

Notice Inviting Quotes (NIQ) for Hiring of Media Agency

1. CONTEXT

NPC invites quotations from suitable media firms and relevant agencies for development of a video film consisting of short interviews / bites of Government officials / top leadership in PSUs/ young entrepreneurs / startups etc. The tentative number of interviews will be 15-20. The bite size of 3 minutes duration will be extracted from each interview (of about 30 minutes duration) and will be compiled together sequentially to make a short video film of about 45-60 minutes duration. NPC will provide necessary support for the interview and interview content.

2. Expectations from the Media Agency

NPC expects each of the below to be a part of the video film creation process:

- **Research:** The agency must learn about NPC's objectives, brand guidelines and target audience to determine how to best convey the message.
- **Creative Concept:** Before script writing, the agency will consult NPC to generate creative concept for the final video.
- **Script Writing:** After discussions and understanding of available raw footages, the agency will provide the script for approval to NPC. The script and visualization should include notations about what will appear on screen.
- **Designing:** The agency shall flesh out illustrations or any animations to be used in the final video.
- **Editing:** NPC reserves the right to make edits throughout the video editing process, up to and including the final cut, until NPC is completely satisfied with the final product.
- **Voice Over:** The agency must engage a professional voice over artist as per the requirement of script.
- **Final product:** The final video must be provided as a downloadable file in Full High Definition (Full HD) in a YouTube-supported audio and video format. The final video must also be sent across to NPC on a disk drive.

3. Scope of Work

The scope of work involves :

- Conduct and shooting of interviews of the stakeholders from Delhi / Noida / Gurgaon / Faridabad / Ghaziabad / Gr. Noida
- Development of a video film compiling the same in a systematic and sequential manner.
- Involvement of Media Agency in the entire process of development of video film as per the parameters mentioned above under the heading “Expectations from the Agency”.

4. **Rights**

Upon delivery of the final product, NPC will own full rights to the video, including copyright, with the understanding that NPC will use the video across digital and other mediums / platforms. NPC retains full rights of all footage filmed for the production purpose.

5. **Deliverables**

- Final video files in high resolution format and optimized for web format by 31st March 2020.
- Delivery of final film on the hard drive by 31st March 2020

6. **Payment Terms**

The funds will be released as per the following terms:

- 30% of the total cost of project to be released as Mobilization / Preoperational expenses
- 40% of the total cost of project to be released on submission of draft film
- 30% of the total cost of project to be released on submission of final film

7. **Technical Proposal**

Sealed & Signed technical proposal must demonstrate:

- a) Experience editing & producing short films (minimum 02 years of experience required) including conducting & shooting the interviews,
- b) Examples/samples of past projects with the Govt. organizations /PSUs preferably of similar size and scope (minimum 05 projects) with relevant Work orders / supporting documents to be attached.

c) Declaration stating that the agency is having their own set up or studio for video editing, voice over, shooting etc.

d) Work plan to be clearly outlined along with timeline.

e) Declaration stating that the annual turnover of Media Agency is minimum Rs. 50 Lakh of last two financial years duly signed by the Authorized Signatories

8. Financial Proposal

Sealed & Signed Financial Proposal should include:

1. Total cost of the project including GST. The total cost inclusive of all applicable taxes and duties must be clearly mentioned both in figures and words in the Quotation. The Quotation must include the cost for warranty of One year.
2. The Bidder must provide the copy of GSTIN Registration Certificate and PAN number duly signed by the authorized signatories.
3. EMD of Rs. 20,000/- (Rupees Twenty Thousand Only) in the form of DD/Cheque favoring National Productivity Council payable at New Delhi.
4. The proposal without EMD shall be summarily rejected. However, for exemption of EMD, necessary and relevant documents should be attached with the financial proposal.

9. Instructions to the Bidders

- i. NPC reserves the right to update, amend and supplement the information in this document before the last date and time of receipt of Quotes.
- ii. This document is non-transferable.
- iii. The NPC reserve the right to reject any Quotation including the ones which fail to comply with the conditions stipulated in the NIQ document without assigning any reason whatsoever and does not bind itself to any specific Quotation condition. The decision of the NPC in this regard will be final and binding.
- iv. NPC reserves the right to cancel/abort the NIQ process and reject all quotations at any time prior to award of Contract, without thereby incurring any liability to the affected bidders and of any obligation to inform the affected bidder of the grounds for NPC's action and without assigning any reason.
- v. NPC also reserves the right to float a fresh NIQ any time without assigning any reason.

- vi. Selection of the bidder will be based on fulfillment of minimum technical qualification lowest price quoted (i.e. L-1 basis).
- vii. In case of constraints in covering stakeholders within the stipulated time, the agency will seek necessary permission from NPC. NPC reserves the rights of extension of the project.
- viii. Arbitration:**
 - a. In case of any arbitration about the technology/quality of the deliverables, amicable solution will be arrived at. However, the decision of the National Productivity Council shall be final.
- ix. Breach of terms and conditions**
 - a. In case of breach of any terms and conditions mentioned above, the competent authority of NPC will have the right to cancel the work without assigning any reason thereof and nothing will be payable by NPC in that event.
- x. Any further information related to Quotation will be issued only through the website of NPC, if needed

8. Proposal submission

Kindly submit the proposal in **one sealed cover** super scribing on the top of the envelope "**Notice Inviting Quotes (NIQ) for Hiring of Media Agency**" so as to reach at the address mentioned below on any working day by **16th March 2020 by 2:00 PM**. The sealed cover should contain EMD, Technical Proposal and Financial Proposal in separate sealed covers.

In case of any query, please contact the undersigned.

9. Proposals must be sent to:

Ms. Kritika Shukla
Dy Director (IE)
National Productivity Council
5-6 Institutional Area, Lodi Road, New Delhi – 110003
Ph. 011-24607364
Mob 9717244393
Email: kritika.shukla@npcindia.gov.in
Website: www.npcindia.gov.in

Note:- The proposals received after the specified date and time shall not be considered under any circumstances whatsoever .