

**TENDER FOR PRODUCTION OF SHORT FILM
ON MOBILITY TECHNOLOGIES OF THE FUTURE**

1. Introduction:

1.1 The National Institution for Transforming India, also called NITI Aayog, was formed via a resolution of the Union Cabinet on January 1, 2015. NITI Aayog is the premier policy ‘Think Tank’ of the Government of India, providing both directional and policy inputs. While designing strategic and long term policies and programmes for the Government of India, NITI Aayog also provides relevant technical advice to the Centre and States. NITI Aayog acts as the quintessential platform of the Government of India to bring States to act together in national interest, and thereby fosters Cooperative Federalism. NITI Aayog is also developing itself as a State of the Art Resource Centre, with the necessary resources, knowledge and skills, that will enable it to act with speed, promote research and innovation, provide strategic policy vision for the government, and deal with contingent issues.

1.2 Mobility has gradually become a growth engine for emerging economies and a massive generator of quality jobs. It will also result in the global spread of shared, connected and zero emission transport that has the potential to transform society.

1.3 The National Institution for Transforming India (NITI Aayog), the Government of India’s think tank is organizing the MOVE’: A Global Mobility Summit on September 7-8, 2018 in New Delhi. Hon’ble Prime Minister of India Shri Narendra Modi, who has been the source of inspiration and guidance for the Summit, will inaugurate the Summit.

1.4 The Summit will have globally recognized industry leaders, senior most policy makers from around the world, eminent speakers, key stakeholders and top academics in the field of mobility to share their experiences.

1.5 In order to disseminate the information on emerging mobility technologies and help in mainstreaming them for mass transportation of men and material, NITI Aayog invites proposals from the reputed agencies / film making companies / production houses for making a documentary film on ‘Emerging Mobility Technologies/Systems’. The agencies /companies / production houses must have adequate experience of producing films on technology related films for government & private sector etc.

1.6 The story line could contain brief information on how digitization of mobility has created unprecedented opportunity to rethink how people and goods move. How mobility is

reshaping and re-transforming the canvas of tomorrow and how it is connecting all the lives. For India, the disruptive potential of shared, connected, and zero emissions mobility can be a major engine of growth and generator of employment. India's inherent strengths in the digital economy and vast scale for mobility solutions have the potential to make India a leading source of innovation for developed and developing economies.

2. Scope of Work

- a) Total number of master films : One
- b) Duration of film : 5-7 minutes
- c) Shoot format: Shooting in HD and mastering in various formats as specified in deliverables under section 3.
- d) Language: Master Production in English
- e) Dubbing Language : 1 (Hindi)
- f) Total Number of Dubbed films : one
- g) Production of the films complete in all respects for telecast through means like television channel and Youtube channel.

The film is primarily meant for international audience, which would be screened at the inaugural session of the Global Mobility Summit -2018 in the presence of Hon'ble Prime Minister of India. Therefore, the film has to be of extremely high quality.

3. Deliverables

- (i) Master copy of the film including dubbed version in full resolution HD format (.MOV file) in a professional Hard Disk.
- (ii) Master copy of the film including the dubbed version in MPEG 4 format or its advanced in a professional hard disk.
- (iii) Un-mix master of the film including the dubbed master in HD format (.MOV file) in professional Hard Disk.
- (iv) 5 DVD copies of the film including the dubbed version.
- (v) Inlay card for the DVD (in .psd format).
- (vi) Copy of the final script in print form (both English and Hindi languages).
- (vii) Synopsis of the film (Word doc or rtf format as well as hard copy).

- (viii) Compressed file (means, low-quality, small sized files) of the film including the dubbed version to suit for web site / mobile phone/social media upload.

4. Eligibility

Agencies / film making companies / production houses who are fulfilling the following conditions will be eligible for submission of EOI:-

- a) The registered company/firm should have minimum 05 year experience preceding the proposal due date, in the production of Documentary Films. Experience in production of documentary films in the field of/related to Mobility/Automotive sector/Automotive fuels, Science & Technology programs / series and documentary film / series production for National & International Broadcasters receiving National & International Awards for their productions / films / programs / documentaries will attract additional points in the selection process.
- b) The registered company/firm should have well trained production team.
- c) Firms / Companies should have annual financial turnover of Rs.25.00 lakhs during the last 3 years.

5. Bidding Process

Bidding process will consist of two separate bids viz. technical bid and financial bid through a two cover system. The bidders are required to submit soft copies of their bids electronically on the Central Public Procurement Portal (CPP) (URL: <https://eprocure.gov.in/eprocure/app>), using valid Digital Signature Certificates. Detailed instructions for submitting online bids are given at the end of this tender document.

6. How to Apply

- (i) The bids should be submitted in the prescribed format. Bids not in the format will be rejected.
- (ii) The technical bids must be accompanied with:-
 - Documentary proof in support of business done in the field of film/audiovisual production related to Mobility Sector/Automotive sector/ Automotive fuels/science and technology communication and/or promotional programmes done in the past/being done with departments of the central/state Government, PSU and others. Enclose copy of the work orders for last three years.
 - Enclose Copy of company registration certificate, memorandum &

articles of association and work orders as evidence.

- Attach copy of audited annual accounts for last 3 years, showing total turnover of the company/firm.
 - Registered company/production houses should have service tax, PAN Number etc. Enclose certificates and copy of last three years Income Tax returns, PAN and Service Tax numbers.
- (iii) The bidder will not vary/modify any aspect of the proposal/budget etc. during the validity period or any extension thereof.
- (iv) Application should be accompanied by a EMD of Rs. 25,000/- (Twenty five thousand rupees) as separate DD drawn in favor of "DDO, NITI Aayog" payable at New Delhi. The DD will be subsequently adjusted against security deposit to be submitted by the successful applicant and in the remaining cases the amount will be returned within 15 days of the finalization of the selection and award of the work without any interest.
- (v) The bids should be uploaded on the CPP portal on or before **12.00 noon of August 13, 2018.**

Bids received (by post or by hand) after due date and time will be summarily rejected. NITI Aayog will not be responsible for any postal delay. Technical Bids will be opened on **August 14, 2018 at 2.00 pm** in the presence of those tenderer(s) or authorized representative who wish to be present. For any query related to submission of proposal, applicant may contact to Dr. C. Muralikrishna Kumar, Sr. Consultant (S&T) through phone No.011-23096607 or email cmkumar@gov.in.

7. Evaluation Process

7.1 A Committee duly constituted by NITI Aayog will carry out a preliminary screening of all the received bids and will shortlist the bidders fulfilling the prescribed requirements. The short listed bidders will be required to make technical presentations before the selection committee on **August 16, 2018 at 11 am** at NITI Aayog. Technical Evaluation will be based on Profile & Track Record, Concept, Story Board and treatment of the documentary and the background of Director/AD (See Table on the next page).

7.2 The marking would be done on all the presentations. The vendors who secure minimum 70% marks (56 out of 80 marks) in technical evaluation will be declared technically qualified and only their financial bids shall then be opened on **August 17, 2018 at 3 pm** (Tentative) in the presence of bidders who wish to attend. Financial bid will carry a maximum of 20 marks. The calculation of marking will have the following method:

- i. L1 = 20 marks
- ii. $L2 = 20 \times (\text{the cost quoted by L1}) / L2$ (the cost quoted by L2) and similarly L3, L4 (depending on no. of parties)
- iii. 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.
- iv. 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 NITI Aayog. NITI Aayog also reserves the right to negotiate the prices with the selected bidders to bring down the prices.

7.3 The technical proposals would be evaluated in two stages. In the first stage the written technical proposal would be evaluated and scores would be assigned. Technical Proposals will be evaluated on the basis of bidder's experience in production of films and development video series, experience of key persons, proposed methodology and proposed treatment/script. The Scoring criteria to be used for evaluation will be as follows.

TABLE

S. No.	Parameters	Total Marks	Technical Evaluation Criteria	Marks
1	Firm's Experience in making films on the subject of science & Technology/Mobility Sector/ Automotive fuels	10	05-06 years of experience 06 plus - 08 years' experience Above 08 years of experience	06 08 10
2	Sample Work submitted (in the form of CD)	25	Marks will be given on criteria like Storyline Graphics/voice over/Music Overall Impact	25
3	Sample Script/Presentation	45	Treatment, approach, use of content	45
	Total Marks	80		

Technical Evaluation Total Marks 80

7.4 No TA/DA will be admissible to the proposers/applicants. Proposer or authorized representative will attend the presentation at their own cost.

8. Copyright

NITI Aayog shall hold proprietary rights on the use, marketing contents, and intellectual etc. of the final edited film and all shooting material.

9. Payment

Payment will be made in following stages.

- 100% of the contract value (plus taxes thereof, less deductions if any) along with the Security Deposit would be released on submission of the final deliverables of the documentary.

At all the stages the statutory taxes, levies and government deductions will be made as per the rules. Release of these amounts in stages will be subject to submission of Security Deposit as specified.

10. Security Deposit

The proposer whose proposal is accepted by NITI Aayog shall be required to give a security deposit for satisfactory execution of the Work Order. The total amount of security deposit shall be 10% of the total Cost and shall be provided by the tenderer through Demand Draft Drawn in favor of the DDO, NITI Aayog, New Delhi. The Security Deposit shall be submitted within 2 days of the award of work. In case the proposer fails to execute the work as per the Work Order, the NITI Aayog shall have the right to forfeit the security deposit/ earnest money deposit. No interest shall be payable by NITI Aayog on the security deposit/ earnest money deposit, so held.

11. Pre Bid Meeting

Pre bid meeting will be held for clarifying issues or clearing doubts if any on **August 6, 2018** Room No. 226, at NITI Aayog at 3.00 pm.

12. Penalty Clause

12.1 In case of Filmmaker fails to submit the Rough Cut of Short Film within 10 days from the date of signing of Contract, then the penalty imposed will be as follow:

For 3 days- Rs. 10,000/=

For 5 days- Rs. 20,000/=

For 7 Days- Rs. 30,000/=

In special circumstances and on genuine reasons, the penalty can be waived off by the competent authority.

12.2 In case the successful bidder fails to submit the rough cut even after 7 days after the prescribed 10 days, NITI Aayog reserves the right to terminate the contract and forfeit the Security Deposit.

13. Arbitration

If any dispute, difference, question or dis-agreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assigns in connection with or arising out of the contract or duties of the said parties hereunder or any matter whatsoever incidental to his contract or otherwise concerning the works of execution or failure to execute the same whether during the progress of work or stipulated/extended periods or before or after the compilation or abandonment thereof, it shall be referred to the sole arbitrator appointed by CEO, NITI Aayog.

14. Other Terms and Conditions

- The production should be of extremely high quality, meeting the industry standards. Competent and approved talent/voices should be used.
- Appropriate use of modern editing techniques including rendering of text/visuals, multi-layering, composting, chromo key, special effects etc. should be made to make the film visually very rich.
- The Proposal shall be valid for a period of not less than 180 days from the Proposal Due Date (the 'PDD').
- CEO NITI Aayog reserves the right to accept or reject any or all tender(s) without assigning any reason thereof.
- The successful bidder will have to submit final deliverables as per the work schedule issuing date of work order.

Script: 5 days from the date of issue of work order

Rough cut: 5 days from the approval of the script

Final Product: 5 days from the approval of the rough cut

- CEO, NITI Aayog has the right to extend the period of job based on genuine reasons if necessary.
- Penalty will be imposed as per rule if the delivery of the final product is delayed beyond the agreed date of delivery.

Form -1

APPLICATION FORM

S.N.	Particulars	Details
1.	Name of Proposer	
2.	Name of the firm/company	
3.	Complete Address for communication (Address with pin code, telephone numbers, fax no and emails).	
4.	(i) Phone /Mobile Number (ii) Email Id	
5.	Legal status of Organization Is it a registered firm/company? (If a partnership firm, state the: name/s and address/es of your partners. If company, state the names and addresses of Directors, photocopies of the certificate of registration should be attached)	Yes/No
6.	(i) PAN Number (ii) GST Registration No. (iii) Average Financial Turnover of the Firm/company during last 3 years	(i) (ii) (iii)
7.	Brief Description of the Proposer's Activities	
8.	Number of years' experience in film making. (Attached work orders of earlier works with other government departments/autonomous bodies /PSUS and others)	

9.	Number of films produced in Science & Technology/ Mobility/Automotive Sector	
10.	Has the Agency/it's sister concern/any director ever been blacklisted/defaulted by any organization? If yes, please provide details thereof	
12.	Enclosed DD/Bank order for Rs 25,000/- being EMD for the application	Rupees
		DD No
		dated
		drawn on bank
13.	Any other relevant information	

DECLARATION

(i) I/We (authorized signatory for the proposer)

solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment.

(ii) I/We permit NITI Aayog to inspect my studio facilities & other records to ascertain the above facts.

(iii) I/We permit NITI Aayog to cross check the above facts from any other source.

(iv) I/We or my authorized representative, if required by NITI Aayog would make presentation before Selection Committee at my/Our own cost.

(v) Here by I/We declare that I/We shall adhere to the terms and conditions mentioned in Notice inviting proposal.

Signature with stamp:

Full Name:

Date:

Form -2

PROPOSER’S EXPERIENCE

1. Brief Description of the Proposer’s Activities related to video production (Attach Separately) in the last five years

S. N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

2. Experience in the production of science & technology/Mobility Sector video films, if any (Attach separately) in the last three years

S.N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

3. Awards, certificates and accolades received for video production/ programmes

S.N.	Programmes	Details

SIGNATURE OF THE PROPOSER WITH STAMP

Form -3

TREATMENT, APPROACH AND SCRIPT

Instructions:-

Enclose a detailed sample script for a film on "Mobility Technologies of the Future" which may include description of contents, visuals, music etc. Present the treatment and approach to be adopted for the films. Give a detailed description of how a typical film would look like. The treatment should not exceed 3 pages.

SIGNATURE OF THE PROPOSER WITH STAMP

Form -4

SAMPLE CD OF EARLIER WORK

Sample programme of earlier programme produced by the applicant

I/We enclose a sample programme produced by our firm/ agency titled in DVD format. (To be delivered physically along with the Demand Draft for the EMD)

1. Name of the programme:
2. Year of Production:
3. Brief description of the programme (not more than 200 words):
4. Awards/accolades won by the film, if any:
5. Any other information:

SIGNATURE OF THE PROPOSER WITH STAMP

[Check the DVD being sent by you. In particular check if the DVD is played in a DVD player (and not just in computer). In case the DVD fails to play then NITI Aayog will reject the proposal]

Form -5

Key personals for the projects applied for

1. Name of the Director
2. Name of the script writer(s)
3. Name of the subject expert(s)
4. Other personals in creative team:

(Please attach separate sheets in the following format for the Director/script writer/subject expert)

- a. Name of the Director/script writer/subject expert:
- b. Address:
- c. Telephone/Mobile Number/Email-ID:
- d. Educational Qualifications:
- e. No. of year of experience :
- f. Brief Background of the Director including filimotography:

Signature with Stamp

Form 6

FINANCIAL BID

(Budget quote)

We offer to undertake the project to produce the short film on Mobility Technologies of the Future as per the tender document for a total cost of Rs.

_____ (Rupees
.....) exclusive of the GST*.

Name of the Proposer:

Name of the Company:

Date:

Place:

Signature of the authorized signatory with stamp

* NOTE: The cost mentioned here would be considered as the final quote from the firm.

CHECK LIST

S.N.	Items	Page No.
1.	Application form (Part -1)	
2.	Proposer Experience (Part-2)	
3.	Sample Script (Part-3)	
4.	Sample CD of earlier work (Part-4)	
5.	Details of key personals (Part-5)	
6.	Financial Bid (Part-6)	
7.	Company Registration proofs	
8.	GST Registration Number proof	
9.	Job Experience	
10.	IT return of last 3 years	
11.	EMD of Rs.25,000/-	

Instruction to bidders for submitting Bids electronically CPP Portal

Instructions for Online Bid Submission:

The bidders are required to submit soft copies of their bids electronically on the Central Public Procurement Portal (CPP) (URL: <https://eprocure.gov.in/eprocure/app>), using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters

such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.

- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / email in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during

bid submission time. Otherwise the uploaded bid will be rejected.

- 5) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.
- 6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids (ie after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained

therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232.