

OFFICE OF THE PRANAM COMMISSION, ASSAM

GAD Building, Panbazar, Guwahati-781001. Assam.

No. PNM.2/2020/133

Dated: .01/03/2022

Tender Documents for

Production of short TVC film on the activities of PRANAM Commission, Assam

PRANAM Commission, Assam intends to produce TVC Film/ Radio Jingle for awareness amongst the peoples of Assam about the schemes implemented under the programme.

Intending **Film Production Company/ Individual/ Firm/ Agency** may submit bids as per the following criteria.

1. Eligibility Criteria:

- (A) The Firm/ Agency must have a registered company/ partnership firm/ proprietorship firm under competent authority in Assam.
- (B) The Firm/ Agency should have Registered Office in Guwahati and should be in operation for a minimum of 10 years. (trade License for the last 10 years to be submitted)
- (C) The Firm/ Agency should have at least 5 years' experience on production of TVC/Documentary Films or similar nature of production work in the Government/ Semi Government Department/ Public Sector Undertaking (PSUs)
- (D) The firm should have at least 5 nos. of TVC/documentary film production experience in the last three years in Government/ Semi-Government Department/ Public Sector Undertakings (PSUs). Work Order/ Completion Certificate of the work on the production of documentary films needs to be submitted as per ANNEXURE-A.
- (E) The Firm/ Agency should be empaneled with DAVP (BOC) (documentary evidence of empanelment to be submitted with the technical bid).
- (F) Preference will be given to the firms having work experience with Government Departments.
- (G) The company / firm should have an average turnover or Rs. 1.00 crore for the financial year 2018-19, 2019-20 & 2020-21. A certificate from the Chartered Accountant clearly specifying the turnover for last three years must be submitted.
- (H) The bidder must submit a self-certificate using the letterhead of the firm/ agency that it has not been blacklisted by any Govt. Department/ Agency.
- (I) The agency must have valid GST registration and PAN.

2. Scope of Work:

- a) The duration of TVC is to of 30 seconds.

- b) The duration of radio Jingle 10 seconds
- c) Numbers of TVC: 2 (Two)
- d) No of radio jingle : 1 (one)
- e) The TVC has to be produced through High Definition (HD) Camera and stereo sound so that the highest level of output (picture quality and sound clarity) is achieved.
- f) Master production should be in HD format.
- g) The voice over shall be in Assamese.
- h) The bidders should have the capacity to complete the work within 7 days from the date of issue work order.
- i) The cost of artists, transportation and accommodation during making the TVC film/Jingle will have to be borne by the Firm/ Agency.
- j) Copyright of finished/ pilot/ extracts and all materials will rest with the undersigned for all legal and statutory purposes.

3. Submission of Tender Fee:

- a. The non-refundable tender fees of **Rs.500.00 (Rupees Five Hundred only)** should be submitted in the form of DD in favour of **Registrar, PRANAM Commission, Assam** payable at Guwahati at the time of submission of tender papers to the office of the Chief Commissioner, PRANAM Commission, Assam, GAD Building, Panbazar, Guwahati-781001. Assam.

4. Submission of Bids:

Interested Firm/Agency with requisite experience may submit bids in two bid systems as given below:

a) Technical Bid

The Firm/Agency should submit the Technical bid with the following documents:

- i) Copy of the up-to-date Firm Registration certificate/ Trade License.
- ii) Copy of the Valid GST registration certificate.
- iii) Copy of the Valid PAN card of the firm/ proprietor.
- iv) Certified copy of the IT Return for the financial year 2018-19, 2019-20 & 2020-21.
- v) Experience certificates or award letter from clients in support of ongoing/ completed assignments must be submitted.
- vi) Synopsis, concept and treatment of the project along with script should be submitted.
- vii) Name of list of artists to be submitted. The artists should be popular, reputed and well experienced having mass appeal.

- viii) The proposal submitted by the Agency must be in English language.
- ix) In preparing the Technical Proposal, the firm/ agency is expected to examine all the required documents. Material deficiencies in providing the information/documents requested may result in rejection of a proposal.
- x) A Demand Draft Rs.500/- (non-refundable) in favour of Registrar, PRANAM Commission, Assam GAD Building, Panbazar, Guwahati-781001, Assam payable at Guwahati as tender fee.

b) Financial Bid

- i) All the duties, taxes, charges and other levies payable by the bidder under the contract should be included in the total price.
- ii) The rate quoted by the bidders shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- iii) The rate should be quoted in Indian Rupees only.
- iv) The firms/ agency should submit the financial bid as per the following format.

SI No	Item Description	Rate per Unit (in Rs.)	Qty.	Amount (in Rs.)	GST @ ... (in Rs.)	Total Amount (in Rs.)
1	Production of TVC Film with HD Camera and stereo sounds on the activities of PRANAM Commission, Assam Duration: 30seconds.		2 nos.			
2	Production of Radio Jingles		1 Nos			
Total:						

Bidders will have to submit their technical and financial bids separately in two envelopes. The technical bid should be marked as "**Technical Bid**" and financial bid should be marked as "**Financial Bid**". Both the envelopes should be put in an envelope sealed and superscripted as "**PRODUCTION OF TVC FILM / JINGLE ON THE ACTIVITIES OF PRANAM COMMISSION, ASSAM**" addressed to the Chief Commissioner, PRANAM Commission, Assam, GAD Building, Panbazar, Guwahati-781001. Assam.

5. Procedure for opening the bids:

- a. The Technical Bids shall be opened on the 8/3/22 at 3pm in the O/o Registrar, PRANAM Commission in the presence of firm's representative who ever wishes to attend.
- b. The Financial Bids will be opened for those who have qualified in the Technical Bid. The date and time for opening of Financial Bid will be notified by PRANAM Commission and the technically qualified bidders will be invited accordingly.

6. Evaluation Procedure:

- a. The technical bids will be evaluated by a Technical Evaluation Committee (TEC) constituted by PRANAM Commission, Assam.
- b. In respect of selection of bid, Quality and Cost Based Selection (QCBS) method will be followed.
- c. To ensure bidders eligibility and technical capabilities as per the tender terms and condition. The Technical Evaluation Committee may call for additional information from the bidders and/or visit the bidder's premises. In such a case the concerned bidder has to supply the information within the stipulated time given by the Technical Evaluation Committee, failing of which the bid can be rejected. No representation of any kind would be entertained from the bidder in this regard.
- d. Technical evaluation will be done on the basis of different aspects as per ANNEXURE-B. The bidder securing minimum 70% marks in the technical evaluation will be considered as technically qualified and the financial bid of only these agencies will be opened. Financial evaluation will carry 30 marks. The total score of technical and financial evaluation will determine the outcome of the job.
- e. Chief Commissioner, PRANAM Commission, Assam, GAD Building, Panbazar, Guwahati-781001, Assam reserves the right to accept or reject any or whole of the Tender without assigning any reason thereof and does not bind himself/herself to accept the lowest or any other rates.

7. Payment Terms:

- a. 100% payment will be made only after satisfactory completion of work as determined by PRANAM Commission, Assam.
- b. Payment shall be subject to deduction of any amount for which the bidder is liable as per the penalty clause of this tender document, further all payments shall be made subject to deduction of the TDS and any other law of taxes and/or. for the time being in force.

8. Penalty Clause:

- a. The successful bidder shall not refuse to accept the work order under any circumstances and should complete the work within 7 days from the date of issue of work order.
- b. For any default in the discharge of service obligation, the PRANAM Commission would be free to forfeit the defaulting bidder's security deposit, revocation of bank guarantees as per performance security and/or termination of the contract for the default.

9. Arbitration

All disputes, differences, claims and demands arising under the shortlist contract shall be referred to arbitration of a sole arbitrator to be appointed by the mutual consent. All arbitration shall be held at Guwahati, Assam. If the parties cannot agree on the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be nominated by the Judicial Department, Government of Assam. The provisions of the Arbitration and Conciliation Act. 1996 shall be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian

Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof.

10. Force Majeure:

Neither Party shall be liable or responsible for any failure to perform or delay in performance of their respective obligations hereunder if such failure or delay is due or attributable to or arises out of any Force Majeure event, provided written notice of occurrence of any Force Majeure event is given by the affected party to the other Party within a period 72 hours of such occurrence along with reasonably satisfactory evidence of the Force Majeure event.

A Force Majeure event shall mean an event that is not within the reasonable control of the Party whose performance is affected thereby and without prejudice to the generality of the foregoing, shall include but not limited to the events like- Civil disturbance, Breach of peace. Declared or undeclared war, Act of interference or action by

11. Applicable Law:

The bidders shall be governed by the law and procedures established by Government within the framework of applicable legislation and enactment made from time to time concerning such financial dealings/processing. Courts at Guwahati shall have the jurisdiction in case of litigation between the parties.

12. Last date of submission:

The tender documents should be submitted on or before 08/03/2022 up to 12:00 noon and will be opened same day at 3.00 PM on 08/03/2022 in presence of Firm's/ Agency's representative who ever wish to attend.

13. Rejection of Tender:

Tender will be automatically stood cancelled if any undue influence or canvassing for selection is made by the bidder.

Sd/-

Registrar PRANAM Commission,
2nd Floor GAD Building, Panbazar, Ghy.-1

DOCUMENTARY FILM & RADIO JINGLE PRODUCTION EXPERIENCE

Name of Firm.....

Sl. No.	Name of organization	Order No. & Date	Description & numbers of production	Value of the Work	Date of completion	Whether completed within stipulated time

Signature & Seal of the Bidder

Date:

EVALUATION SHEET FOR TECHNICAL PROPOSALS

NAME OF FIRM/ AGENCY:

Sl. No.	Evaluation Criteria	Maximum marks
1.	Past experience (Production): i. 10 years and above = 10 marks ii. 7 years to <10 years = 7 marks iii. <7 years = 5 marks	10
2.	Number of making Documentary Film in Government/Semi-Government Department/ Public Sector Undertakings (PSUs)/ Multi-National Companies in the last 5 years: Documentary evidence to be submitted in softcopy either in CD or Pendrive. i. 5 nos. and above = 10 marks ii. <5 nos. = 5 marks	15
3.	Annual Turnover i. 1 Crore and above = 10 marks ii. < 1 Crore = 5 marks	10
5.	Evaluation of Scripts / Concepts / Treatment	35
		70