

Invitation of Proposals for Production of Corporate Film of APEDA

1.0 Introduction

APEDA is an autonomous organization under the Department of Ministry of Commerce & Industry invites proposals from reputed production agencies/producers for undertaking the production of corporate film of APEDA.

Topics/themes:

Corporate Film of APEDA

The story line could contain brief activities of APEDA, its functions/ mandate, focus on six major product categories.

2.0 Scope of Work:

- (i) Production of the corporate film complete in all respects .
- (ii) Duration: Maximum 8-10 minutes duration.
- (iii) Shoot format: Shooting in Full HD and mastering in various formats as specified in deliverables.
- (iv) Language: Master Production in English and Hindi.

3.0 Deliverables:

Deliverables for both in Hindi and English are

- (i) Master DVC pro -50 – two copies
- (ii) Master HD format at two copies
- (iii) Un-mix master HD format – one copy
- (iv) Hard disc (MOV or empq format) - one copy
- (v) DVD copies – 100 copies (scratch proof)
- (vi) VCD copies – 100 (scratch proof)
- (vii) Inlay card for the DVD/VCD design (in psd format) and jewel case design (in psd format)
- (viii) Hard copy of the final scripts in print form (one copy) and in ms-word or rtf file format in CD format
- (ix) Synopsis and details script in VP format (in rtf file format as well as hard copy)
- (x) Copies of final scripts both in Hindi and English
- (xi) Compressed file of each episode for web site upload

4.0 Eligibility:

Production Company/Agencies/Producers who are fulfilling the following conditions will be eligible for apply. The production house should have minimum turnover of Rs.10.00 crores (average in last three years) in the relevant field . CA certificate to be submitted in support of the same.

- (i) The registered company/firm should have sufficient experience preceding the proposal due date (PDD), in similar assignments for production of corporate & product promotion films.

- (ii) The registered company/firm should have well trained production team and each of following key personnel must fulfill the minimum conditions of eligibility criteria specified below:

SN.	Key personnel	Educational Qualification	Length of Professional Experience	Experience on Assignments
1.	Director	Graduate with Film/Video/ Production or FTII (equivalent) graduate	3 years	Should have directed at least 5 films. Experience in directing corporate & product promotion films.
2.	Script Writer	Graduate	3 years	Should have work experience in script writing for corporate & product promotion films
3.	Subject Expert	Post graduation in Food & Sciences	3 years	should have experience in food industry

(In cases if there is any change in the key personnel subsequent to award of the work it would be to the satisfaction of APEDA. APEDA may terminate the contract if the replacement is not to the satisfaction of APEDA. The decision of APEDA in this regard will be final and binding)

5.0 Bidding Process:

Bidding process will consist of two separate biddings viz. technical bidding and financial bidding through a two cover system. Two separate covers containing technical and financial bids need to be placed in a single large envelope.

6.0 How to Apply

- (i) The proposer must submit its **Technical Proposal** (part 1 to 5) **and Financial Proposal** (part 6) in two separate 'sealed envelopes' (duly super-scribed "Technical Proposal" and "Financial Proposal" on the each envelope). Both these sealed covers should be enclosed in an outer cover and submitted to APEDA. Formats of part 1 to part 6 are being given along with the application form. All covers must have the full address of the applicant.
- (ii) The proposals should be submitted in the prescribed format. Proposals not in the format will be rejected.
- (iii) The technical proposal must be accompanied with:-
- Registered company/Production houses should have working experience in the field of production of development of agriculture and processed food products sector and television programmes etc. Documentary proof in support of business done in the field of film production in corporate film and / or specific product promotion communication development related programmes done in the past with departments of the central/state

Government, corporate houses and television companies. Enclose copy of the work orders for last three years. (DO NOT enclose the originals).

- Enclose company registration certificate, memorandum & articles of association and work orders as evidence.
 - Attach copy of audited annual accounts for last 3 years, showing total turnover of the company/firm.
 - Registered company/production houses should have service tax, Pan Number etc. Enclose certificates and copy of last three years Income Tax returns, PAN and Service Tax numbers.
- (iv) The proposer will not vary/modify any aspect of the proposal/budget etc during the validity period or any extension thereof.
- (v) Application should be accompanied by an EMD of Rs. 50,000/- (Fifty thousand rupees) as separate DD drawn in favor of “APEDA” payable at New Delhi. The DD will be subsequently adjusted against performance guarantee to be submitted by the successful applicant and in the remaining cases the amount will be returned within 15 days of the finalization of the selection and award of the work.
- (vi) The duly signed proposal should reach to: General Manager (P&A), Agricultural and Processed Food Products Export Development Authority, New Delhi on or before 3.00PM of February 19, 2016.

Tenders received (by post or by hand) after due date and time will be summarily rejected. APEDA will not responsible for any postal delay. Tender will be opened on February 22, 2016 at APEDA, New Delhi , at 3:00 p.m.

7.0 Evaluation Process:

- All the received proposals will be seen by the committee appointed by APEDA for opening the tender. The committee will check all the documents (Application in format/Firm Registration Certificates/experience/earlier work orders/last three years IT return/Key personnel profile/application fee/EMD/PAN number/sample CD/scripts/Financial bids etc.) submitted by the proposer. The committee will prepare a list of all eligible companies/firms and will recommend their name for technical evaluation.
- APEDA has adopted a two bid selection process in evaluating the proposals. Firstly technical evaluation will be carried out as specified in evaluation procedure by committees appointed by APEDA. Based on this technical evaluation, a list of short-listed applicants will be prepared and subsequently the financial evaluation will be carried out.
- The technical proposals would be evaluated in two stages.** In the **first stage** the written technical proposal would be evaluated and scores would be assigned. Technical Proposals will be evaluated on the basis of proposer's experience in production of Agricultural & Processed Food Products films/ experience of key persons, proposed methodology and proposed treatment/script. The Scoring criteria to be used for evaluation will be as follows.

□ **Technical Evaluation :**

7.1 Technical Stage –I

Evaluation Criteria (Total Marks 30)

S.N.	Parameters	Total Marks	Evaluation Criteria	Marks
1.	Firm's Relevant Experience in Agricultural & Processed Food Products Film Making (supported by copies of job order)	10	Up to 5 years of experience 05-06 years of experience 08-10 years experience Above 10 years of experience	04 06 08 10
2.	Relevant Experience of the Key personnel and number of personnel in creative team	10	Less than 10 Years 10-15 Years 15 years plus experience	04 06 10
3.	Sample Work submitted (in the form of CD) & scripts	10	Marks will be given on criteria like Storyline Graphics/voice over/Music Overall Impact, Treatment	10
	Total	30		

All the eligible companies/firms who will obtain 25 marks out of 30 will be invited for presentation in second stage of technical evaluation. If the number of the proposals short list for evaluation under stage-I are less than three, then all the remaining proposals would be considered for the presentation.

7.2 Technical Stage-II (20 Marks)

- In the second stage, all eligible firms/companies who obtain 25 marks in stage-I, would be invited for a presentation of 50 marks, before an expert committee nominated by APEDA at a time and place decided by APEDA.

7.3 Combined Technical Scores

- The committee will prepare combined technical scores (S_T) out of 80 [stage-I (30) + stage-II (50)].
- After the technical evaluation APEDA would prepare a list of qualified short-listed applicants for opening of their Financial Proposals.

Financial Evaluation:

- A date, time and venue will be notified to all short-listed applicants for announcing the result of evaluation and opening of Financial Proposals. The opening of Financial Proposal shall be done in presence of respective representative of applicants who choose to remain present. APEDA will not entertain any query or clarification from applicants who fail to qualify at any stage of selection process.

Selection procedure:

- A committee in APEDA will carry out a preliminary screening of the applications and will shortlist the vendors fulfilling the prescribed requirements. The short listed applicants will be required to make presentation of their proposal before the selection committee.
- The Agency whose proposal will be shortlisted during technical presentations, will be required to submit necessary details including BOQ pertaining to the shortlisted proposal. In case the agency whose proposal shortlisted and not selected in financial bid will be compensated by payment @ 1% of the total cost of select financial Bid on L-1 base.

8.0 Copyright:

- APEDA shall hold proprietary rights on the use, marketing contents, and intellectual etc. of the final edited film and all shooting material.

9.0 Payment :

Payment will be made in following stages.

- 40% of the contract value (plus service tax thereof, less deductions if any) would be released on initiation (that is submission of EMD and the letter accepting the terms and conditions AND submission and acceptance of work order for production of documentary break up/treatment & approach) – against bank guarantee
- 40% on submission of the rough cuts for preview (plus service tax thereof, less deduction if any).

- 20% of the contract value (plus service tax thereof, less deductions if any) along with the EMD would be released on submission of the final deliverables of the documentary.

The statutory taxes, levies and government deductions, the agency should envisage and incorporate in their financial bids.

- 10. Pre Bid Meeting:** will be held for clarifying issues or clearing doubts if any on 10th February, 2016 at 3:00 p.m. in APEDA.

11. ARBITRATION

- If any dispute, difference, question or dis-agreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assigns in connection with or arising out of the contract or duties of the said parties hereunder or any matter whatsoever incidental to his contract or otherwise concerning the works of execution or failure to execute the same whether during the progress of work or stipulated/extended periods or before or after the compilation or abandonment thereof, it shall be referred to the sole arbitrator appointed by Chairman, APEDA.

12. OTHER TERMS AND CONDTHIONS

- The theme and topic of the documentary should conform to the programme briefs provided by APEDA from time to time. The production should be of high quality meeting the international standards. Competent and approved talent/voices should be used.
- Appropriate use of modern editing techniques including rendering of text/visuals, multi-layering, compositing, chromo key, special effects etc should be made to make the film visually very rich. The video film should meet the international telecast standards of all public and private channels.
- The Proposal shall be valid for a period of not less than 180 days from the Proposal Due Date (the 'PDD').
- APEDA reserves the right to accept or reject any or all tender(s) without assigning any reason thereof.
- All the successful proposal will have to submit final deliverables as per the work schedule issuing date of work order.
 - Script: 15 days from the date of issue of work order
 - Rough cut: 30 days from the approval of the script
 - Final Product: 7 days from the approval of the rough cut
- APEDA may extend the period of job based on genuine reasons if necessary.
- Penalty upto 5% will be imposed if the delivery of the final product is delayed beyond the agreed date of delivery.
- Successful proposal will have to sign an agreement with APEDA which will include General Terms & conditions & penalty clause, bank guarantee, time frame and others.

- No TA / DA will be admissible, applicant will attend presentation at their own cost.
- Since six major products categories will be covered, the film will involve all India shoot at various locations.

Submit one copy

**APEDA
Application Form**

**Part – 1
Proposer's Information**

I/We wish to apply for the following documentary. Details are as under:

S.N.	Particulars	Details
1.	Name of Proposer	
2.	Name of the firm/company	
3.	Complete Address for communication (Address with pin code, telephone numbers, fax no and emails).	
4.	(i) Phone /Mobile Number (ii) Email Id	
5.	Legal status of Organization Is it a registered firm/company? (If a partnership firm, state the: name/s and address/es of your partners. If company, state the names and addresses of Directors, photocopies of the certificate of registration should be attached)	Yes No
6.	(i) PAN Number (ii) Service tax number (ii) Average Financial Turnover of the Firm/company during last 3 years	(i) (ii) (iii)
7.	Brief Description of the Proposer's Activities	
8.	Number of years experience in film making. (Attached work orders of earlier Works with other government departments/autonomous bodies /PSU's / corporate houses and others)	
9.	Number of films produced in Agriculture and processed food subjects	
10.	Has the Agency/it's sister concern/any director ever been blacklisted/defaulted by any organization? If yes, give details	

11.	Enclosed DD/Bank order for Rs 50,000/- being EMD for the application (only one EMD of 50,000/- is needed for any number of documentary applied for)	Rupees _____ DD No. _____ dated _____ drawn on _____ bank
	Any other relevant Information	

DECLARATION

- (i) I/We..... (authorized signatory for the proposer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment.
- (ii) I/We permit APEDA to inspect my studio facilities & other records to ascertain the above facts.
- (iii) I/We permit APEDA to cross check the above facts from any other source.
- (iv) I/We or my authorized representative, if required by APEDA would make presentation before Selection Committee at my own cost.
- (v) Here by I/We declare that I/We shall adhere to the terms and conditions mentioned in Notice inviting proposal.

Signature with stamp:.....

Full Name:.....

.....

Date:.....

Submit Four Copies

**APEDA
Proposer's experience**

1. Brief Description of the Proposer's Activities related to video production (Attach Separately) in the last five years

S.N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

2. Experience in the production of Agricultural Products video films, if any (Attach separately) in the last three years

S.N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

3. Awards, certificates and accolades received for video production/programmes

S.N.	Programmes	Details

SIGNATURE OF THE PROPOSER WITH STAMP

Submit FOUR copies

**APEDA
Part – 3**

Treatment & approach and script for one sample episode

For

Instructions:- a) Present the treatment and approach to be adopted for the film applied for. Give a detailed description of how proposed film would look. Give time breakups for each segment. b) list the titles/themes with 3-4 lines description, c) Enclose a detailed script including description of visuals, music and time breakups for the film.

Briefly give - Title
- Script
- Treatment
- Post production

**Sample CD of earlier work
Part – 4**

Sample programme of earlier programme produced by the applicant

I/We enclose a sample programme produced by our firm/ agency titled in DVD format.

1. Name of the programme:
2. Year of Production:
3. Brief description of the programme (not more than 200 words):

4. Awards/accolades won by the film:

5. Any other information:

SIGNATURE OF THE PROPOSER WITH STAMP

[Check the DVD being sent by you. In particular check if the DVD is played in a DVD player (and not just in computer). In case the DVD fails to play then VP will reject the proposal]

One Copy

**APEDA
Part – 5**

Key personals for the projects applied for

1. Name of the Director

2. Name of the script writer(s)

3. Name of the subject expert(s)

(Note : Consent letters from above key personnel in prescribed format are required to be attached.)

APEDA
(Part-5 A)

Consent letter from the Director(s)/Exe Director(s)/script writer/subject experts (if more than one, pl attach separate sheets in the same format)

1. Name of the Director/script writer/subject expert:
2. Address:
3. Telephone/Mobile Number/Email-ID:
4. Educational Qualifications :
5. No. of year of experience :
6. Brief Background of the Director including filimotography (Attach Separately):

I _____, hereby give my consent to be the director/subject expert/script writer of the _____ for _____.

(Name of the programme)

(Proposer's Name)

I also understand that I would be solely responsible for direction of the above film and for the adherence of the broadcast code.

Signature

Financial Bid

(One copy in a separate sealed cover)

Form 6 (Budget quote)

We offer to undertake the project to **produce for documentary on** _____
_____ (in English and Hindi) as per the RFP No:VP/AV/957/Documentary/2014
Dated _____ for a total cost of Rs _____

(Rupees.....)
exclusive of the service tax.*

Name of the Proposer:

Name of the Company :

Date :

Place :

Signature of the authorized signatory with stamp

* NOTE: The cost mentioned here would be considered as the final quote from the firm. No change would be accepted. If you were applying for two serials, please quote the rates separately for each serial.

CHECK LIST

S.N.	Items	Number of copies
1.	Application form (Part -1)	1
2.	Proposer Experience (Part-2)	4
3.	Sample Scripts For Documentary (Part-3)	4
4.	Sample CD of earlier work (Part-4)	1
5.	Details of key personals with their consent letter (Part-5)	1 for each personals
6.	Financial Bid (Part-6) For Documentary Submit separate financial bid for each documentary	1
7.	Company Registration proofs	1
8.	Service Tax Number proof	1
9.	Job Experience	1
10.	IT return of last 3 years	1
11.	EMD of Rs.30,000/-	