGRAM : SCIENCTECH
दूरभाष/TEL : 26962819, 26567373,
26562134, 26562122 (EPBAX)
फैक्स/FAX : 26569908, 26864570,
26863847, 26862418

No. CO/SW/F03/2006 (Part)

Dated : 28.4.2011

Subject : SCIMIND INDIA

National Council for Science and Technology Communication (NCSTC), Department of Science and Technology (DST), Government of India, has produced a unique 27 episode Science Talent Hunt show-Scimind India. This innovative show of high production value is now ready for telecast on exclusive use basis. Each episode of about 23 minutes duration has been made in DigiBeta Format and has a judicious mix of Hindi & English.

In this context, DST now invites bids in sealed cover from TV channels that fulfill the criteria given below :

- The Channel must have a sizeable share of the viewership (say over 10% of Channel Share) besides Gross Rating Point of over 100 as per TAM Media Research for the week ending 16th April, 2011.
- The Channel would telecast the entire programme free of cost on Prime Time on Sundays and preferably launched it during May-June 2011 to coincide with summer holidays in schools across India.
- The Channel must quote above the minimum floor price, which has been fixed at Rs. 103 Lakhs for 27 episodes of Scimind India.
- The Channel would also undertake to prepare the telecast ready Masters besides promoting the programme at its own cost.

You are requested to attend a pre-bid meeting, scheduled to be held on 6th May, 2011 at 1100 hrs. in Room No. 30, Technology Bhawan, New Delhi – 110 016. After an overview of the 'Scimind India' and preview of an episode, you would be required to submit your sealed bids by 1100 hrs on 11th May, 2011 which would be opened on the same day in Room No. 30. The decision of the Department would be conveyed soon thereafter. For any further query, please contact the undersigned or Smt. Ujjawala T. Tirkey, Scientist E (011-26590377).

Thanking You,

Yours sincerely,

(Dr. B.P.Singh)

Head, NCSTC Division
Email : bpratap@nic.in
Tel. No. : 011-26590 302