



केन्द्रीय फ़िल्म प्रमाणन बोर्ड
CENTRAL BOARD OF FILM CERTIFICATION

सूचना और प्रसारण मंत्रालय

भारत सरकार

9 वीं मंजिल, फेस 1 बिल्डिंग, फिल्म प्रभाग परिसर, 24, डॉ. जी. देशमुख मार्ग, मुंबई
– 400026

Dated: 15-05-2023

INVITATION FOR EXPRESSION OF INTEREST

The Central Board of Film Certification (CBFC) invites sealed Expression of Interest (EOI) from various consulting agencies for “Providing advanced technology solutions for accessibility in films for persons with disabilities, including hearing and visual impairment.”

The EOI Document containing further details can be downloaded from the CBFC website: www.cbfcindia.gov.in or can be obtained from the office of Central Board of Film Certification, during official working hours i.e. between 10.00 hrs. to 18.00 hrs. (Monday to Friday). **The last date for submission of EOI is 12-06-2023, till 18.00 hrs.** The sealed envelope containing EOI may be marked and submitted to the captioned address mentioning, “EOI for providing advanced technology solutions for accessibility standards in films for persons with disabilities, including hearing and visual impairment” on the top cover:

**“Chief Executive Officer,
Central Board of Film Certification,
9th Floor, Films Division Complex,
24, Dr. G. Deshmukh Marg,
Mumbai - 400 026”.**

Sd/-

**Chief Executive Officer
Central Board of Film Certification**

Background:

In an increasingly multilingual and accessible world, a monolingual and non-inclusive approach to filmmaking is certain to leave behind huge swathes of audience – not only foreign audiences and people with disabilities, who require the production of additional soundtracks or subtitles, but also the viewers of the growing number of films that include more than one language in their original versions.

Despite being joined by a common art and a shared objective, filmmaking and translation/accessibility have unfortunately more or less remained two separate professions. Research into audio-visual translation spanning over two decades has shown that this relegation has had a negative impact on the way foreign audiences and people with disabilities consume and respond to films. In an effort to avoid these audiences experiencing an inferior product, accessible filmmaking encourages close collaboration between filmmakers and translators/media access experts.

It has been observed that people with disabilities in India are unable to enjoy recreational activities of media and entertainment due to physical challenges in vision, hearing, or comprehension, resulting in their exclusion. The Rights of Persons with Disabilities Act 2016 stipulates that the Government shall take measures to develop, technology, assistive devices, and equipment to facilitate access and inclusion for persons with disabilities in recreational activities to create a barrier-free environment for an independent, safe, and dignified living of such persons.

Objectives:

The objective of calling this EOI is to invite advanced technology solutions in films for persons with hearing and visual impairment, from the open market. After technical evaluation of the technology solutions, these may be further disseminated to the film industry through various forums and workshops.

Major requirements of the technology solutions in Indian Cinema :

- "Access service" means a service such as sub-titles/closed captioning/ signing (Indian Sign Language interpretation) that improves the accessibility of films/audio-video content for the visual and hearing impaired.
- "Closed captioning" is the means by which both the audio dialogue and sound representations of audio-video content are made visible via on-screen text that is synchronized with the audio content on demand by the user.
- "Open Captioning" is captioning whereby the user does not have to do anything in order to see captions for the hearing impaired, as these are an integral part of the picture and cannot be turned off.
- "Captions/Sub-titling" is captioning of dialogues whereby the user does not have to do anything in order to see such subtitles for the hearing impaired, as these are an integral part of the picture and cannot be turned off.
- "Signing (or Sign Language)" is communication using sign language. Sign language (also signed language) is a language, which, instead of acoustically conveyed sound patterns, uses visually transmitted sign patterns (manual communication, body language) to convey meaning - simultaneously combining hand shapes, orientation, and movement of the hands, arms or body, and facial expressions to fluidly express a speaker's thoughts.
- "Sign Language Interpretation" is a sign language of the film audio (speech and other sounds) for viewers who are hearing impaired and use sign language. Sign languages typically use hand shapes, movement body language, and facial

expressions to convey meaning. Whenever reference is made to 'sign language' in the Indian context, it will refer to a variant of it called 'Indian Sign Language' (ISL).

- “Emergency Services & Information” means public communications, public service messages, alerts, and announcements in situations of disasters and emergencies.
- “Transcript” is a text version of the speech and non-speech audio information. Ideally, make it a descriptive transcript that also includes a text description of the visual information. Descriptive transcripts are required to provide video content to people who are both Deaf and blind
- “Standard Audio Description” allows snippets of narration to be interspersed within the natural pauses in the dialogue of the original content.
- “Extended Audio Description” is for films that lack natural pauses or contain a lot of important visual information that can be tricky to describe without interrupting the original audio.
- “Audio description (AD)” is a technique that makes film accessible to the blind and visually impaired.
- Any other recent technological developments in the relevant field for accessibility standards in films that will suitably enable all persons with hearing and visual impairment to enjoy the cinema.

Companies/Firms with the most suitable, economical, and viable technology solutions for accessibility standards in films will be invited for a detailed presentation/proposal before the selection committee of CBFC. The most appropriate and technically suitable proposal shall be further submitted to the Ministry of Information and Broadcasting for implementation of the accessibility provisions mandatory under the relevant rules to facilitate access and inclusion for persons with disabilities for cinema viewing.

Technical Evaluation Parameters:

Following table outlines the Technical Evaluation Parameters on which evaluation of technical proposals of the vendors shall be carried out by CBFC.

Sr. No.	Criteria	Max. Marks
1	Ease and effectiveness of Technology Proposals including financial viability.	50
2	Past experience in providing advanced technology solutions in the relevant field.	20
3	Manpower, Resources, and Financial turnover of the company for the last 3 FY for the relevant business.	10
4	Accreditation/Recognition & Award in the relevant field.	10
5	Vender must demonstrate their understanding of the Departments requirements i.e. <ul style="list-style-type: none">• Understanding of the Accessibility Standards for the cinema including the Functional requirements met by the advanced technical solution and existing technical architecture in the relevant field.• Economical & Financial viability• Quality Assurance Methodology• Risks and their Mitigation plan	10
	Total	100