

**ToRs - Production of Corporate Film of APEDA**

**CPP Portal Tender ID: 2020 APEDA 574499 1**

**1. 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.

**2. Topic :**

**Corporate Film of APEDA**

The story line could contain brief activities of APEDA, its functions/ mandate, focus on six major product categories, achievements during the last five years in the area of infrastructure, market promotion, market access, quality etc.

The theme and topic of the documentary should conform to the programme briefs provided by APEDA from time to time.

**3. Scope of Work:**

- (i) Production of the corporate film complete in all respects.
- (ii) Number of Corporate film - Two
- (iii) Duration : i) Maximum 5 minutes duration.  
ii) Maximum 2 minutes duration.
- (iv) Shoot format : Shooting in Full HD and mastering in various formats as specified in deliverables.
- (v) Shoot Location : Anywhere in India
- (vi) Shoot Duration : 15-20 days
- (vii) Language : Master Production in English. However, provision may be made to translate the same in other languages, i.e., regional and foreign languages, if required on extra charges in future.
- (viii) Delivery schedule :
  - Draft Script : 3 days from the date of issue of work order
  - Rough cut: 15 days from the approval of the script
  - Final Product: 3 days from the approval of the rough cut

- (ix) Quality - The production should be of high quality meeting the international standards. 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.

**4. Deliverables:**

- (i) Master HD format - two copies of each film
- (ii) Un-mix master HD format – one copy of each film
- (iii) Hard disc (MOV or empg format) - one copy of each film
- (iv) DVD/Pen drive – 100 copies (scratch proof) of each film
- (v) Hard copy of the final scripts in print form (one copy) and in ms-word or rtf file format in CD format/pen drive
- (vi) Synopsis and details script in VP format (in rtf file format as well as hard copy)
- (vii) Copies of final script.
- (viii) Compressed file of each episode for website upload
- (ix) Raw video file of films prepared.

**5. Selection & Evaluation Process:**

All the received proposals will be seen by the Selection Committee appointed by APEDA.

Agencies are required to submit the creative of APEDA Corporate Film in Hard and Soft copy. The Committee will shortlist the agency on the basis of creative submitted and DAVP rates will be applicable. However, if required the agencies may be asked for presentation for selection on technical grounds. Lowest bidder among the shortlisted agencies will be selected. **Technical & Financial bid proforma is placed at Annexure– 1 & 2 to be submitted by 22.12.2020 till 1600hrs.**

**Evaluation Criteria**

1. Concept
  2. Script
  3. Past record in film making
  4. Treatment of the subject
  5. Post production
  6. Adhering to time schedule
- 6. Copyright:** APEDA shall hold proprietary rights on the use, marketing contents, and intellectual etc. of the final edited film and all shooting material. In case the agency or anyone desired to use the footage/shoot material for purpose other than APEDA will have to seek written permission from APEDA for the same.
- 7. Payment :** Maximum as per DAVP norms and as per accepted bid conditions.

## **8. Eligibility Criteria**

Agencies/film making companies/production houses, who are fulfilling the following conditions are hereby invited to apply for the above mentioned activity :

- The Agency should be able to provide a qualified creative team for undertaking the project for APEDA and should demonstrate experience in handling film making projects.
- Must be a registered business entity/service provider. Registration no. of TAN/Direct tax/Income tax/Trade Tax/VAT/GST, etc. as applicable may be quoted in the technical bids format and copy of the certificate/proof must be attached. These documents should be in the name of applicant organization only and not that of group/sister organizations. In other words, name of applicant organization should be same in all the documents submitted.
- Minimum experience of 5 years in production of Documentary Films. Copies of work orders should be attached.
- Average turnover of minimum of Rs. 1.00 crore (Rupees One Crore) only during the preceding 3 financial years starting from 2019-20. The turnover should be in the name of applicant organization only and not that of group/sister organizations. (Attach audited annual accounts for the same. In audited accounts are not available CA Certificate giving details about turnover should be enclosed).
- A self certified undertaking has to be submitted mentioning that they have never been black listed by any government organization and if so, the same is not applicable as on date.
- Submission of EMD in the form of DD for the amount of Rs. 25,000/- (Rupees Twenty Five Thousand only) in favour of "APEDA" payable at New Delhi is essential for the bid without which the bid offer will be rejected.
- The registered company/firm should have well trained production team.

## **9. Other Terms and Conditions**

a. APEDA reserves the right to

- Accept or reject any or all the offers at any time prior to award of contract/order without assigning any reason or without any liability on APEDA.
- Negotiate the prices with the selected agency to bring down the prices.
- Extend the deadline for the submission of applications at its discretion.
- Modify terms and conditions of the selection procedure.
- Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of APEDA it is necessary in the public interest. The decision of APEDA shall be final and binding in this regard.

APEDA shall also not be responsible for any damage or loss caused or arise out of aforesaid action.

- Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of APEDA it is necessary in the public interest or for implementation of the project. The decision of APEDA shall be final and binding in this regard.

Reject application of agencies not submitting offers as per the requirements of APEDA.

- b. Selected vendor have to comply with Govt. Regulations and standards as deemed fit.
- c. All the selection will be made as per GFR 2017 guidelines.

#### 10. Guidelines for submission of Bid

Bids shall be submitted by the bidder with supporting documents in a sealed envelope in the following manner:

Sealed quotations are required to be submitted within 21 days from the date of release of the advertisement. Conditional offers are not allowed and would be rejected.

**Envelope I : EMD-** Containing Earnest money in the form of a DD of Rs.25,000/- (Rupees Twenty Five thousand only) in favor of APEDA, payable at New Delhi.

**Envelope II :** Containing Annexure I (Technical Bid) duly filled in with supporting documents. The envelope should be sealed and marked as “**Technical Bid for Production of Corporate Film of APEDA**”.

**Envelope III :** Containing Annexure – II (Financial Bid) duly filled in for the bid value in Indian Rupee including all taxes for and other terms & conditions of the Tender document. The envelop should be sealed and marked as for “**Financial Bid for Production of Corporate Film of APEDA**”.

**Envelope- IV :** Envelopes I, II & III should be kept inside the Envelope – IV and again sealed. The name of the bidder should be clearly written with full address, Tel: nos., E-mail on the Envelopes (I, II, III & IV). This Master Envelope (Envelope – IV) should be marked as “**Technical and Financial Bid for Production of Corporate Film of APEDA**”and shall be submitted to General Manager (Trade Fairs).

#### 11. PERFORMANCE ASSURANCE

If performance of the agency is not upto the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of Chairman APEDA shall be final in this regard.

Pre Bid meeting will be held on 7<sup>th</sup> December, 2020 at 1500hrs. at Conference Room, APEDA, 3<sup>rd</sup> Floor, NCUI Building, 3 Siri Institutional Area, August Kranti Marg, New Delhi – 110 016.

**Last date for submission of bid is 22<sup>nd</sup> December 2020 till 5:00 p.m.  
applications should be addressed to:**

**The complete**

General Manager (Trade Fairs)  
Agricultural and Processed Food Products  
Export Development Authority (APEDA)  
(Ministry of Commerce and Industry, Government of India)  
3<sup>rd</sup> Floor, NCUI Building, 3 Siri Institutional Area,  
August Kranti Marg, New Delhi-110016

**Annexure I**  
**Application form for Production of Corporate Film of APEDA**

<b>1</b>	Name of the Organization/Company (Registration document to be submitted (Self Attested))	
<b>2</b>	Correspondence Address	
<b>3</b>	Contact Person	
<b>4</b>	Contact Details: (Tel. No./Fax No./Mob. No./email)	
<b>5</b>	Permanent Account Number (self certified copy)  GST No/Service Tax/VAT No. (self certified copy)	
<b>6</b>	Experience (no. of years)	
<b>7</b>	Track Record – previous experience of handling similar nature of work (please mention here). The company must have 5 years work experience (Details of work orders along with copies to be enclosed)	
<b>8</b>	Average turnover of minimum of Rupees One Crore only during the preceding 3 financial years starting from 2019-20. The turnover should be in the name of applicant organization only and not that of group/sister organizations. (Attach audited balance sheet for the same. In case audited accounts are not available, CA Certificate giving details about turnover should be enclosed).	
<b>9</b>	An interest free Earnest Money Deposit “EMD” for Rs. 25,000/- (Rupees Twenty Five thousand only) in the form of demand draft in favour of APEDA, New Delhi. EMD will be returned to the unsuccessful bidders after the final selection. For the selected bidder, EMD amount would be adjusted in the final payment.	
<b>10</b>	Bank Details	
<b>11</b>	List of Clients	
<b>12</b>	Self Certification by the Organization/Company that they have never been blacklisted by any Govt. Organization/ Department	
<b>13</b>	Any other details	

I/We hereby certify that the information given above is true and nothing has been concealed therein. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance enquiry is pending by any agencies/courts.

\_\_\_\_\_  
Authorised Signatory

\_\_\_\_\_  
Name

\_\_\_\_\_  
Designation With Company Seal

Date --/--/----  
Place

**ANNEXURE II**

**Financial Bid for Production of Corporate Film of APEDA**

<b>S.NO.</b>	<b>COMPONENT</b>	<b>COST OF COMPONENT IN RUPEES</b>
1	Cost of preparation of film for 5 Minutes	
2.	Cost of preparation of film for 2 Minutes	
2	Taxes, if any	
3	Total cost (inclusive of taxes)	