



SHRI MATA VAISHNO DEVI SHRINE BOARD, KATRA

Expression of Interest (EOI)

FOR

Live Telecast of Aarti before the Holy Cave of Shri Mata Vaishno Devi Ji at Bhawan & Adhkuwari

No.: CO/Adm/667-III/3116

DATED: 25.10.2025

Last Date for submission of e-Tender: 05.11.2025

upto 3:00 PM

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**Office of the Chief Executive Officer
Shri Mata Vaishno Devi Shrine Board, Katra**

EXPRESSION OF INTEREST

Shri Mata Vaishno Devi Shrine Board, Katra invites Expression of Interest (EOI) from reputed and eligible Television Channel Companies / Agencies desirous of seeking permission to undertake the Live Telecast of Aarti before the Holy Cave of Shri Mata Vaishno Devi Ji, twice a day at **Bhawan and Adhkuwari** for a period of **three (03) years**, on **exclusive basis**.

The EOI consisting of detailed Terms & Conditions, Eligibility Criteria and other details can be seen / downloaded from <http://jktenders.gov.in> and/or SMVDSB website www.maavaishnodevi.org, as per following:

Publishing Date	:	25.10.2025 at 05:00 PM
Download Start Date	:	25.10.2025 at 05:00 PM
EOI Submission date (online)	:	05.11.2025 at 03:00 PM
Hardcopy submission End Date	:	05.11.2025 at 04:00 PM
Date of opening of EOI	:	06.11.2025 at 02:00 PM
Date of presentation	:	Shall be intimated separately

The EOI application fee of **Rs. 1000/-** shall be deposited in the official account of Shri Mata Vaishno Devi Shrine Board, Branch - **J&K Bank Katra, Account No. 0235040500001804, IFSC – JAKA0KATTRA**, without which EOI / Offer shall not be accepted.

The complete bidding process will be done online on the e-Tender portal www.jktenders.gov.in. The EOI must be submitted strictly in accordance with the provisions of the EOI.

**No: CO/Adm/667-III/3116
Dated: 25.10.2025**

**Sd/-
(Satish Kumar Sharma), JKAS
Jt. Chief Executive Officer**

1. Background

Shri Mata Vaishno Devi Shrine Board (**herein after “SMVDSB”**) is an autonomous body constituted in terms of the Jammu & Kashmir Shri Mata Vaishno Devi Shrine Act, 1988 (Act No.XVI of 1988, 31st August, 1988). It was created for better management, administration and governance of Shri Mata Vaishno Devi Ji Shrine. The Holy Shrine, is one of the most visited pilgrimage destinations in the country, nestled in the Trikuta Hills of the Jammu & Kashmir.

SMVDSB requires the services of reputed and eligible Television Channel Companies / Agencies desirous of seeking permission to undertake the Live Telecast of Aarti before the Holy Cave of Shri Mata Vaishno Devi Ji, twice a day at Bhawan and Adhkuwari for a period of three (03) years, on exclusive basis. The Atka Aarti at Bhawan is performed for approx. 02 hours each (twice a day) and Garbhjoon Aarti at Adhkuwari is performed for approx. 01 hour each (twice a day). The Shrine Board proposes to grant such license on a payment basis, and consideration shall be accorded to company / agency willing to contribute the prescribed license fee towards securing the telecast rights.

2. Scope of Services

The selected Television Channel Company / Agency shall be responsible for the following:

A. Live Telecast of Aarti

- a. Undertake high-quality live telecast of Atka Aarti at Bhawan and Garbhjoon Aarti at Adhkuwari twice daily (morning and evening).
- b. Ensure multi-camera coverage and professional-grade audio-visual equipment to capture the sanctity, rituals, and ambience of the Shrine with utmost reverence.
- c. Maintain consistency and reliability of the telecast across the entire license period.

B. Quality & Continuity of Broadcast

- a. Guaranteed uninterrupted and seamless transmission, including appropriate backup systems for power, connectivity, and equipment to prevent downtime.
- b. Ensure broadcast quality meets national television standards, with clear visuals, synchronised audio, and uninterrupted streaming.
- c. Maintain redundant infrastructure (back-up encoders, uplinks, and bandwidth) to avoid service disruption.

C. Sanctity & Spiritual Integrity

- a. Preserve the sanctity of the Holy Shrine by ensuring that the telecast is respectful, dignified, and free from any distortion.
- b. All telecast content must remain faithful to the religious rituals and atmosphere, without editorial manipulation.
- c. Ensure staff involved in production maintain appropriate decorum, discipline, dress code, and behaviour.

D. Display of Information & Messaging

- a. Incorporate messages, information scrolls, or public announcements as directed by Shri Mata Vaishno Devi Shrine Board (SMVDSB), from time to time.
- b. Ensure that such messages are displayed in a non-intrusive and aesthetically appropriate manner without affecting the sacredness of the telecast.

E. Commercial Restrictions

- a. The live telecast shall be conducted in a non-commercialized format, meaning:
 - i. No advertisements, sponsorship logos, or promotional content shall be displayed during the live Aarti broadcast.
 - ii. No commercial breaks or interruptions will be permitted.
- b. Any violation will attract penalties and may lead to termination of the license.
- c. The Board shall have the right to share the live feed through all its own social media handler / platforms.

F. Infrastructure & Technical Responsibility

- a. Installation, operation, and maintenance of all necessary broadcast infrastructure, equipment, bandwidth, and connectivity shall be the sole responsibility of the agency.
- b. All equipment must be temporary and removable in nature, without causing any permanent alteration to Shrine premises.
- c. The agency shall ensure round-the-clock monitoring of its installations and guarantee that no damage or obstruction is caused to pilgrims, staff, or Shrine Board property.
- d. Security, insurance, and upkeep of all equipment's shall rest entirely with the agency.

G. Compliance & Approvals

- a. The agency must obtain and maintain all statutory clearances, uplinking permissions, and broadcast approvals from the Ministry of Information & Broadcasting, Government of India.
- b. Compliance with all directives of SMVDSB, both technical and spiritual, is mandatory at all times.
- c. Any suggested modifications or alterations in the telecast format by SMVDSB shall be implemented promptly by the agency.

3. Prequalification Criteria:

- a. The company / agency should have regularly for at least last **three (03) years** ending 31st March of the previous financial year should have been telecasting atleast **08 hours** of religious / spiritual content on a daily basis (**Proofs to be attached**).
- b. The Bidder must have undertaken 03 similar nature of service (Live Telecast) (**Proofs to be attached**).

c. Financial standing:

- i. The average annual financial turnover of the Bidder during the last three years, ending 31st March of the previous year (FY 2021-22, 2022-23 and 2023-24) should be Rs. 5.00 Crore as per annual audited balance sheet and profit & loss account of relevant period duly authenticated by a Chartered Accountant. **Certified copies of Balance Sheets and Income Tax Returns for last three years to be attached (The turnover of the sister concern firms / subsidiaries shall not be considered).**
- ii. The Bidder should not have suffered any financial loss for more than one year during the last three years ending on the 31st March of the previous year (FY 2021-22, 2022-23 and 2023-24). **Certificate issued by chartered accountant to be submitted.**
- iii. The Net worth of the Bidder should not be negative on 31st March and also should have not eroded by more than **30% (thirty per cent)** in the last three (03) years (FY 2021-22, 2022-23 and 2023-24), ending on 31st March. **Certificate issued by chartered accountant to be submitted.**

The Bidder must also furnish the following documents:

- i) Copy of PAN Card.
- ii) Copy of EPF and ESI registration.
- iii) Copy of GST registration certificate.

4. Evaluation of EOIs

- a. EOIs will be evaluated based on eligibility, experience, financial standing, and technical capability.
- b. Only technically qualified agencies will be shortlisted.
- c. SMVDSB reserves the right to call shortlisted agencies for presentations.
- d. Financial bids will be sought later through a separate process only from technically qualified agencies or by means of open tendering.

**No: CO/Adm/667-III/3116
Dated: 25.10.2025**

**Sd/-
(Satish Kumar Sharma), JKAS
Jt. Chief Executive Officer**

SCHEDULE-A
PRE QUALIFICATION APPLICATION FORMAT

S.No.	Particulars / Criterion		
1.	Name of the Company with Address (telephone number /contact Mobile No. / Fax No. / E-mail) along with brief description of background (The profile and background may be appended as a separate enclosure). The relationship of the Individual signing the papers with the Company/ Television Channel along with supporting documents.	:	
2.	Date of establishment of the Company/ Television Channel. Details of Registration No. of the Company. Location of Head Office, Regional Office and Branch office.		
3.	Please specify whether you are submitting your EOI as a Proprietor/ Partner/ Director of the Company.	:	
4.	Name of the Proprietor / Partners / Directors of the Company together with technical qualifications. Organizational status. Manpower Strength and details of Key Personnel.	:	
5.	Past experience in the field along with performance certificates (Please enclose testimonials' documentary evidence). The period, value latest proof in support of viewership be enclosed.	:	
6.	Annual turnover in the last three years viz. FY 2021-22, 2022-23 and 2023-24 as per the audited Balance Sheet, a copy whereof be enclosed.	:	
7.	(a) PAN (proof to be enclosed) (b) Income Tax Return statements /Income Tax Assessment Order (For the last three years to be enclosed) (c) GST Registration No.	:	

8.	Details of deposit of EOI application fee amounting to Rs. 1,000/- with UTR No:		
9.	Please indicate if you are holder of an international certification such as ISO.	:	
10.	Number and names of the channels on which the live telecast is proposed. (Mention names for Bhawan & Adhkuwari Aarti separately).	:	
11.	Whether the programmes aired by the channel are predominantly religious/spiritual in content. The Bidder to indicate the cumulative time slot for such programmes.		
12.	Whether the Bidder intends to transmit the live Aarti abroad and whether it has the permission of the Competent Authority(s) to do so.		
13.	Whether the documentary proof regarding the permission of the Ministry of information and Broadcasting issued in favour of the Company for carrying out the relevant operations enclosed as per the eligibility conditions. Please enclose the relevant documents.		

I certify that I am authorized to furnish the information given above on behalf of the Company I represent, and that it is true to the best of my knowledge and belief (Copy of the necessary Authorization Letter enclosed).

Signature of Bidder _____

Name in Block Letters _____

Name of the Company & Address _____

Date:

Place: