



**GOVT. OF ASSAM
ASSAM SKILL DEVELOPMENT MISSION
KATABARI, DPS ROAD, NH-37
GARCHUK :: GUWAHATI-781035**

Short Tender Notice for

FOR

**PRODUCTION OF SECTORIAL VIDEOS / SHORT FILM ON ASSAM SKILL DEVELOPMENT
MISSION**

Tender No: ASDM-73/2017/514

Dated: 29-11-2019



Issued by

**ASSAM SKILL DEVELOPMENT MISSION
GOVT. OF ASSAM**

**5th Floor, Bhabananda Boro Path, Katabari,
Gorchuk, NH37, Guwahati – 781035**

Short Tender Notice for PRODUCTION OF SECTORIAL VIDEOS / SHORT FILM ON ASSAM SKILL DEVELOPMENT MISSION UNDER SANKALP SCHEME

Tender ID NO	ASDM-73/2017/ dated 28.11.2019
Tender on	<u>Short Tender Notice for PRODUCTION OF SECTORIAL VIDEOS / SHORT FILM ON ASSAM SKILL DEVELOPMENT MISSION UNDER SANKALP SCHEME</u>
Issued by	Assam Skill Development Mission
Issue Date	29 th November 2019
Submission Last Date	10 th December 2019 at 5 pm
Selection Method	Tender will be awarded to the Bidder with highest score based on QCBS (evaluation Method) subject to bidder meeting the Pre-Qualification Criteria and Minimum Technical Qualification Score
Availability of Tender	Tender can be downloaded from https://assamtenders.gov.in
Cost of tender document (Non-Refundable)	Rs 5000/- in the form of Demand Draft in favour of 'Assam Skill Development Mission' payable at Guwahati.,
EMD	Rs 25000/- in the form of Demand Draft in favour of 'Assam Skill Development Mission' payable at Guwahati.,
Correspondence office address and contact details	TENDER Coordinator Assam Skill Development Mission 5 th Floor Katabari, DPS Road, Garchuk NH-37 Guwahati-35 Email-missiondirector.asdm@gmail.com asdmkunal@gmail.com asdmahiraj@gmail.com asdm.subhankar@gmail.com dipankar.asdm@gmail.com mobile no -7578007406/9886099104/8080067709
Last date for Submission	10.12.2019 at 5 pm. Online Submission to be done on https://assamtenders.gov.in (both technical and financial bid). Hard copy (only Technical Bid along with tender fees and EMD) to be submitted in drop box at ASDM office.
Opening of Technical Bid	11.12.2019 at 1 pm at ASDM office

Opening of Financial Bid	To be announced later (Only qualified bidders will be notified and invited).
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Project Brief:-

Assam Skill Development Mission (ASDM) intends to produce Sectorial Videos/ Short films 20-25 no's on various sectors to promote Assam as a world class skilled manpower destination. The estimated budget for the tender is Rs 48,00,000.00 (Rs Forty-Eight Lacs only)

In order to promote ASDM through the electronic and other media it is proposed to prepare a 05-07 minutes short film/video. The **film Production Company/ Agency** may submit bids as per following guidelines:

Eligibility Criteria

- a) The Company should have been in existence for a minimum of Three years. Proof of the same to be submitted along with the technical bid.
- b) The Company should have experience of making at least three short films of either State or National or International. Copies of the creative DVD/ USB drive and the work order to be submitted along with Technical bid.
- c) The Company should have a well-trained in-house production team. Proof of the same to be submitted along with the technical bid.
- d) The company should have turnover of **Rs 1.00 crore** for each of the last three financial years (2016-17, 2017-18 & 2018-19). The company have to submit a copy of audited income statement & balance sheet.
- e) Copies of Articles of Association (in case of registered firm). Bye laws and certificate of registration (in case of registered cooperative societies). Partnership deed (in case of partnership firm) should be submitted along with the technical bid.
- f) The Agency should not have been barred or blacklisted by any PSU/ Govt Dept in doing business with them. (Please submit declaration in notarized affidavit format).
- g) The registered office of the firm should be in Assam.

The bidder must ensure that the documentary proofs to substantiate clauses (a) to (f) above are given in their technical bid otherwise the bid shall not be considered for evaluation.

(A) Scope of Work

- a) The duration of short film is to be of 05 -07 minutes
- b) Master production of HD format short film with duration of 05-07 minutes.
- c) The short film shall contain all Skill development aspects of state i.e. **Tourism & Hospitality** (Housekeeping Attendant, Counter Sale Executive, Food & Beverage Service etc.), **Automotive, Construction, Domestic worker, Agriculture, Electronics & Hardware** etc.
- d) It should be a good concept around which the entire film would be based.
- e) Six nos. of TVC/promos of 60 sec. duration in Assamese on different Skill Development types as described in-c) are also to be made.
- f) The voice over shall be in Assamese, Bengali, Bodo & Hindi language.
- g) **Shooting must be by high end HD camera.**

h) The project must be completed within 90 days from the release of work order.

(B) The work/ cost includes:

- a.) Concept, script, background music.
- b.) Hiring of all necessary equipment for shooting of this short film.
- c.) Hiring of Narrator / Anchor.
- d.) Will be responsible for post-production
 - i). Studio hire for editing charges
 - ii). Animation charges
 - iii). Music compositions and voice over charges
 - iv). Any other charges.
- e.) Travel, boarding and lodging for the entire crew.
- f.) Any charges for Aerial shooting
- g.) Delivery in the format: 2 Digi Beta (PAL), 2 Digi Beta (NTSC) & 10 DVD.

(C) Submission of Tender Fee and EMD.

- a- The non-refundable tender fees of **Rs.5000/- (Rupees Five Thousand only)** and **Rs.25,000/- (Rupees Twenty Five Thousand only)** towards EMD, must be submitted in the form of Demand Draft drawn on a scheduled commercial bank in favour of "Assam Skill Development Mission" payable at Guwahati may be placed in an envelope. The envelope should be sealed and superscripted **"Tender fee and EMD for production of Short Film for ASDM"**. The envelope should be addressed to the Mission Director, Assam Skill Development Mission, Guwahati, Assam and submitted at **ASDM** office before the due date and time specified in this document.
- b- EMD of bidders not satisfying the eligibility criteria or not selected will be returned back after tender finalization. The successful bidder will have to submit a performance security (PS) in the form of **DD/Bank Guarantee/FDR** pledged to Assam Skill Development Mission (ASDM) for an amount equivalent to 5% of the total cost of the project. PS should be valid for a period of 6 months beyond the date of completion of the project.

(D) Guidelines for Submission of Bids:

Interested agencies with requisite experience, may submit required documents in two bids (Technical and Financial bid) as per given details below:

Bid-1 (Technical Bid)

The agency has to submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details as a part of Technical bid along with the format-**Annexure A and B. and also upload the documents on online on tender portal**. The envelope of Tender fee and EMD must be submitted with the technical bid.

Bid-2 (Financial Bid)

The agency has to submit the financial bid for implementing the assignment as per the format enclosed as **Annexure B. (Financial bid to be submitted online on e-tender portal only) and no hard copy should be submitted**.

Technical bid should be put in an envelope sealed and super scripted as "**Proposal for Production of Sectorial Video / Short Film**" and the envelope should carry the tender number, due date for submission along with the name, address, telephone no. e-mail address of the Agency. The envelope should be submitted to the Mission Director, Assam Skill Development Mission, 5th floor, Garchuk, DPS Road Guwahati-781035

E- Bid Validity

The bid must be valid for the **period of 120 days** from the date of tender opening for placing in the work order.

F- Procedure for opening the bids.

- a- ASDM shall open the technical bids on date and time as mentioned in this document, the technical bids of only those bidders whose tender fee and EMD drafts are found to be in order will be evaluated. Bidder's representative may remain present during the bids opening process.
- b- Financial Bids of only technically shortlisted bidders will be opened on a date and time duly notified. Representatives of bidder may remain present during the financial bid opening session.

G- Technical Bid evaluation

- a- The opened technical bids shall be evaluated by a Technical Evaluation Committee (TEC).
- b- To ensure bidders eligibility and technical capabilities as per the tender terms and condition, the TEC 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 time given by the TEC failing which the bid can be rejected. No representation of any kind would be entertained from the bidder.
- d- **The bidders whose tender fee, EMD are in order and fulfil the Eligibility Criteria must give a technical presentation of the production of film. All expenses for this purpose, and also for the preparation of documents and prototype short film will be borne by the bidders.**
- e- The bidder may be asked to design and develop a prototype of short coloured film to establish their capability to the Technical Evaluation committee.

H- Selected bidder with ASDM

The selected bidder shall perform the assignments and carry out their obligation with due diligence and efficiency, in accordance with generally accepted techniques and practice used in the industry. It shall employ appropriate advanced technology and safe and effective equipment, machineries, materials and methods. ASDM reserves the right to inspect the performance of the bidder prior to commencement or in between the work progress. The inspection may cover all areas related to the assigned work order, especially methodology, manpower, infrastructure etc. ASDM

reserves the right to cancel the work order issued to the bidder at any time including the time after the completion of the assigned work without assigning any reason. In case the work order is cancelled than the cost incurred will be borne by the bidder and under no circumstances the bidder shall be eligible for any payment or damages from ASDM.

1. EVALUATION OF PROPOSAL

Phase - I: Evaluation of Eligibility Criteria.

Phase - II: Evaluation of Technical Bids.

Phase - III: Evaluation of Financial Bids.

Phase - IV: Combined Evaluation of Technical and Financial Bids.

Phase - I: Evaluation of Eligibility Criteria:

In this part the Agency will be evaluated for the fulfilment of the conditions specified in the Eligibility Criteria.

Phase - II: Evaluation of Technical Bids:

- a) In this part the technical bid of only those agencies who have qualified the Phase - I i.e. Eligibility Criteria will be evaluated.
- b) The technical bid will be analyzed and evaluated on the parameters shown in the table below and the marks shall be assigned to each bid on the basis of following evaluation matrix:-

Sl. No.	Evaluation Criteria	Maximum Marks Allotted
1	Number of years of operation (i) 1-2 years: 5 marks (ii) >3 years: 10 marks	10
2	Turnover of the Organization (i) 0-70 lakh: 5 marks (ii) 70 Lakh and above: 10 marks	10
3	Number of production team (i) 0 to 3 nos. 5 marks More than 3 nos. 10 marks	10
4	Number of experiences of making short films/ DVD of either State or National or International (i) 0 to 3 nos. 5 marks (ii) More than 3 nos. 10 marks	10
5	Number of Production of AV (for TV Commercials / Social media) / Radio Jingles (i) 0-5: 5 marks (ii) 06-10: 10 marks	10
6	Number of creative campaigns created in Skilling ecosystem within last 3 years (i) 0-5: 10 marks	15

	(ii) 06-10: 15 marks	
7	Number of completion letter/ appreciation letter for the past work (i) 0-5: 10 marks (ii) 06-10: 15 marks	15
8	Presentation: Parameters to be judged-Creative, understanding of ASDM operations, Strategy. (i) 20 marks	20

c) Analysis of technical bid

- i. In this part the technical bid will be analyzed and evaluated and the technical bid marks (Stm) shall be assigned to each bid on the basis of following above evaluation matrix
- ii. Each competency group will have Minimum Qualification Score and only those Technical Bids receiving marks greater than or equal to cut-off marks in each competency group will be eligible for consideration in financial bids. If required, the Authority may seek specific clarifications from any or all Bidder(s) at this stage. The Authority shall determine the Bidder that qualify for the next phase after reviewing the clarifications provided by the Bidder(s).The bidder may be asked to make a presentation before the purchase Committee to explain the points on the basis of which Technical bids will be evaluated.
- iii. Technical Bid Score: The Technical Bid Score 'St' of the Bidder shall be derived as under

St= (Stm/SH), where

St is the Technical Bid Score

Stm = Total technical bid marks of the bid under consideration.

SH = Highest total technical bid marks amongst all evaluated bids.

The Authority reserves the right to modify the evaluation process at any time during the RFP process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Bidder.

Phase III: Evaluation of Financial Bids:

In this phase, the Financial Bids of the Bidder, who are technically qualified in Phase II, shall be considered. Formula to determine the scores for the Financial Bids shall be as follows $S_f = (FL / F)$, Where S_f is the Financial Score FL is the value of lowest Commercial Bid F is the price quoted in the bid under consideration.

Phase IV: Combined Evaluation of Technical & Financial Bid

- i. The Total score of the Bidder will be determined as under

$$\text{Total Score (Ts)} = (80 \times \text{St}) + (20 \times \text{Sf})$$

- ii. The Bid of the Bidder, who obtains the highest Ts value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (St) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.

iii. The Authority will award the Contract to the successful Bidder whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily. The Authority shall however not bind itself to accept the best bid or any bid and reserves the right to accept any bid, wholly or in part.

2. RIGHT TO VARY SCOPE OF WORK AT THE TIME OF AWARD:

The Authority may at any time, by a written order given to the Bidder, make changes within the general scope of the Work. If any such change causes an increase or decrease in the cost of or the time required for, the Bidder's performance of any part of the work, whether changed or not changed by the order, an equitable adjustment shall be made in the agreed price or delivery schedule, or both, and the Work Order shall accordingly be amended. Any claims by the Bidder for adjustment under this Clause must be asserted within 15 days from the date of the Bidder's receipt of the Authority's changed order.

3. RIGHT TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS:

The Authority reserves the right to accept any bid, and to annul the RFP process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Bidder or Bidder or any obligation to inform the affected Bidder or Bidder of the grounds for the Authority's action.

4. NOTIFICATION OF AWARD:

Prior to the expiration of the period of bid validity, the Authority will notify the successful Bidder by e-mail or in writing, by registered letter that its bid has been accepted.

I- Payment Term

- a- Payment will be made only after satisfactory completion of work as determined by ASDM.
- 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 (Tax deduction at Source) as per the Income Tax Act, 1961 and any other law of taxes and/or, for the time being in force.

J- Penalty Clause

- a- The successful bidder shall not refuse to accept ASDM work order under any pretext. The work order can be collected from ASDM office or if convenient to the bidder, it can be mailed to them. The bidder shall start the work within 7 days of the date of the work order.
- b- For three recurrence of default in the discharge of service obligation, ASDM would be free to forfeit the defaulting bidder's security deposit, revocation of bank guarantees and/or termination of the contract for default.

- b- If at any time during performance of the work order, the bidders encounter condition impeding timely performance of the ordered service, the bidder shall promptly notify ASDM in writing of the fact of the delay, its likely duration and its cause (s).

Special Clause:

The master copies of the film and the edited short film & any shared information of ASDM will be the sole property of ASDM which would not be used by the bidder in any form without permission from **MD, ASDM**.

K- Arbitration

ASDM and bidder will make every effort to resolve amicably, by direct negotiation, if any disagreement or dispute arises between them under or in connection with the work order. If any dispute will arise between parties on aspects not covered by this agreement, or the construction or operation thereof, or the rights, duties or liabilities under these expect as to any matter the decision of which is specially provided for by the general or the special conditions, such dispute will be referred to two arbitrators, one appointed by each party and the third to be appointed by the MD, **ASDM** and the awards of the arbitration, as the case may be, will be final and binding on both the parties. The arbitrators or the empire as the case may be, with the consent of parties may modify the time frame for making and publishing the award. Such arbitration will be governed in all respect by the provision of Arbitration and Conciliation Act, 1996 and rules there under and any statutory modification or re-enactment or amendments, thereof. The arbitration proceeding will be held in Guwahati. If any matter which is not resolved by arbitration will be subjected to the jurisdiction of Guwahati high court only.

L- Applicable Law

The bidders shall be governed by the law and procedures established by Govt. of India within the framework of applicable legislation and enactment made from time to time concerning such financial dealings/processing.

M- Last date of submission

9th December 2019, Tender will be opened at 10.00 AM on the next day i.e 10th December,2019. Mission Director, Assam Skill Development Mission (ASDM) is authorized to reject any or all offer without assigning any reason thereof.

N- Rejection of Tender

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

Annexure-A

TENDER NOTICE FOR PRODUCTION OF SHORT FILM ON ASDM

TECHNICAL BID

Sr. No	Particulars	Amount Rs.	
1	Name of the Production company		
2	Details about office of the agency Address Phone no.: E-mail ID: Website: Contact Person: Mobile no. and contact person:		
3	Profile and track record of the company		
4	Details of registered office of the company and contact person		
5	Status of the applicant (partnership firm/ Pvt. Ltd. Co. / Public Ltd. Co.)		
6	Details about directors / partners		
7	Copy of Memorandum		
8	Total Experience of the agency		
9	Turn Over in Rs. as per CA Certificate & Audited.	2016-17	
		2017-18	
		2018-19	
10	Balance sheet for the last 3 years 2016-17, 2017-18 & 2018-19		
11	PAN no. (copy to be attached)		
12	GSTIN (Copy to be attached)		

Signature & Seal of the

Bidder

Date:

Annexure-B

TENDER NOTICE FOR PRODUCTION OF SHORT FILM ON ASDM

FINANCIAL BID

Sr. No	Particulars	Amount Rs.
1	Master Production cost Concept, script, back ground music Crew cost Location / Studio / setting cost Stock and processing Camera and other equipment hire Post production cost Narrator / anchor / costumes / make up etc. Cost of making six nos, of TVC/promos Any other charges as per tender.	
2	All applicable taxes	
	Total Cost	

Signature & Seal of the Bidder
Date:

Annexure-C

EVALUATION SHEET FOR PROPOSALS

NAME OF AGENCY-----

Sl. No.	Evaluation Criteria	Maximum marks
1	Past Experience (Spl in Tourism)	15
2	Quality of past work	7
3	Production infrastructures (In house editing studio and audio posting facility)	10
4	Experienced Manpower	7
5	Experience in local region	3
6	Technical presentation (film, sound clips, model etc.)	25
7	Recipients of Award from various apex professional bodies	3
	Total	70

Signature & Seal of the
Bidder

Date: