GOVERNMENT OF ODISHA
OFFICE OF ENGINEER-IN-CHIEF
RURAL WATER SUPPLY AND SANITATION (RWSS)

No: 66.28
Date: 27-07-2018

QUOTATION CALL NOTICE

Quotations are invited from the intending firms/Organisations for Preparation of Audio-Visual Materials on "BASUDHA" by OFFICE OF ENGINEER-IN-CHIEF, RURAL WATER SUPPLY And SANITATION (RWSS) Panchayati Raj & Drinking Water Department.

1. The quotations should reach the undersigned on or before 1st August, 2018 (11. AM).

2. The agency must have an average annual turnover of minimum Rs 1 Crore during the last two financial years. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.

3. The bidder shall submit their GST registration certificate and PAN card along with the quotation.

4. The Agency should have a minimum of 5 years of producing creative, media, planning and video (film, documentary, TVC) content and should produce work contracts if required by the department.

5. The Agency should have a minimum of 2 years’ experience of producing creative, media planning and video (film/documentary/TVC) content. A minimum of 5 work orders from the Govt of Odisha in 2 years which the applicant might have executed must be enclosed.

6. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in English, Hindi and Odia.

7. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

8. The authority reserves the right to accept or reject any or all quotations without assigning any reasons thereof. Besides, quotations received in incomplete forms or after due date and time will be liable for rejection.

9. The price quoted and the GST if any should be mentioned separately.

10. The evaluation of accessibility lies solely with EIC, RWSS, Panchayati Raj & Drinking Water Department.


EIC, RWSS
Memo No. 6629  
Dated 27-07-2018

Copy forwarded to I&PR Department with a request to publish it at least in two Odia leading newspapers as the approximate cost of the said items is Rs. 30 Lakhs.

Memo No. 6630  
Dated 27-07-2018

Copy forwarded to Notice Board of Panchayati raj and Drinking Water Department/ All Departments of Government/ All heads of Departments with a request to display in the notice in their Notice Board.

Memo No. 6631  
Dated 27-07-2018

Copy forwarded to Joint Secretary, E-governance cell of PR&DW Dept. with a request to upload the notice in Govt. website.
GOVERNMENT OF ODISHA  
OFFICE OF ENGINEER-IN-CHIEF  
RURAL WATER SUPPLY AND SANITATION (RWSS)  

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Memo No………………… Dated………………

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EIC, RWSS
SHORT QUOTATION CALL NOTICE FOR PREPARATION OF AUDIO-VISUAL MATERIALS ON “BASUDHA”

INSTRUCTIONS TO BIDDERS

Office of Engineer-in-Chief, Rural Water Supply and Sanitation, PR&DW Dept., Govt of Odisha invites expression of interest from reputed agencies for production of the following audio-visual creatives and allied works.

1. 3 minutes AV on BASUDHA along with 40 seconds TVC.
2. Minutes AV Jingle along with 40 Seconds TVC.
3. BASUDHA Launch AV- 60 Seconds
4. Launching and Promotion of Grievance Redressal system (call center)- 40 Seconds.

Agencies with proven track record of having delivered services to large business houses / Govt organizations/ PSUs, etc. on major national/ international projects in audio-visual content creation are invited to participate in this tendering process.

The agencies fulfilling the eligibility criteria may submit their quotation in sealed cover addressed to the Engineer-in-Chief, Rural Water Supply and Sanitation (RWSS), Jal O Parimal Bhawan, Unit- V Bhubaneswar- 751001. On or before 1st August, 2018 up to 11.00AM. The applicants must clearly mention on the envelope “Quotation for Production Agency for audio-visual creatives”.

The Quotation would be opened on 1st August, 2018 at 12.00PM

Office of Engineer-in-Chief, Rural Water Supply and Sanitation, PR&DW Dept, Govt of Odisha reserves the right to alter the date of opening of the bids and also to reject any all the EoI’s without assigning any reason whatsoever.

3. ELIGIBILITY CRITERIA

i. The agency must have an average annual turnover of minimum Rs.1 Crore during the last two financial years. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last two years

ii. The Agency should have a minimum of 5 years of producing creative, media, planning and video(film, documentary/TVC)content and should produce work contracts if required by the department.
iii. The Agency should have a minimum of 2 years’ experience of producing creative, media planning and video (film/documentary/TVC) content. A minimum of 5 work orders from the Govt of Odisha in 2 years which the applicant might have executed must be enclosed.

iv. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in English, Hindi and Odia.

v. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing. Self-attested documents against each parameter must be submitted by the applicant. All documents must be properly indexed and referenced for the convenience of evaluation.

Office of Engineer-in-Chief, Rural Water Supply and Sanitation, PR&DW Dept, Govt of Odisha reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them.

4. List of documents to be submitted with Quotation

In addition to the documents mentioned in clause 3 (Eligibility Criteria) of the Quotation document, applicants should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.

1. Profile of the Agency.
2. Proof of ownership or tie ups of production facilities.
3. Organization setup in terms of technical staff indicating their qualifications and competencies.
4. Sample creatives of various kinds.
5. Work orders of similar assignments.
6. Self-Certificate stating that the agency has not been blacklisted in the past.
7. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by Govt of Odisha.
8. Applicant agency must furnish a copy of their GSTIN Registration certificate.

5. Evaluation Procedure:

The bid shall be evaluated based on Quality and Cost based evaluation (QCBS) having weightage of 70:30 (Technical :Financial).

1. In the Technical section, each bidder has to give the power point presentation (PPT) of 10-15 minutes duration. Marks scored in the presentation shall be taken into account for final evaluation of the proposal.
A. Technical Evaluation Methodology

<table>
<thead>
<tr>
<th>Sl No</th>
<th>Clause</th>
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<tbody>
<tr>
<td>1</td>
<td>Each Technical Bid will be assigned a technical score out of a maximum of 100 points</td>
</tr>
<tr>
<td>2</td>
<td>The bid with the highest technical score(T1) will be assigned 100%</td>
</tr>
<tr>
<td>3</td>
<td>Technical Scores for other bids will be normalized using the following formula: Normalized Technical Score of a Bid(Tn) = {(Technical Score of the Bid/Highest Technical Score(T1)}*100%(adjust to 2 decimals)</td>
</tr>
</tbody>
</table>

SCORING FOR SUB SECTIONS OF TECHNICAL PRESENTATION

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>MAXIMUM SCORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work plan &amp; activities to be undertaken</td>
<td>30</td>
</tr>
<tr>
<td>Experience in organising similar assignments of Government of Odisha.</td>
<td>20</td>
</tr>
<tr>
<td>Quality of materials/equipment/personnel/services/other services to be rendered</td>
<td>20</td>
</tr>
<tr>
<td>Presentation of concepts</td>
<td>30</td>
</tr>
<tr>
<td>Total Scores</td>
<td>100</td>
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</table>

B. Financial Evaluation:

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<tr>
<th>SL no</th>
<th>Clause</th>
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<tbody>
<tr>
<td>1</td>
<td>The bid with the lowest bid price(L1) will be assigned 100%</td>
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<tr>
<td>2</td>
<td>Financial scores for other bids will be normalised using the following formula: {{(Financial Bid price of L1/Financial bid price of the Bid)}X 100}%(adjusted to 2 decimals)</td>
</tr>
</tbody>
</table>

FINANCIAL EVALUATION:

i. In determination of the Best value Bids, weightages off 70 and 30 shall be applied respectively to the normalised technical and financial scores of each bid that was included in the commercial qualified bids only.

ii. The weightage for the composite evaluation is as described below:
   a. Technical- 70%
   b. Financial – 30 %
In other words, the bid would be awarded in favour of most competitive bidders by adopting the 70:30 weightages to technical and financial scores respectively after duly normalizing the technical and financial scores. The overall composite score will be calculated as follows:

\[ B_n = 0.70 \times T_n + 0.30 \times F_n \]

Where

- \( B_n \) = overall composite score of the bidder
- \( T_n \) = normalized technical score of the bidder
- \( F_n \) = Normalised financial score of the bidder

The Bidder with the highest final composite score will be selected. In case of a tie in the final composite score the bidder with the higher Technical score will be taken into consideration.

**Award Criteria**

The Technical Presentation of the Eligible Bidders will be on 1st August, 2018 at 3.00 PM. Office of EIC, RWSS, PR&DW Department will award the work assignment to the successful bidder whose proposal has been determined to be substantially responsive and has highest final composite score.

**Submission of Tender:**

The Quotation has to be submitted in the prescribed formats along with the relevant documents as asked to be furnished in the relevant formats. The formats duly filled in along with the documents signed by the authorized signatory shall be put in an envelope and the sealed envelope should be super scribed as “Tender for PREPARATION OF AUDIO-VISUAL MATERIALS ON “ BASUDHA The tenders must reach the office of the EIC, RWSS, Jal O Parimal Bhawan, Unit-V, Bhubaneswar on or before 1st August, 2018, 11. AM

5. **Scope of Work**

   The scope of work for the assignment shall include one or more of but not limited to, the following:

   1. Designing and Production of quality creative, media planning and video (film/ documentary/ TVC/SRP, Jingle) content on BASUDHA as per the need.

   2. Story boarding and script writing based on the content in the (Dept.) proposal and client’s briefing.

   3. Video post-production services should include non-linear editing and post production finishing / 2D and 3D images composting as outlined below:

   a. Editing Services: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) SD video, high definition (SDI-HD) video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional, commercial and industrial post production services.
b. Composition Services: including color correction, transitions, Chroma keying, mattes, masks, corner-pin pinning, motion tracking, and motion graphics. The vendor shall have the ability to provide video image processing with the following operational requirements: 2D & 3D composing, Key frame animation, Motion Graphic Creation, Painting & Re-texturing, Input and output files in SD and HD resolutions.

4. Custom made renderings and animations with actual high resolution videos shoots including aerial photography via drone camera to demonstrate complete details and layout of the finalized area options.

5. The final submission shall be in the form of a documentary/ animated movie / virtual tour with VFX effects and voice over in Odia and English languages.

6. Obtain prior approval for the script of the entire production from Office of Engineer-in-Chief, Rural Water Supply and Sanitation, PR&DW Dept, Govt of Odisha.

7. Deliver animations in DVD/CD-ROM/BETA/VHS and other streaming formats which can be further uploaded on all the social media formats.

8. All the raw data, 3D visualization models and graphics with the final output shall be the ownership of PR&DW Dept. and the same has to be submitted along with the final submission.

9. Any other audio-visual content conceived by PR&DW Dept.

**Terms of Contract**

- The following audio-visual creatives and allied work:
  1. 3 minutes AV on BASUDHA along with 40 seconds TVC.
  2. Minutes AV Jingle along with 40 Seconds TVC.
  3. BASUDHA Launch AV- 60 Seconds
  4. Launching and Promotion of Grievance Redressal system (call center)- 40 Seconds

**Should be submitted to the office of EIC, RWSS, PR&DW Dept.** Govt of Odisha on or before 5th August, 2018 before 12 PM.

- Payment against work shall be made at the rate to be quoted by the Film Producing Agency and approved by the office of the EIC, RWSS.

- 100% payments should be done within 15 days from the date of submission of Bills of accepted works.

- Payment will be made by EE,RWSS division, Bhubaneswar.

**EIC, RWSS**
## PROPOSAL FORMAT

<table>
<thead>
<tr>
<th>SI No</th>
<th>Particulars</th>
<th>Description of Works</th>
<th>Units(s)</th>
<th>Rate/unit</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1</td>
<td>Proposal for Audio Visuals creatives on:</td>
<td>Concept, scripting, direction, editing, shooting, graphics, BGM, recording, Voiceover, artists, technicians, transportation and all production expenses included</td>
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<td>2. Minutes AV Jingle along with 40 Seconds TVC.</td>
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<td>2</td>
<td>Total Amount</td>
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<td>GST</td>
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<td>Grand Total</td>
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<td>5</td>
<td>In Words</td>
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Seal and Signature of the Quotationer