Indian Highways Management Co. Ltd. (IHMCL)

Invites Expressions of Interest (EOI) from eligible firms for providing
"Web Radio Services on Delhi-Mumbai Stretch as Pilot Project"

India has one of the largest road networks of over 52.32 lakh km, which comprises approximately 1 lakhs Kms of existing National Highways and approximately 1 lakhs KMs recently added to it thus making total National Highways approx. 2.0 lakhs Kms. The roads in India carry approx. 85% of passenger and 70% of freight traffic. Though National Highways constitute only 2% of road network but carry 40% of the traffic on India roads.

Due to heavy traffic, there are frequent traffic jams at toll plazas causing inconvenience to the highway users. In order to overcome this problem and improve transparency as well as faster clearance, IHMCL proposes to implement **Web Radio** initially on Delhi-Mumbai Stretch to provide live traffic updates and safety awareness messages to users of national highways through web based Radio for Safe, fast & hassle-free travel on National Highways.Indian Highways Management Company Limited (IHMCL), a Company promoted by NHAI, was incorporated in 2012.

Web radio is an audio service transmitted via the Internetand can be monitored through app in mobile. Web radio is just like other radio but available to listeners only when they want to listen by clicking on radio id or web app for mobile. The purpose of the radio is to provide timely traffic updates, news, traffic feeds, weather reports, and alternate routes in case of jam or accident, conjunction of traffic on highways and info of road safety as well as to entertain the drivers, travelers travelling through the highways of India. (To start with the Delhi-Mumbai highway). The services will be provided in 3 languages (Hindi, Gujarati, Marathi) across 4 states on Delhi-Mumbai Stretch.

This EOI is being called from experts in this field to come forward with their suggestion in form of presentations along with specifications based on their expertise and experience in this field of providing Highway Advisory services

via web Radio (HAR) stations or in field of radio ./Travelers' Information Stations (TIS).

For the purpose of running for this stress , production of audio Content for Radio Broadcasting, development of website and web app for accessing the web radio, setting and operational sing web radio stations, gathering information from real time highway information from concessionaires, patrol vehicles, toll plaza and traffic marshals, installing cctvcameras for monitoring facilities to monitor traffic of tolls at studio end,roads and area on real time basis, IHMCL intends to engage agencies for providing full fledge web radio services and hence is inviting Expression of Interest (EOI) from all agencies with experience in such field.

The key features of the web radio, obligations of the agency, and document requirements of EOI are enumerated in the annexures to this document.

Pre bid meeting - 12.06.2017 in HQ NHAI, Sector -10 Dwarka, New Delhi at 11:00 am

Last date / time for receipt of EOI - **27.06.2017**, by 3 pm

The agencies are requested to make a presentation to the panel constituted by NHAI on 28.06.2017 at 11:00 am, demonstrating their capabilities for this assignment.

Address for communication and EOI submission**:**

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Indian Highways Management Co. Ltd.
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Key Features and Obligations of Web Radio in Delhi-Mumbai Pilot Stretch

- To help create a plan for web radio

- Production of audio Content for Web Radio Broadcasting

- To gather and provide timely updates on traffic, route diversions, weather etc through web radio. Real time information on congestion, Highway conditions, weather , disaster warning system and facilities like food court, hospital, fuel stations etc. on Highways can be collected from concessionaires, patrol vehicles, toll plaza and traffic marshals as well as from CCTV Footage to be installed at Web radio studios.

- To provide a web site with feature to create web radio id for login as well as web app for highway smart phone users to access web radio. The web app shall have feature to integrate with the toll free number / short code for getting necessary help by people in distress through ambulance, hospitals and Toll Plazas Incident managers. IHMCL owns short code "1033" for highway incident management services. The same short code can be integrated for accessing web radio services. The location based alerts/information can be provided through mobile application.

- To buy the required music licenses on behalf of IHMCL forweb radio.

- To set up and operationalize radio studios. Operative studio ,RJ and infra for live broadcast and phone in facility

- To install Electronic Surveillance system such as CCTV Cameras and sensors for monitoring real time condition of Highways.

- Engaging Radio Jockey who will broadcast live from the studio and can interact with traffickers on phone. Listener's choice will be played to encourage entertainment factor.

- Nonstop live streaming (server and data base infra)

- Live reporters in the field for live reporting's

- Production of sugar coated capsules for highway safety info and awareness campaign

- Any other requirement for broadcast
- The service provider will be responsible for providing all infrastructure for web radio Services viz. Premises, RJs, Software/ Music Licenses, PRI lines for Inbound, PRI line for Outbound, Internet connection, switches, Media Gateway, CRM Software, CRM and Database server and software at the Web Radio Studios, LAN, head set, PCs, SMS server, other hardware / software etc. as well as all the required skilled resources.

Document Requirements for EOI

1. **Company registration details and Quality Standard Certification** (if any)

2. **Financial details** includingnet worth along with annual turnover for the last 3 years duly vetted

3. **Relevant content production experience in last 5 years in producing episodes of radio programsfor Central/State Governments/PSUs/Private Corporates.**

4. **Relevant experience of 5 years in setting up and operationalizing radio stations/studios** as on the last date of EOI submission.

5. **Relevant experience in installing, operating and maintaining Electronic Surveillance System in India.**

6. **Relevant experience in developing web app for web radio services.**