

**Production of 8 short films (30 seconds duration each) and one mother film (60 seconds duration) on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi destination**

**for the  
Ministry of Tourism, Government of India**

**Request For Proposal [RFP] [File No.: TP-5/25/2020 Dated 21.10.2020]**

Pre-bid Meeting: 02.11.2020

Last date for submission of Bid: 01.12.2020

**Ministry of Tourism  
Government of India  
Publicity Division**

Transport Bhawan,  
1-Parliament Street,  
New Delhi

**RFP DOCUMENT FOR PRODUCTION OF EIGHT SHORT FILMS AND ONE MOTHER FILM ON BODH GAYA, SARNATH, KAPILAVASTU, SHRAVASTI, KUSHINAGAR, VAISHALI, RAJGIR AND SANCHI.**

## Introduction

The Ministry of Tourism, Government of India, annually undertakes international Media Campaigns - print, electronic, outdoor and online, under the 'Incredible India' brand line in key source markets across the world. The objective of the Campaigns is to generate awareness about the tourism products and destinations of the country, to promote India as a preferred tourist destination in the source markets overseas and to increase India's share of the global tourism market.

2. The Ministry of Tourism proposes to have 8(eight) short films on the following destinations Bodh Gaya, Sarnath, Kapilavastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi and one mother film to promote and market Buddhist circuit in overseas market. The short films are more popular and widely used in Social media handles as the attention span of viewers are also less. One mother film can be used for broadcasting purpose in TV campaigns.
3. The Ministry of Tourism invites Technical and Financial Bids from Agencies / Production Houses for producing the above Television Commercials as per Scope of Work and other details enumerated in this RFP Document. It may be noted that (i) the costs of preparing the proposal are not reimbursable and (ii) the Ministry of Tourism is not bound to accept any of the proposals submitted.

## 2. Minimum Eligibility Criteria

- i. The bidding agency/ production house should be a registered company.
- ii. The bidding agency/ production house must be in possession of a valid GST no.
- iii. The bidding agency/ production house must have a valid PAN Number.
- iv. The bidding agency/ production house must have been in operation for a minimum period of **5** years, as on **1st April 2020** and working in the field of production of Television Commercials / Films / Documentaries, etc.
- v. The bidding agency/ production house must have a cumulative turnover equivalent to **Rs.30.00 crore** or above in the financial years **2017-18, 2018-19 and 2019-20**.
- vi. The total payment to the agency / production house from a single client in any one year out of the three years (2017-18, 2018-19, 2019-20) should be of an amount of at least **Rs.1 Crore** for production of TV commercials.
- vii. The agency / production house should not be under a Declaration of Ineligibility for Corrupt or Fraudulent practices with any Government

departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.

- viii. The agency / production house should agree to undertake the assignment in accordance with the Scope of Work.
- ix. The agency / production house should submit Earnest Money Deposit as specified in this RFP document.

### 3. Scope of Work

- i. Production of eight (8) films, each of a duration of 30 seconds (with shorter edits), and one mother film of 60 seconds on Bodh Gaya, Sarnath, Kapilavastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchias per details given below: -

Quality required	4K/HD/SD (1080[P] fine for social media)
Video bit depth	10
For social media	Square or 4.3 aspect ratio
Short Films Duration	30 seconds each
Mother Film Duration	(1) One mother film of 60 Seconds
Language of Short & Mother Film	English and Hindi
Duration of edits/cut Downs	15 sec and 30 sec for short film and 30 sec and 60 sec for mother film.
Foreign language dub of Short & Mother Film	Thai, Japanese, Korean, Sinhalese & Chinese
Credit Titles/Mutes	Mute Tags, 5 secs, 3.5 secs, 2.5 secs, 2 secs
Audio Rights	TV, Radio, Cinema, Digital & Internet, OOH (Live Media) Audio bit rate to be kept at minimum 128 kbps
Video Rights	TV, Cinema, Digital & Internet, OOH (Live Media)
Duration of Audio Rights	Perpetuity
Duration of Video Rights	Perpetuity

- ii. The scope of work includes concept, research, script writing, cinematography/shooting, editing, music & voice over etc. for producing and delivering the eight (8) short films of 30 second and one mother film of 60 seconds with edits. The shorter edits should be of 15 seconds.

- iii. The film to be produced will be of international quality, comparable with the existing television films of the Ministry of Tourism. The content of the commercials will be entirely by fresh shoot.
- iv. The Agency/ Production House will be responsible for securing any required permissions for shooting of the TVCs. The Ministry of Tourism will provide assistance by way of issue of letters to concerned authorities, wherever necessary.

#### 4. Deliverables

Raw Stock / Unmixed versions along with telecast quality edits of the 8 (eight) short films, one mother film and 15 second short edits as detailed in the Scope of Work, which will be the property of the Ministry of Tourism, Govt. of India, are required to be handed over to the Ministry of Tourism, Govt. of India, Transport Bhavan, 1st floor, Parliament Street, New Delhi – 110001, in two hard drives. The Ministry reserves the right to use the film wholly or in part in whichever manner the Ministry deems fit.

#### 5. Pre Bid Meeting

A pre-bid meeting at 1100 hrs. on 02.11.2020, for clarifications required on any aspect pertaining to the RFP Document. Any change in the pre-bid meeting schedule will be notified on the Ministry of Tourism's website [www.tourism.gov.in](http://www.tourism.gov.in). The pre-bid queries could be sent to the Ministry of Tourism prior to the meeting till 1500 hrs. on 29.10.2020 as per the following format: -

Sl. No.	RFP No.	Clause	Page No.	Current requirement	Clarifications requested

#### 6. The queries shall be sent on or before due date to:-

**Shri. Arun Srivastava, DDG (Publicity), e-mail Id : [srivastava.arun@gov.in](mailto:srivastava.arun@gov.in)**

**Smt. Susheela Tigga, Asst.DG (Publicity), e-mail Id : [susheela.tigga@gov.in](mailto:susheela.tigga@gov.in)**

7. Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document will be hosted on the websites of the Ministry

of Tourism [www.tourism.gov.in](http://www.tourism.gov.in) and on e-procure website of the Government of India by **17.00 hrs. on 06.11.2020**

## **8. Guidelines for Submission of Bids**

Bidders are required to submit documents in two sealed packets, viz. **Technical Bid** and **Financial Bid**, as detailed below, to be considered for selection: -

- i. **Envelope 1:** - Technical Bid (This envelope should be super scribed as **'Technical Bid for Production of 8 (Eight) Short films and one Mother film on Buddhist sites.**
- ii. **Envelope 2:-** Financial bid (This envelope should be super scribed as **'Financial bid for Production of 8 (Eight) Short films and one Mother film on Buddhist sites.**

Both the sealed envelopes as mentioned above should be kept in a bigger envelope to be super scribed as **Technical and Financial Bid for Production of 8 (Eight) Short films and one Mother film on Buddhist sites** with due date of submission. The Bottom Left corner of the outer cover should carry the full name, address, telephone nos., e-mail ID etc. of the agency submitting the Proposal.

The outer sealed envelope containing the sealed Technical and Financial bids should be addressed to:

**The Assistant Director General (Publicity),  
Ministry of Tourism, Government of India,  
Transport Bhawan, 1- Parliament Street,  
New Delhi – 110 001.**

## **9. Technical Bid**

The Technical Bid must contain the following documents:

- i. A letter of Technical Bid: The covering letter should be submitted on letter head signed by authorized signatory as per *format at Annexure 1*.
- ii. A clear photocopy of the Company Registration (In case of change in name, the copy of the relevant document must be submitted).
- iii. A clear photocopy of GST Certificate.
- iv. A clear photocopy of PAN Number.

- v. Complete address and other contact details of the Registered Office of the Agency/ Production House as well as address and contact details of the office of the Agency/ Production House located in the NCR of Delhi, if any.
- vi. Copies of the **3 work orders / contracts** issued by different clients during the period 01 April, 2017 to 31 March 2020, for production of television commercials / films / documentaries, may be enclosed. Of these work orders / contracts, **at least one** should have a value of Rs. 1.0 (one) crore or above. In case of non- disclosure agreement of the agency/ production house with the clients, a CA certificate stating the same and confirming that the bidding agency/ production house is working in the field of production of television commercials / films / documentaries must be submitted.
- vii. A certificate from **Chartered Accountant only** should be submitted certifying that the agency / production house has a cumulative turnover equivalent to Rs.30.00 crore or above in the financial years 2017-18, 2018-19 and 2019-2020. Chartered Accountant should also certify that the agency / production house has received total payment from a single client in any one year out of the three years (2017-18, 2018-19, 2019-2020) of an amount of at least **Rs.1 Crore** for production of short films/TV commercials. CA certificate to be submitted as per format at **Annexure 2**.

(Bidding Agency / Production House should submit a clear CA certificate to confirm the above mentioned requirements and should **not** submit copies of balance sheets, statements or other documents.).

- viii. **Brief on the Profile and Track Record** of the Agency / Production House - This may include strength and credentials of the agency/ production house, number of employees, details of the specialist partners/affiliates/associates, in-house facilities, details of earlier work handled in related spheres (i.e. production of television commercials, films, documentaries), list of important clients / brands handled, etc.
- ix. **Concept note** for the Eight (8) Short films on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi of 30 seconds each and one mother film of 60 seconds.
- x. **Story board** for the eight (8) short films and one mother film.
- xi. **Details** of the proposed production crew members, including director / script writer, music composer, etc. who will be associated with the work to be undertaken for the Ministry of Tourism as detailed in this RFP document.
- xii. **Case studies**, including impact, of Television Commercials / Films / Documentaries produced by the Agency / Production House for any two clients / brands.

xiii. **Earnest Money Deposit (EMD) / Bid Security** in the form of **Demand Draft from a Scheduled Bank** for **Rs. 8.00 lakh** drawn in favour of 'Pay & Accounts Officer, Ministry of Tourism' payable at New Delhi, to be submitted.

- If the Technical Bid Packet is not accompanied by EMD/ Bid Security, the proposal of the bidding agency shall be **rejected outright**.
- No interest shall be payable by the Ministry of Tourism on the sum deposited as EMD/ Bid Security.
- MSEs would be exempted from payment of EMD, **subject to** furnishing of relevant and valid certificate for claiming exemption.
- The EMD should normally be **valid** for a period of 45 days beyond the bid validity period, i.e. a period of 135 days from the last date of submission of bids for this tender.
- The unsuccessful bidders should collect their EMD/Bid Security within one month of issue of work order / contract to the successful bidder.
- EMD / Bid Security will be returned to the successful bidder on issue of work order and receipt of performance guarantee.

xiv. The Bidder shall not have been declared **ineligible for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted at the time of submission of bid. A declaration by the authorized representative of the bidding agency, on the letter head of the agency, to be submitted as per format given in **Annexure 3**.

xv. An undertaking to be submitted on the letter head of the Agency/ Production House and signed by the authorized representative of the agency/ production house that the Agency / Production House will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency / production house in its financial proposal (the cost is not to be mentioned in the undertaking), as per format given in **Annexure 3**.

Relevant Certificates / Documents in support of fulfilment of eligibility criteria must be submitted failing which opening of Financial Bids will not be considered.

**The Technical Proposal should not include any financial information otherwise the proposal would be outright rejected.**

## 10. Assessment of Technical Bids

The technical bids would be evaluated by a technical assessment committee on the following criteria:

S.no.	Component	Maximum Marks
1.	<p><b>Production of Film</b></p> <p>(a) Brief on the Profile and Track Record of the Agency/ Production House indicating strength and credentials of the agency/ production house,) details of earlier work handled in related spheres i.e. <b>(Note more than 5 pages)</b></p> <p>(b) Production of the Television commercials, (c) Production of films, (d) Production of documentaries film (e) List of important clients / brands handled, etc. during last 5 years. <b>(5 marks maximum for each Category) for (a) to (e) – it should be for last 5 years.</b></p>	25
2.	Cumulative turnover over and above Rs. 30.00 Crore 2 marks for every bracket of Rs. 5.00 crores over Rs. 30.00 crore (during 2017-18, 2018-19 & 2019-2020)	10
3.	Total payment to the agency / production house from a single client in any one year out of the three years (2017-18, 2018- 19, 2019-2020) of an amount of at least <b>Rs.1.0 (one) Crore</b> 1.5 marks each for every additional account for which payment received is Rs. 1.00 crore or more (during 2017-18, 2018-19 & 2019-2020)	10
4.	Number of TVCs produced, film produced in the area of tourism during last 5 years <b>(5 marks for each Category)</b>	10
5.	Award winning movies recognized for National/Global label or earlier work of similar nature undertaken and Experience in the field of film production. ( <b>Maximum 3 mark for each National Award winning Film and maximum 5 marks for each International Award winning Film</b> )	15



6.	Concept and Story Board for the 8 (eight) short films and one mother film, including treatment of the concept / theme and creative ideas. Shorter edits of 15 seconds.	20
7.	Profiles of proposed production crew members, including director / script writer, music composer, etc.	10
<b>Total maximum marks</b>		<b>100</b>

## 11. Financial Proposal

- i. In preparing the Financial Bid, Agencies / Production Houses are to take into account the requirements and conditions outlined in this RFP document.
- ii. The bidding agencies/production houses would submit their financial bid which shall contain the following information to be submitted in the standard format as enumerated below: -
  - a. Letter of Financial Proposal Submission (as per the format at Annexure FQ 1)
  - b. Financial Quote (as per format at Annexure FQ 2).

### **For Financial Evaluation, the total financial quote for production of all 8 short films and one mother film will be considered.**

- iii. The Total Financial Quote will cover all costs / expenses of the Agency / Production House for production of the eight short films of 15 seconds shorter edits, 30 seconds and one mother film of 60 seconds as per specifications detailed in the Scope of Work, including Concept, Shooting / Filming, Recording, Language translations with Voice-overs, Music, Editing / Mixing and other costs, if any. Foreign language dubs *No separate cost would be allowed for travel undertaken for production of the films.*

**NOTE:** Agencies / Production Houses may be careful while preparing their Financial Bid and ensure that there is no mismatch while making calculations.

- iv. Taxes / GST as applicable in India will be paid as per actual and the same are not required to be indicated in the financial bid.

- v. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the Ministry of Tourism.
- vi. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

## 12. Submission of Bid

- i. The original bid (Technical Bid and Financial Bid) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the bids.
- ii. An authorized representative of the firm should authenticate all pages of the Technical and Financial Bid.
- iii. **The bid should be spiral bound. The index of the bids should clearly reflect the list of documents requested in the technical bid and financial bid. All pages in the bid should be numbered.**
- iv. The Technical Bid and the Financial Bid should be submitted in sealed envelopes as per the guidelines enumerated in para 10 of this document.
- v. The Bid should be submitted **on or before 1500 hrs. on 01.12.2020**
- vi. No Bid will be accepted after the deadline for submission and in the event of any bid being received after the closing time for submission of bids, the same shall be returned un-opened.

## 13. Opening of Bids and Selection Process

- i. Technical Bids received will be opened in the presence of authorized representatives of the agencies / production houses who have submitted proposals **at 1600 hrs. on 01.12.2020**
- ii. The Technical Bid will, in the first instance, be examined in the Ministry to ascertain fulfilment of eligibility criteria and submission of required documents. Agencies/ Production Houses that fulfil the eligibility criteria and have submitted all required documents in their Technical bid will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by the Ministry of Tourism.

- iii. The Technical Bids, on which presentations will be made, will carry weightage of 70 percent and will be evaluated by a Constituted Committee as enumerated in Para 12 of this RFP document.
- iv. The agencies / production houses scoring 70% and above (i.e. 70 marks or more out of 100 marks) in the Technical Evaluation, will be considered for financial bid opening.
- v. Financial Bids of the shortlisted agencies / production houses will be opened in the presence of authorized representatives of the agencies on a date /time to be specified by the Ministry of Tourism. Financial evaluation, based on the **Total Amount for Production of 8 (Eight) short films and one mother film** quoted by the Agency as per the format given at **Annexure FQ 2**, will carry a weightage of 30%.
- vi. Selection of the agency / production house will be based on the aggregate of the Technical and Financial Evaluation. The agency which scores the highest aggregate marks will be awarded the contract.

### Combined and Final Evaluation

Proposal will finally be ranked according to their combined technical (Tb) and financial

(Cb) scores as follows:

$$Bb = (0.7) * Tb + (0.3) \times (Cmin/Cb * 100)$$

Where

Bb = overall combined score of bidder under consideration (calculated up to two decimal points)

Tb = Technical score of the bidder under consideration

Cb = Financial bid value of the bidder under consideration

Cmin = Lowest financial bid value among the financial proposals under consideration.

- vii. From the time the Technical Bids are opened to the time the contract is awarded, if any Agency/ Production House wishes to contact the Ministry of Tourism on any matter related to its proposal, it should do so only in writing. Any effort by the Agency / Production House to influence the Ministry in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency / Production House.

#### 14. Delivery Schedule

The selected Agency / Production House will follow the following timelines for undertaking the work:

Sl. No.	Activation	Timeline
1.	Present the detailed concept, storyline, casting, music, location, etc. for all 8 short films of 30 seconds and one mother film of 60 seconds	Within 4 weeks of receipt of Work Order
2.	Present Story Board and Script for all 8 short films and one mother film	Within 3 weeks of approval of concept and storyline.
3.	Present the First Cut of the 8 short films and one mother film	Within 4 months of approval of the Story Board and Script.
4.	Present the Second Cut of the 8 short films of 30 second and one mother film of 60 second duration.	Within 3 weeks of presenting the First cut and getting feedback from the Ministry on any modifications required.
5.	Submit the Final Versions of the 8 short film and one mother film in Hindi and English, in the formats and as per requirements specified in this RFP	Within 4 weeks of approval of the Second Cut.
6.	Submit all other language edits of the films (as specified under Scope of Work of this RFP)	Within 1 month of approval the Hindi and English edits of the TVCs
7.	Submit the dubbed version of the films in five language i.e. Thai, Japanese, Korean, Sinhalese & Chinese.	Within 1 month of approval the Hindi and English edits of the TVCs.

*\* For any delays from the above prescribed schedule, which may be due to unforeseen circumstances, prior approval may be obtained from the Ministry, giving detailed and convincing justification for the same.*

#### 15. Terms of Payment to the Selected Agency

- i. Advance payment will **not** be allowed.

- ii. Payment will be made by electronic transfer of funds to the bank account of the concerned Agency / Production House in Indian Rupees, on completion of the work to the satisfaction of the Ministry. The Agency / Production House will submit pre-receipted invoices in triplicate, complete in all respects, on completion of the work to the satisfaction of the Ministry and as per requirements detailed in the RFP Document or communicated subsequently by the Ministry of Tourism, for necessary settlement.
- iii. The Tax component shall be paid as applicable and as per actual.
- iv. For facilitating Electronic Transfer of funds, the selected agency / production house will be required to indicate the name of the Bank & Branch, account no. (i.e. bank name, IFSC Code and Bank A/c No.) and also forward a cheque leaf duly cancelled, to verify the details furnished. These details should also be furnished on the body of the bill submitted for payment by the selected agency / production house.

#### **16. Other Important Information**

- i. The ownership of the eight short films and one mother film on buddhist sites (Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi) will rest with the Ministry of Tourism, Govt. of India and the agency / production house will have no proprietary or other rights in respect of the same.
- ii. The selected Agency / Production House will be responsible for securing any copy right issues / plagiarism resorted to by the Agency / Production House. The Ministry of Tourism will not be a party to any dispute arising out of copyright violation / plagiarism by the Agency / Production House.
- iii. The Ministry of Tourism will not be party to any agreement between the Agency / Production House and any other parties or persons.
- iv. The responsibility of procuring all required permissions for filming at various locations in the country will be with the Agency / Production House. However, the Ministry of Tourism will assist wherever possible.
- v. The period of validity of the Tender is 90 days from the closing date of the proposal. If need be, necessary extension would be considered by the Ministry of Tourism.
- vi. The successful agency / production house will execute a **Performance Guarantee for 10% of the total value of the contract** in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the

form of a Fixed Deposit Receipt pledged to the **'Pay & Accounts Officer, Ministry of Tourism'** payable at New Delhi. The Performance Guarantee should remain valid for a period of 60 days beyond the completion of the period of contract.

- vii. The Ministry of Tourism is however not bound to accept any tender or to assign any reason for non-acceptance. The Ministry of Tourism reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
- viii. The Ministry of Tourism reserves its right to summarily reject offer received from any agency on national security considerations, without any intimation to the bidder.
- ix. The Ministry of Tourism reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- x. Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- xi. The Ministry of Tourism reserves its right not to accept bids from agencies resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.
- xii. Ministry of Tourism has the right to withdraw / cancel / alter the bid document at any stage.

## 17. Penalty Clause

- i. The agency / production house would have to submit Performance Guarantee for amount equivalent to 10% of the value of the contract after the contract is awarded to it. The same shall be liable to be forfeited in full or part in case of underperformance by the agency / production house, besides other action, including blacklisting of the agency / production house as may be deemed fit by the Ministry of Tourism, Govt. of India.
- ii. Any delay of over five days from the stipulated schedule in respect of delivery schedule given at point No.16 in respect of each column for production of the 8 (Eight) short films of 30 seconds and one mother film of 60 seconds would invite a penalty of Rs.2000/- per day, per film.

## 18. Termination

The Ministry of Tourism may terminate the Contract of the agency or may initiate penal proceedings as per law of India, in case of the occurrence of any of the events specified below:

- i. If the Agency / Production House becomes insolvent or goes into compulsory liquidation.
- ii. If the Agency / Production House, in the judgment of Ministry of Tourism, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- iii. If the Agency / Production House submits to Ministry of Tourism a false statement which has a material effect on the rights, obligations or interests of Ministry of Tourism.
- iv. If the Agency / Production House places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to Ministry of Tourism.
- v. If the Agency / Production House fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing. In such an occurrence, Ministry of Tourism shall give a written advance notice before initiating action.

#### **19. Force Majeure**

- i. Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (a) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (b) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.
- ii. A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

**20. Arbitration**

Venue of arbitration will be New Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

**21. Jurisdiction**

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

**22.** The interested agency(ies) may drop or send their bid by post/courier as per the guidelines stipulated in this RFP documents so as to reach the Ministry of Tourism **before 1500 hrs. on 01.12.2020**. The bids should be dropped in the Tender Box, CR (Central Registry) Section of the Ministry of Tourism, Transport Bhawan, (Ground Floor), 1-Parliament Street, New Delhi – 110001.

**23.** The RFP document is also available in the Ministry's website as well as Central Government Public Procurement portal—[eprocure.gov.in/epublish](http://eprocure.gov.in/epublish).



**DDG (Publicity)  
Ministry of Tourism**



**Letter of Technical Bid Submission**

**Format for Annexure 1**

To be provided on 'Company letter head'

The Dy. Director General (Publicity Division),  
Ministry of Tourism  
Transport Bhawan,  
1, Parliament Street, New Delhi

**Subject :- Letter of Technical Bid Submission.**

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. .... dated.....  
for 'Production of 8 (Eight) short films of 30 seconds and one mother film of 60 seconds on  
Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi.

In this context, please find enclosed our technical bid in respect of RFP submitted above.

I/We as the authorized representative(s) of the agency hereby declare that all the information  
and statements made in this Technical bid are true and accept that any misinterpretation  
contained in it may lead to our disqualification. We undertake, if our Proposal is accepted, to  
initiate the Implementation services immediately in consultation with the Ministry and as per  
the provisions stipulated in the RFP document. We agree to abide by all the terms and  
conditions of the RFP document. We would hold the terms of our bid valid for 60 days as  
stipulated in the RFP document or as decided by the Ministry of Tourism.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by  
it.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

**To be provided by the Chartered Accountant on his letter head**

This is to certify that M/s..... (name and address of the bidding agency / production house) is a registered company and has a cumulative turnover equivalent to Rs.30.00 crore (Rupees thirty crore) or above in the financial years 2017-18, 2018-19 and 2019-2020 as per the break-up given below: -

Financial year	Total Turnover in INR
2017-18	
2018-19	
2019-20	
<b>Cumulative Total</b>	

It is further to certify that the M/s.....( name and address of the bidding agency / production house) the agency / production house has received total payment from a single client, i.e. M/s ----- (name of Client) in the year----- (any one year out of the three years (2017-18, 2018-19, 2019-20) of an amount of at least **Rs.1.0 Crore** for production of films.

In addition, the agency / production house has received total payment from the following clients during the three years (2017-18, 2018-19, 2019-2020) of an amount of at least **Rs.1.0 Crore** per client for production of films:

- i. M/s..... (amount received) (year)
- ii. M/s.....
- iii. M/s.....
- iv. M/s.....

To be signed and certified by  
Chartered Accountant

**To be provided on 'Company letter head'**

The Dy. Director General (Publicity Division),  
Ministry of Tourism,  
Transport Bhawan, 1-Parliament Street,  
New Delhi.

Subject: - Undertaking in respect of **Technical Bid**

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no. .... dated.....  
for 'Production of 8 (Eight) short films and one mother film on Bodh Gaya, Sarnath,  
Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi.

In this context, I / We as authorized representative(s) of company, certify the following:-

- a. That we are not declared **ineligible for corrupt or fraudulent practices** with any Government departments/ agencies/ ministries or PSU's and are not blacklisted on the date of submission of this bid.
- b. That we will **undertake the assignment**, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted in our financial bid. (the cost is **NOT** to be mentioned in this undertaking)

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place

**To be provided on 'Company letter head'**

The Dy. Director General (Publicity Division),  
Ministry of Tourism  
Transport Bhawan, 1- Parliament Street,  
New Delhi

**Subject :- Letter of Financial Bid Submission.**

I/We as the authorized representative(s) of the agency hereby offer to undertake the assignment of Production of 8 (Eight) short films and one mother film on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi in accordance with your RFP document no. .... dated .....Our financial bid as per the requirements of RFP document is attached as Annexure FQ 2. The financial proposal is exclusive of taxes, which will be claimed as applicable and as per actual.

Our financial bid shall be binding upon us, up to completion of the period of the contract as specified in the RFP document.

We understand that the Ministry of Tourism is not bound to accept any Proposal received by it.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Address and contact

Details of bidding agency .....

Seal:

Date:

Place:

To be provided on 'Company letter head'

The Dy. Director General (Publicity Division),  
Ministry of Tourism  
Transport Bhawan, 1- Parliament Street,  
New Delhi

**Subject: - Financial Quote Details.**

Madam / Sir,

This has reference to the Ministry of Tourism's RFP no..... dated ..... for Production of 8 (Eight) short films and one mother film on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi.

2.. (i) In this context, our **total financial quote** for production of the Eight (8) short films of 30 seconds and one mother film of 60 seconds on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi. This also includes shorter edits of 15 seconds and foreign language dubbing in five languages i.e Thai, Japanese, Korean, Sinhalese & Chinese in respect of above RFP is Rs. /- (Rupees in words), **excluding taxes**.

(ii) Break-up of the total financial quote, exclusive of taxes is as given below:

**Cost for Production of 8 short films of 30 seconds duration and one mother film of 60 seconds duration on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi (Exclusive of Taxes):**

**Performa for Financial Proposal: -**

S. No.	Item	Quote per unit in INR (excluding taxes)	Quote for total specified quantity in INR (excluding taxes)
1	2	3	4
(A)	Short films of 30 seconds duration. This would include copy writing, designing, shooting and other costs involved*.	Cost for one short film of 30 second duration: Rs. ....	Total cost for eight short films of 30 seconds duration: Rs. ....
(B)	Mother film of 60 seconds duration	Cost for one Mother film of 60 seconds duration:	Total cost one Mother film of 60 seconds duration:

		Rs. ....	Rs. ....
(C)	Cost for adaption of 15 Sec short edits of Short Films	Cost for adaption of one short edits of one Short Film: Rs. ....	Total Cost for adaption of eight short edits of 8 Short Films: Rs. ....
(D)	Cost for adaption of 30 Sec short edits of Mother Film	Cost for adaption of one short edits of 30 Sec of one mother Film Rs. ....	Total Cost for adaption of one short edits of 30 Sec of one mother Film Rs. ....
(E)	Cost for dubbing of shorts Film in Thai, Japanese, Korean, Sinhalese & Chinese languages	Cost for dubbing one short film in one Foreign Language. Rs. ....	The total Cost for dubbing 8 short film in five Foreign Languages. Rs. ....
(F)	Cost for dubbing Mother Film in Thai, Japanese, Korean, Sinhalese & Chinese languages	Cost for dubbing one Mother Film in one Foreign Language. Rs. ....	The total Cost for dubbing one Mother Film in five Foreign Languages Rs. ....
(G)	GRAND TOTAL 4(A) to 4(F)		Rs. ----- Rupees ----- (in words)

It is certified that the Cost for Production of 8 short films and one mother film on Bodh Gaya, Sarnath, Kapilvastu, Shravasti, Kushinagar, Vaishali, Rajgir and Sanchi quoted above covers all costs / expenses for undertaking work as detailed in the Scope of Work of the above referred RFP, except taxes.

### IMPORTANT

#### The following may be noted while submitting the Financial Quote:

- i. Evaluation of Financial Bid would be on the basis of the total cost for all items of work as indicated at Sl. No.(G).
- ii. In case of mismatch in the unit cost indicated in col. 3 and total cost indicated in col. 4 the bid will be treated as non-responsive. Further in case of any mismatch between the total cost of each item and the grand total, the bid will be treated as non-responsive. In case of any mismatch between the total cost indicated in figures and in words, the bid will be treated as non-responsive.
- iii. The total cost quoted for all the 8 (eight) short films of 30 second duration and one mother film of 60 seconds duration on Bodh Gaya, Sarnath, Kapilavastu, Shravasti,

- Kushinagar, Vaishali, Rajgir and Sanchi will be taken into account for evaluation of financial bid.
- iv. The Total Cost quoted is exclusive of taxes.
  - v. Taxes/GST, if any, applicable in India will be as per actual.

**Thanking you,**

**Name of the Bidder: .....**

**Authorized Signatory: .....**

**Name:**

**Seal:**

**Date:**

**Place:**

\*\*\*\*\*