

Details for submission of bids for Production of 8-10 minutes documentary film to promote ‘Export of Basmati Rice’

Requirement

APEDA intends to prepare an 8-10 minutes documentary film to highlight **‘Export Potential of Basmati Rice’**.

For the Purpose of the Present Bid, aforesaid activity is hereafter referred to as the “activity”.

SCOPE OF WORK

Production of **8-10 minute documentary film to promote and highlight ‘Export Potential of Indian Basmati Rice’** covering important aspects of the product/s on High Definition format. The film should capture the production, manufacturing/processing, trading and supply chain, quality and uniqueness of Indian basmati rice for exports, to influence the target audience abroad and given them an insight into the Indian Basmati Rice Sector covering the GI areas such as Punjab, Haryana, Western U.P. Uttarakhand etc. The film shall also highlight the strength of Indian Basmati Rice and initiatives taken by APEDA for export promotion, quality control and certification, to be implemented by processors and exporters.

GUIDELINES FOR SUBMISSION OF TECHNICAL AND FINANCIAL BIDS

Sealed technical and financial bids in separate envelopes are required to be submitted, superscribing the name of the activity on the envelope within 15 days from the date of release of this advertisement. Bidders may note that conditional bids are not allowed and shall be liable for rejection summarily, without assigning any reason.

Cover 1: Technical Bid: Superscribe the name of the activity and “Technical Bid” to include the following documents:

The Bid should contain the following documents:

- a. Details of the Bidder:
 - i. Profile of the company/agency
 - ii. Track Record – previous experience of handling similar nature of work. The company must have 5 years’ work experience in production of documentary, promotional or corporate films.
 - iii. A CA certificate verifying the turnover of the applicant bidder for the last 3 financial years.
 - iv. Latest Income Tax Return and copy of the PAN Card.
- v. Earnest Money Deposit “EMD of Rs.50,000/- (Rs. Fifty thousand) in the form of draft / irrevocable and unconditional bank guarantee in favour of APEDA, New Delhi. EMD will be returned to the

unsuccessful, bidder after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment.

b). Details pertaining to the film

1. A concept note for the documentary.
2. Profile of Director
3. Profile of Asst. Director
4. Profile of Conceptualizer
5. Should be able to provide still photography services.

Cover 2: Financial Bid: Superscribe the name of the activity and “Financial Bid”

To include the following documents/details:

1. The **Financial Quotation**, duly dated, with detailed breakup of each component suggested separately in Indian Rupees only. No lump sum amount shall be considered.
2. The applicable tax should be clearly mentioned separately in the estimates.

The outer sealed cover containing cover 1 and cover 2 as indicated above should be superscribed with **“Technical and Financial Bid for Production of ‘Export Potential of Indian Basmati Rice’** and should have the full name, Postal Address, Fax, E-mail and Telephone number of the bidding agency.

SELECTION PROCEDURE

A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed requirements. The short listed bidders will be required to make technical presentation before the selection committee. Technical assessment will be based on Profile & Track Record, Concept, Story Board and treatment of the documentary and the background of Director/AD.

The marking would be done on all the presentations. The vendors who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 = $30 \times L1 / (L1 + L2)$ (the cost quoted by L1)/L2 (the cost quoted by L2) and similarly L3, L4 ----- (depending on no. of parties)

After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

Selection Committee reserves the right to accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidders to bring down the prices.

Time Line:

After selection of the agency, the agency will be issued a work order. On accepting the work order, the agency will immediately start shooting for the film as per the approved concept note.

All Necessary permissions for the film shoot will be obtained by the agency with the help of APEDA.

The agency is required to complete the shoot within 60 days of receiving the work order and submit script, storyboard and a rough cut of the film for preview and approval.

After obtaining approval on the rough cut, the agency will submit the final version within 15 days, incorporating voice over, music track, etc. for final review and approval.

Terms of Payment :

Payments to the successful bidder will be made as per following schedule:

- An advance up to 50% of the total cost, on submission of proof of expenses incurred.
- Balance amount would be released on completion of the work pursuant to receipt of satisfactory report of the officer deputed for the work.

The Bidder has to bear all the costs associated with the preparation and presentation.

Deliverables

Production of the documentary by ___/___/2011 and delivery of the same in Digi Beta / DVC, Pro (Standard Definition) / DVD format for use by APEDA.

Other important Information

- a) The ownership of the documentary film both the unmixed & mixed versions will at all times rest with APEDA and the agency will have no proprietary or other rights in respect to the same and will not use the material in any way.
- b) Period of validity of the Tender is 90 days from the closing date of the proposals.
- c) APEDA is not bound to accept the lowest tender or to assign any reason for non-acceptance. APEDA reserves its right to accept the tender either in full or in part. However, the conditional bids will be rejected outright.
- d) APEDA reserves the right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder or giving the reason.
- e) APEDA reserves the right to place an order for the full or part work under any items of work indicated above.

Termination by Default :

APEDA reserves the right to terminate the contract of any agency/ agencies in case of changes in the Government procedures or unsatisfactory services.

The advertisement has been released on 7th June 2011 and the last date for receipt of bid is 15 days from the date of Advertisement i.e 21st June 2011. The complete applications should be addressed to:

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