



**Society for Andhra Pradesh Network (SAPNET)**  
Dr. BRAOU Campus, Road No. 46, Jubilee Hills, Hyderabad 033  
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***Request for Proposal FOR CONDUCTING SURVEY OF MANA TV channels***

**1. Introduction:**

- 1.1 SAPNET invites proposals from market and media research organizations for conducting survey on Mana TV channels. Proposals from interested parties should reach office of CEO, SAPNET on or before 3 pm of 20/12/2007.
- 1.2 Society for Andhra Pradesh Network (SAPNET) is an initiative of AP government for utilizing satellite communications as a tool for development. With this objective, the society runs five television channels under the name 'Mana TV'. Most of the programmes are curriculum based, meant for specific target groups viz. schools, colleges etc.

- Channel 1 : Higher Education
- Channel 2 : Live, interactive Lectures
- Channel 3 : Social Sector
- Channel 4 : School Education
- Channel 5 : Jawahar Knowledge Centers

**2. Objective of Survey:**

- 2.1 The survey is to be conducted with the following objectives:
  - 2.1.1 Infrastructure quality at programme viewing points.
  - 2.1.2 Awareness of usage by various target groups.
  - 2.1.3 Pattern of usage by various target groups.
  - 2.1.4 Suitability of time / content.
  - 2.1.5 Software:
    - a. quality of presentation
    - b. delivery
    - c. language / script
    - d. editing
    - e. quality of frames, video quality etc
  - 2.1.6 Programme relevance to the objectives
    - a. Syllabus oriented programme, its relevance and utility to the target group
    - b. Comprehension / retention / utilities of information of the programme by the user group
    - c. Continuity

- d. Emphasis
  - e. Evaluation
  - f. Impact on quality of education / Administration
  - g. Repetition of the content and its relevance
  - h. Evaluation of the production and post production
  - i. To identify the format, background for remaking the content and improvement
  - j. Usage by elementary education students, graduates and professional students, teachers, employees of Government and developmental agencies
- 2.1.7 Expectations and suggestions/grievances to improve the production, transmission to strengthen the network.
- 2.1.8 The relative image of the medium, improvement in administrative machinery, media utilization and measures for image building

### **3. Questionnaire:**

- 3.1 The questionnaire should be designed by the bidder for administering across different target groups and should be for qualitative and quantitative information generation.

### **4. Sample Size:**

- 4.1 Mana TV channels are received in a closed-user group network of about 5000 terminals spread all over the State of Andhra Pradesh, mostly in schools and educational institutions.
- 4.2 For the purpose of survey, the state will be divided into five to six zones, comprising four to five contiguous districts, while taking homogeneity and heterogeneity in terms of the large cultural perspectives.
- 4.3 From each zone, a minimum of 100 respondents drawn across the target audience like students (basic) and intermediate level of different classes, spread across different socio-economic zones like urban, rural, weaker sections and tribal students. Thus forming an expected sample of 500 – 600.

### **5. Results:**

- 5.1 The results should be tabulated and analyzed to generate implementable action points for the improvement of network, programmes and user friendliness and in turn strengthen the image of the medium to achieve the objectives. Comprehensive survey report, Executive summary and a powerpoint presentation of results should be submitted.

## **6. Time Frame:**

- 6.1 The survey should be completed within three weeks from the date of allotment of the work.

## **7. Bids:**

- 7.1 The intending bidders should give the proposals in sealed covers in two parts comprising of

**Part-I : Technical Bid** should contain

- a. Profile of the company
- b. Media and market survey done for past three years
- c. Audited accounts of the company for past three years
- d. Sample questionnaires prepared for conducting the survey
- e. Methodology for conducting the survey
- f. Demand Draft for Rs. 5000 (Rupees Five Thousand Only) drawn in favor of **CEO, SAPNET** towards cost of tender processing

**Part-II: Financial Bid**

- a. The financial bid should indicate the cost of survey for sample size of 500, 600 & 700. Taxes if any should be quoted separately.

## **8. Terms & Conditions:**

- 8.1 Interested bidders may obtain further clarifications from the office of CEO, SAPNET, Dr. BRAOU Campus, Road No. 46, Jubilee Hills, Hyderabad 033, Phone: 040-23556037.
- 8.2 The technical bids will be opened on 20/12/2007 at 4:00 pm in the office of SAPNET in presence of bidders or their representatives who choose to attend.
- 8.3 To assist in the examination, evaluation and comparison of technical bids, the SAPNET may, at their discretion, ask any Bidder for clarification of his bid.
- 8.4 Financial bids of company, whose technical bids are accepted only, will be opened. The date of opening of financial bids will be intimated to successful bidders.
- 8.5 Notwithstanding anything stated above, SAPNET reserves the right to assess bidders' capability to perform the contract, should circumstances warrant such assessment in the overall interest of SAPNET. In this regard decision of SAPNET would be final and binding on all bidders.
- 8.6 At the time of awarding the contract, final terms and conditions will be intimated.