

Ref.No: SIC/CC/5/745/2013

dated:20May 2013

To,

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Sub : **Submission of offer for making new NSIC -Corporate film in HD format**

Dear Sir,

NSIC intends to make a corporate film on High Definition (HD) Format.

1). Scope of work & Deliverables

You are requested to go through the following “Scope of Work “ & “Deliverables required for executing the said assignment and submit your Bid in a closed envelope in the NSIC –CR section upto 10th June 2013 upto 11.00am

Scope of work	Deliverables
<p>Production of NSIC Corporate Film on HD format (duration -15minutes).The work involves shooting, editing, scripting, anchor, music, all kinds of graphics 2D or 3D,2D&3D Character Animation voice over, Background effects, Music, special effects,tilting,subtitling,text(whereverrequired)including transport / transportation of equipment with requisite man power, etc. The shooting work would be done at the site of NSIC Beneficiary Unit located within a distance of 200kms. The final duration of the film would be 15 minutes .-a copy of NSIC Corporate Profile is attached herewith for your ready reference- the language of the film is English.</p>	<ol style="list-style-type: none"> 1) The draft script should be submitted within 14days of the receipt of the Work Order. 2) NSIC has Ten different Product lines (refer NSIC Corporate Brochure) and NSIC intends to highlight all its product lines in the new corporate film as such in the draft film to be shown atleast 10 (ten) exclusive Beneficiary interviews must be included covering all schemes. Further,shooting should be completed within 30 days of the approval of the script. 3) A draft film to be shown to NSIC within 20days of the completion of shooting. 4) The final film to be delivered within 70 days(10 weeks) of the issuance of Work Order 5) The final film in Two master copies (both mixed and unmixed) in digi beta and DVC Pro and DVD should be provided to NSIC.

2). Submission of Technical Bid

2.1 Each bidder must be empanelled with DAVP (category A) for production of films, such empanelled agencies should submit the following documents for qualifying the Technical criteria:

- a) The agency should submit proof of empanelment with DAVP for production of films (category A) .
- b) Experience of at least **three years** in film production areas (attach proof) (Preference for production of films on MSME sector)
- c) Availability of audio video facility and other related infrastructure .
- d) The agency's core team is expected to be qualified , skilled and talented in the field of film production.(attached profile of the core team members) .
- e) The bidder should have filed ITR preceding 3 years (Submit copies)
- f) The bidder should have a PAN Number (Submit copy of PAN card)

2.2) Technical presentation:

The Agency submitting Technical Bid will also have to visit NSIC and make a presentation to the committee and submit a Broad concept of the film which they propose to make about NSIC in their Presentation. The presentation made by the agency will be evaluated by the committee

2.3) Technical Evaluation before award of work: The technical evaluation shall be made on the following criteria which will carry 100 marks as given below:

3 Qualifying Criteria	Maximum marks
The bidder should have a PAN Number (Submit copy of PAN card). The bidder should have filed ITR preceding 3 years (Submit copies).The agency should be empanelled with DAVP for production of films (category A) attach proof.	10
Availability of audio video facility and other related infrastructure. The agency,s core team is expected to be highly qualified, skilled and talented in the field of film production (attached profile of the core team members).	15
Experience of at least three years(attach proof) in film production areas Preference for production of films on MSME sector	25
Evaluation of Presentation	50
Total Marks	100

The work will be awarded to the agency seeking /obtaining highest marks out of 100 as per evaluation criteria mentioned above

4). Terms of Payment.

The contract will be awarded on DAVP rates for similar work (as elaborated at S.No1) which will be considered as a guiding factor.

The payment schedule will be as follows:

- (a) On submission of final script – 25%
- (b) On commencement shoot – 25%
- (c) On submission of Final film – 50% that is Full and final payment will be made on receipt of final film and its acceptance by NSIC.

5).Other Terms and Conditions:

- 1) The Time and date of presentation will be informed to the Bidders at the time of opening of technical bid.
- 2) Prior to commencement of Shooting, the Draft script has to be got approved by NSIC.
- 3) NSIC does not have any Stock footage available as such the work also involves planning for extensive shooting .
- 4) It may be noted that in case any changes are required to be made in the draft film, the Agency has to incorporate the same for which no additional payment will be made.
- 5) Only the Units having Production facilities in the NCR region may submit their Bids.
- 6) NSIC reserves the right to cancel the offers received without assigning any reason thereof.

Thanking You,

Sincerely yours

Manoj Lal
Dy. General Manager

Encl: NSIC –Corporate Profile Brochure