Government of India
Ministry of Tourism
(PNC Division)

Transport Bhawan
1, Parliament Street
New Delhi 110001

File No: 5-PNC(8)/2014

Date: August 19, 2014

OFFICE MEMORANDUM

Reference: D.O. No 1/1/Secy(T)/2014 dated 3rd April 2014 from the Secretary, Government of India, Ministry of Tourism regarding positioning of Web Camera 24X7 regarding.

This is in continuation of the above referred communication regarding "Live Streaming Videos" of important tourist as well as other centres, identified by the State Governments/UT Administrations, on the Incredible India website (www.incredibleindia.org) of the Ministry, and on free live streaming websites.

2.   The Ministry is in receipt of proposals from some of the States indicating their preference and is considering up to a maximum of five public places in their respective State for showcasing the same through live Web cameras on the Incredible India and other free web sites. It is informed that the equipment being procured/set up has to be of the highest standard available in the country for showcasing on these websites. In this context, you may like to visit sites for instance www.bognorregisbeach.co.uk/live   and   www.earthcam.com/usa/newyork/ timessquare/?cam=tsrobo3 to see the high quality live streaming of some of the sites.

3.   The said proposals from all States/UTs would be considered under the existing Scheme for extending CFA for IT Projects under the Guidelines already prescribed for considering Central Financial Assistance by the Ministry of Tourism. A copy of the said Guidelines may be downloaded by following Ministry's website "www.tourism.gov.in"   or   the   link   http://tourism.gov.in/Uploaded/Guideline/ 020920111059015.pdf" directly.

4.   The guidelines for setting up of live streaming have been worked out in consultation with NIC and are attached herewith for your ready reference. It is requested that the proposals for sites (maximum five per State/UT) already identified by you, may please be sent to the concerned divisions (i.e. PNC/PSW/ENE) immediately so as to enable the respective divisions to process the same on priority. The proposals would be considered subject to adherence to scheme guidelines, availability of funds and submission of pending Utilization Certificates for funds released earlier.

(Dr. R.K. Bhatnagar)
Additional Director General
Tel: 23018229

Enclosures: as above.

To,

All State Tourism Departments/ Union Territory Administrations in India

Copies to:

a.   PS to Secretary (Tourism), Government of India.
b.   PS to AS & FA(Tourism), Government of India.
c.   PS to Additional Secretary (Tourism), Government of India.
d.   Joint Secretary (Tourism), Government of India
e.   Economic Advisor (Tourism), Government of India.
f.   Additional DG(T)/Additional DG(MR), Ministry of Tourism
g.   Director (Finance), Ministry of Tourism, Government of India
h.   DDG (PSW)/DDG(PNC)/Dir.(ENE)/Dir. (Pub.)/Asst DG(P&C)

Guidelines for setting up Live streaming video

Site Preparation at the Tourist Destination

i.   Site Selection: The webcam should be installed at an ideal location near the tourist destination with the aim to capture the perspective of the site/monument or area clearly.

ii.   Camera and other equipments should be housed in an enclosed cabin to protect it from weather conditions.

iii.   Electrical point should have proper earth with Ground to Neutral Voltage should be maintained at permissible limit of < 5V.

iv.   Online UPS of adequate capacity with 30 minutes battery backup should be installed to power the equipments.

v.   Suitable furniture to place the equipment.

vi.   The cabin should lockable from outside with a provision of a small glass window to have a clear inside view.

vii.   Proper ventilation and a small exhaust fan should be installed for allow maintain normal room temperature.

Equipments

Camera: It is suggested that 1 or more Cameras can be deployed to capture various perspective videos of the tourist site/monuments such as front façade, angular view from right or left edge etc. The suggested specification:

i.   Full High Definition 1080 /720P
ii.   Wide Angle Lens
iii.   Colour Depth : 24 bit true colour
iv.   Frame Rate : 30 fps streaming video at HD
v.   Audio: Stereo
vi.   Video Compression: H.264
vii.   Mount: Should be able to mount on the wall/roof tops and tripod
viii.   Connectivity: High Speed USB 3.0 Or Preferably Wireless

   ix.   IP enabled

   x.   IR for Night Vision

   xi.   Weather Proof

Connectivity:

   i.   High Speed WAN / Broadband connectivity is needed to broadcast live video.

   ii.   Bandwidth for Internet connectivity: For high quality HD video streaming a minimum of 2.5 Mbps bandwidth is essential however 4 Mbps is recommended to add to buffer.

Broadcast:

   i.   You should register online with existing live streaming sites to which these video signals are sent.

   ii.   Use encoder as recommended by the streaming site. H.264 compression standard is universally accepted for high quality broadcast and should be used.

   iii.   Broadcast refresh rate should be ideally '*streaming*'.

   iv.   Every streaming site will provide embedding code. This code is used for linking the video to a website. Please provide the embedding code to Ministry of Tourism for providing link of your video to Incredible India website.

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