

Terms of Reference

The Successful bidder is required to supply, install, configure, test, monitor service, maintain and insure the items mentioned in this section. The integrated solution must be thoroughly tested. The bidder shall also provide documentation as required by the Department and provide post installation support service. The entire scope of work must be completed in all respects and made usable as per the requirements of the Department. Also, the bidder should bid for and provide the entire end-to-end solution as a whole and not for any parts thereof in a piecemeal fashion. The bidder should account for and include costs of any hardware, software and service components which constitute the complete solution irrespective of whether they are included here or not. The comprehensive scope of work is as follows:

The Department intends to deploy 100 Vertical Large Format Displays (LFD) at various locations in Punjab, Chandigarh and New Delhi for which the tentative list of locations is mentioned at Annexure 15.7. The bidder can propose his own solution or a ready-to-provide arrangement with a supplier providing such services. The Department may increase/decrease the procurement of Numbers of LFD Screen and locations at latter date during the contract period depending upon the LFD Screen requirement. The possible increase in number shall be conveyed to the selected bidder as and when required. The selected Bidder needs to supply and install the additional LFD Display Boards at the quoted unit rate of the LFD Screen display.

The Successful bidder shall take total responsibility for successful deployment of end-to-end solution, maintenance, monitoring and insurance.

6.1 Material

The entire Digital Signage Solution shall comprise of the following components:

#	Component Code	Component Description	Brand (if any)	Quantity
1.	DSS	Digital Signage Software	Scala, NUSYN, 3M, STREME, Wallflower, Xtreme, i-infinity, or any other equivalent software	100 client licenses and requisite server license(s) (for displays)

2.	LFD	Large Format Display with inbuilt media player or Large Format Display with media player application supported by hardware and the file formats mentioned in the RFP.		100
3.	Cabinet with stand	Outer Cabinet with stand for vertical LFD screens. It should be solid enough and should act as a protective layer for LFD screens.		100
4.	IDC	Internet Data Card	Tata, Vodafone, Airtel, Aircel, Idea, Reliance, BSNL, Jio	100
5.	CSP	Cloud Infrastructure	Any Cloud Service Provider as empanelled by MietY, Gol	As per the requirements

Note:

- The detailed specifications for the LFD screens along with the cabinet are furnished in **Annexure – 15.2**.
- The feature requirements list of Digital Signage Software is mentioned in **Annexure – 15.6**.
- The bidders are required to propose an appropriate solution ensuring compatibility of all hardware and software components.
- All necessary cables, connectors, power adapters, Internet dongles etc. will also be supplied by the successful bidder along with the equipment mentioned above.
- The quotation should be all-inclusive and should account for all the materials, services, accessories, incidentals, licenses etc. necessary to deploy fully functional Digital Displays at the 100 locations of Punjab, Chandigarh and New Delhi.

6.2 Services

The Successful bidder is requested to render all services mentioned in this section.

6.3 Installation

The installation service to be provided by the bidder shall cover the following:

#	Activity	Description
1.	Coordination PAN Punjab	The successful bidder to coordinate with the respective authorities in charge of premises where LFDs are deployed. However, The Department shall facilitate this activity.
2.	Installation	The successful bidder is responsible for supply, delivery, unpacking, inspection, installation and testing of Digital Signage Solution PAN Punjab, Chandigarh and New Delhi at deployment locations.
3.	Configuration	The successful bidder will install and configure the server component of Digital Signage software on the dedicated cloud infrastructure. They will also configure Digital Media Player at PAN Punjab & Headquarter (Chandigarh) deployment locations as decided by the Department.
4.	Provisions	<ul style="list-style-type: none"> • The successful bidder shall check all provisions (like power) prior to installation at each location and take necessary action if any of the items are damaged or missing or malfunctioning. • Any tools required for installation, testing and inspection shall be arranged by the bidder. • The successful bidder shall check and confirm the site readiness prior to delivery and installation of equipment at the location PAN Punjab.
5.	Cables	All cables of the Digital Signage Solutions shall be neatly dressed and appropriately labelled. Power and other cabling supporting Digital Signage services should be protected from interception or damage. Successful Bidder should follow stringent guidelines and injury preventions practices to protect the system from unauthorized access and wiretapping.
6.	Damage	In case of any damage to any of the Digital Signage premises during the delivery and installation of the Digital Signage which is attributed to the Successful bidder, he has to take corrective action to compensate for the damages.
7.	Service Level Agreement	The Successful bidder shall be responsible for maintaining uptime as defined in the Service Level Agreement (SLA). The key aspects of proposed SLA to be signed with the Department, are provided in Section 14 of this RFP.
8.	Reformatting	Reformatting of the content provided by the Department as necessitated by the solution of the Successful bidder shall be done by him, if required.

9.	Labelling	The Successful bidder will be responsible for labelling of all devices as per the requirements of the Department. Digital Signage software equipment i.e. Displays shall be named as per the requirements of the Department for easy access through Digital Signage server software.
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NOTE:

- The Department will provide space and power facility at premises where Digital Signage equipment has to be deployed PAN Punjab, Headquarter (Chandigarh) and New Delhi.
- LFD screens along with the stand, equipment/ material used in the commissioning/ installation along with the source code of the software will be the property of the Purchaser once it is delivered, installed and commissioned by the successful bidder at respective locations.

6.4 Training Service

6.4.1 Training Plan

The bidder is expected to develop a training plan covering the required resources for the training schedule and training content prior to commencement of training.

6.4.2 Training Areas

The Successful Bidder will deliver very comprehensive training to the officers in Punjab and Chandigarh for which the training locations will be finalized after the award of tender. The depth of the training must be adequate to operate & control all the remotely located LFDs from the centralized location. The training will be held at the venue decided by the Department. Bidder will arrange necessary hardware and software to deliver the training. Amongst various other topics, the training must cover the following areas:

- a) Digital Signage Solution
- b) Monitoring of remotely located Displays/ media players from central location.
- c) Installation and configuration of Digital Signage Software
- d) Content Management from the central location
- e) Content pushing and designing templates for LFDs
- f) Managing the vernacular language content for respective LFDs
- g) Creating group of the remotely located devices for group messages and updating the content
- h) Any other aspect of content delivery and monitoring as deemed fit by the Department.

6.4.3 Trainer

The trainer must be a competent professional in the concerned areas (Digital Signage Solution) with adequate monitoring and configuration experience on the proposed hardware and software.

6.4.4 Training Material

The Successful Bidder will deliver two hard and soft copies of the following training material:

- a) Lecture Notes, PowerPoint presentations and Exercises
- b) Comprehensive user manual for software and hardware

6.4.5 Training venue

The Successful bidder shall install solution at the venue decided by the Department to provide the training. The Department shall arrange the required space and power facilities.

6.5 Project Management Services

The Successful bidder will appoint a suitably qualified and experienced Project Coordinator immediately after issuance of Purchase Order and He / she should be available till the Project Sign Off. Bidder should provide an escalation matrix up to a minimum of 3 levels above Project Coordinator, including Managing Director / CEO of the company. Amongst various other terms of reference, the following are key responsibilities of the project coordinator:

- Shall be a single point of contact.
- Shall organize extensive planning meeting within 2 days of issuance of purchase order to draw a comprehensive project plan
- Shall be required to be easily available on phone as and when needed
- Must attend weekly review meetings and any other ad-hoc project meetings at the Department Office or any other location as decided by the Department from inception till the project sign off
- Shall coordinate effectively within his team and OEMs to deliver entire scope of work within the schedule.

6.5.1 Acceptance Testing

The Department will carry out the “Acceptance Testing” with the assistance of the Successful Bidder. A comprehensive test plan will be prepared by the Successful Bidder in consultation with the Department prior to commencement of testing. The test plan will cover performance and integration aspects comprehensively amongst other aspects.

6.5.2 Maintenance and Technical Support Service

The Successful bidder will comply with the requirements mentioned in subsequent subsections furnished below regarding maintenance and technical support services.

6.5.3 Resources

The Successful bidder has to ensure that a suitably qualified competent resources shall be engaged by him for Maintenance and Technical Support Services. The maintenance and technical support services will be for a period of 3 years. The support service for the whole tenure shall be delivered by the resource on-site.

6.5.4 Scope of Service

The maintenance and technical support services will be rendered in accordance with an agreement to be signed by the bidder with the Department. This agreement will be drafted by the Department stipulating the key aspects like Scope of Work, Days and Hours of Work, Responsibilities and performance measures.

Amongst various other tasks, the maintenance and technical support services cover the following:

#	Activity	Description
1.	Operating System Hardening	The Successful bidder shall ensure that the operating system in equipment is hardened from time to time as necessary to block the services which are not required.
2.	Service Level	The Successful bidder shall adhere to the service level specified in the RFP for the maintenance of equipment and software supplied by the bidder.
3.	Relocation of equipment	<ul style="list-style-type: none">• In case of relocation of equipment from one premise to another, the Successful bidder will arrange decommissioning of the equipment, transport equipment and re-install at the new location.• Most of the relocations are expected to be confined to the concerned district only.• The cost of the relocation must be included in the Maintenance and Technical support service charges to be quoted by the bidder.• Relocations are not expected to happen frequently.
4.	Configuration	The Successful bidder should be able to remotely reconfigure, maintain, and manage Digital Signage

		hardware, software and will make the system available at the deployed locations. This should include switching on and off of the equipment on a daily basis at stipulated times.
5.	Monitoring	The Successful bidder shall remotely monitor all hardware and software components at regular intervals and provide health reports as per the requirements of the Department.
6.	Upgrades during contract period	During the contract period, the Successful bidder will apply patches and upgrades of all concerned software from time to time without any additional cost to the Department.
7.	Content	The Successful bidder shall be responsible for content aggregation, reformatting if required, and content uploading.
8.	Replacement and repair of equipment	The Successful bidder will either repair or replace the equipment as necessary within the stipulated resolution time as stated in service level agreement. The key aspects of service level agreement are furnished in Section 14 of this RFP.
9.	Preventive Maintenance	Bidder shall carry out preventive maintenance (including but not limited to inspection, testing, satisfactory execution of all diagnostics, cleaning and removal of dust and dirt from the interior and exterior of the equipment and necessary repairing of equipment) at least once in a month to ensure that the equipment is in efficient running condition.
10	Physical Inspection	The bidder should carry out physical inspection of each digital display once a month. Reports for the same must be submitted to District Nodal Officer.

6.6 Insurance Service

- Should be from an IRDAI registered and approved National level insurance company.
- Should be drawn in the name of the Nodal Agency/Department/Purchaser as the beneficiary.
- The Successful bidder shall stand responsible for settlement of all claims with the insurer and serve as the single point of contact for the Nodal Agency/Department/Purchaser to settle all insurance claims with the insurer.

- Should be for a period of three years (excluding the project implementation period) which can be extended further on mutual consent
- The Successful bidder shall bear any insurance premium on all the above mentioned equipment for the period of project execution until project is signed off. The Nodal Agency/Department/Purchaser shall pay the insurance premium for a period of 3 years only after the project is signed off, in case needed.
- Should be a comprehensive insurance policy covering Theft, Fire, Natural Calamities, Accidental damages & Vandalism and all other perceivable risks.
- Should be a comprehensive policy covering the equipment.

6.7 Sample Solution

A sample solution comprising of all proposed components shall be deployed by the selected bidder at the Department's Office for review prior to issuance of purchase order. Installations can only be carried out by the bidder after successful review of the sample solution and sign off by the Department. Every component of the sample solution should be exactly the same as that of the proposed solution.

6.8 Regular Physical inspections

The Department or its appointed agencies will perform the physical inspection of the digital displays at regular intervals.

6.9 Internet Data Card Service

- a) The Successful bidders are expected to carry out a thorough analysis of the service footprint of different service providers available in each locations of the districts where the LFD screen will be installed.
- b) The Successful bidder may propose multiple service providers covering the given states to ensure the high availability and good signal strength.
- c) In view of the aforementioned, the bidders are expected to provide a brief Data Card Service Deployment Strategy Statement.
- d) Successful Bidder may choose 4G or above services from the internet service provider as appropriate for a given locations shared at Annexure 15.7.
- e) The cost of the internet connectivity charges will be borne by the Successful Bidder.

6.10 Project Planning and Sign off

The Purchaser will engage the selected bidder in a comprehensive Project Planning exercise soon after issuance of Purchase Order. The outcome of this exercise is a comprehensive Project Plan covering all project milestones. The entire project will be executed in accordance with the agreed Project Plan. The Project will be signed off following the process prescribed by the Department. The Sign-off of the entire project

will be subject to completion of the following key milestones amongst many other aspects:

- Completion of entire Scope of work as stated in this RFP and formal project sign off in accordance with the process prescribed by Department.
- Submission of Performance Bank Guarantee (or Extension of performance bank guarantees as required).
- Delivery of signed service level agreement for maintenance and technical support service.

6.11 Location

1. The entire scope of work will be managed by The Department’s team from the following location:

**DIPR
Punjab Civil
Secretariat Sector 1,
Chandigarh**

2. The server component of Digital Signage Software shall be hosted and configured on a server of a MeitY empaneled cloud hosting service provider.
 3. All displays shall be deployed at various locations of Punjab, Chandigarh and New Delhi for which tentative schedule of location is mentioned at Annexure 15.7
 4. Purchaser reserves the right to change the location of the screen as per the requirements. Cost to install and configure the screen needs to be borne by the Successful bidder.
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Document for supply, installation, testing, commissioning, operations and maintenance of “100 Indoor LFD Displays” in the premises of the properties of Government of Punjab

