

NATIONAL DESIGN CENTRE

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EXPRESSION OF INTEREST

NDC invites EOI from the reputed & experienced agencies / firms / companies to execute the work at different clusters to prepare the promotional videos / quickies.

Interested agencies having experience for the similar work may submit their EOI. The detailed TOR for the same can be obtained from this office or download from www.nationaldesigncentre.org. The last date for submission of EOI shall be within 5 days from this publication.

A) INTRODUCTION

National Design Centre is going to prepare the Videos / short film for the promotion of the various crafts practiced in the different clusters to promote these products among the various markets. The basic objective for preparation of these Videos / films is to highlight the strengths of these clusters so as to showcase the same among the markets. These videos / films shall be used during the promotional programmes to be organized nationally & internationally.

A) INDICATIVE SCOPE OF WORK

Following is the Indicative Scope of Work for preparation of each film:

1. Script writing - Scripting shall be done as the duration of the film and to be approved by us.
2. Duration of Video Film - 10 -15 Minutes
3. Format - HD Format
4. Number of Languages - 2 Languages (English & Hindi)
5. Voice Over - To be done with the help of renowned artist

6. Shooting - To be done at following clusters for these crafts:
1. Panchkula NIFT, Haryana
- Phoolkri work
 2. Kangra NIFT, H.P.
- Rumal & metal work - Chamba
- Pine needle & miniature painting - Chamba
 3. Delhi NIFT, New Delhi
- Chappal - Chamba
- Pine Craft - Chamba
- Nettel Fibre Craft - Uttarakhand
 4. Gandhinagar NIFT
- Carpet weaving - Thorad
- Appliqué work - Banaskantha
- Weaving bed sheet / towel - Thorad
- Shooting includes videography through 2 setup camera & Drone.
7. Editing - To be done as per the suggestions
8. Graphics and Music - Various options of music to be sent for approval

B) ELIGIBILITY OF THE APPLICANT

- The applicant must be a registered company / entity of repute.
- The applicant must have empanelled with DAVP, NFDC and at least one other government / department.
- The applicant must be having Man power, Equipment and Own Studio/Editing facility and office (Head / Branch) in Delhi-NCR.
- The applicant must have Total Turnover of Rs.3.00 Crores in the last 3 Financial years put together (2018-19, 2019-20 & 2020-21).
- The applicant must have done minimum 50 such short films in last 3 years.
- The applicant must have experience in the similar work. Kindly attach the previous work orders with phone no. of client and list of clients also.
- The applicant must have done the work for corporate & Govt. sector including PSUs. Attach the list of clients.

- The applicant must comply with all government and regulatory norms viz. Pan No., GST etc. Copies to be furnished with technical bid.
- The applicant should not been blacklisted / banned / debarred / under investigation by any State Government or Central Government entity / PSU.

D: SUBMISSION OF EOI

1) TECHNICAL

EOI should be submitted in two sealed envelope, **TECHNICAL BID** (Envelope –I) to contain following documents:

i) Details of the EOI

- a) Profile of the Agency / Company
- b) Track record – details of involvement in similar events (Provide list of works executed in last 5 years)
- c) Specific experience relating to the event of such nature (Documentary evidence of all needs to be provided)

ii) All applicants should submit a self-undertaking that they have never been blacklisted by any Government of India Ministry /Department/ Authority/ Organization / Agency.

iii) Statement signed by a statutory auditor / Chartered Accountant, indicating turnover of the company.

iv) EMD for Rs.1,00,000/- (Rupees One Lakh only), in the form of Demand Draft drawn in favour of **National Design Centre** to be submitted. EMD will be returned to the unsuccessful applicants at the earliest.

2) FINANCIALS (Envelope – II) should contain the financial offer for the project and should be inclusive of cost of all following :

- a) Script writing
- b) Photography & Videography
- c) Traveling to various sites / states for photography / videography
- d) Voice over through renowned artist

- e) Music
 - f) Preparation of film in Two languages (English & Hindi)
 - g) Govt. Taxes as applicable
- The applicants should quote in figures as well as in the words the rates and amount offered by them in the financials. The rates quoted in the financials shall be inclusive of all taxes, levies etc. Nothing extra shall be payable in addition to the accepted rate as per the Price Schedule. The applicant must quote separately for 8 films to be prepared for different states.
 - EOI placed in sealed covers (in two envelopes duly marked as TECHNICAL (Envelope-I) and FINANCIALS (Envelope-II) with the name of the project written on each envelope should be placed in the outer envelope and marked on top as “EOI for preparation of Cluster Film”

EVALUATION / SELECTION PROCESS

- The evaluation would be on both Technical and Financial Bids
- The technical bids shall be scrutinized by the committee constituted for the purpose. The Committee will assess the ability of the agencies to carry out the requisite work and quality of profile and experience of the agency in the field. The bid would be evaluated as per the Eligibility Criteria in Para-C & technically as specified in Para-D.
- The applicants who will be shortlisted as per above evaluation, if necessary shall be called for presentation.
- The qualification of the agency and the evaluation criteria for the technical bid shall be as defined below:

SL. No.	Parameters	Maximum Points	Point system
1.	Profile of the bidder Experience in making documentaries / promotional films for Central or State government or PSU or Public Sector Company	20 points	a) More than 20 years – (20 points) b) > 15 to 20 years – (15 points) c) > 10 to 15 years – Good (10 points) d) Up to 10 years – Average (5 points)
2.	Past experience of making film for relevant Ministries/ Departments / Topics	20 points	a) Past work for Ministry of Commerce and Industry – (10 points) b) Past work for agricultural products – (10 points)

3.	Empanelment with BOC	10 points	a) Having Empanelment for more than 5 years – (10 points) b) Having Empanelment for less than 5 years – (5 points)
4.	Experience Project wise for State / Central Government/ PSU during last 3 years	20 points	a) 10 or more Documentaries/ promotional films – (20 points) b) 8–9 Documentaries/ promotional films – (16 points) c) 6-7 Documentaries/ promotional films – (12 points) d) 4-5 Documentaries/ promotional films – (8 points) e) Up to 3 Documentaries/ promotional films – (5 points)
4.	Experience Project wise for working with Ministry of Textiles	15 points	a) Above 4 Documentaries/ promotional films – (15 points) b) 3-4 Documentaries/ promotional films – (10 points) c) Up to 2 Documentaries/ promotional films – (5 points)
5	Overall financial strength of the bidder in terms of turnover in last 3 years	15 points	a) Above 75 crore – (15 points) b) 50 – 75 crore – (10 points) c) 25 – 50 crore – (5 points)

- Minimum marks required to qualify technically is 70. Financial quotation of only those who qualified technically would be opened.

Financial Evaluation

- The Financial Quote of the technically qualified bidders only shall be opened.
- The applicant with the lowest financial Quote (L1) will be awarded 100 score.
- Financial Scores for other than L1 Quote will be evaluated using the following formula:
Financial Score of an Applicant = {(Financial Quote of L1/Financial Quote of the Bidder) X 100}
(Adjusted to two decimal places)
- Only fixed price financial bids indicating total price for all the work/services specified in this document will be considered.
- Details of the taxes and duties levied on the basic cost to be indicated clearly in the financial quote.

The final evaluation would be done on the basis of Composite score. 70% weightage will be assigned to technical aspects and 30% to financial bid. The applicant who has secured the highest Composite Score shall be declared the preferred applicant.

F: Payment Terms

1. No advance payment to made for the work.
2. Only running payment to be made on the progress of the work.

G: RIGHTS

NDC reserves the right to accept or reject any offer based on technical / financial evaluation without assigning any reason.

LAST DATE FOR SUBMISSION OF EOI

The last date for the submission of EOI is 25th June, 2022 (2.00 pm). The EOI received after due date shall not be accepted. The EOI should be addressed to Executive Director, National Design Centre, Rajiv Gandhi Handicrafts Bhawan (3rd Fl.), Baba Kharag Singh Marg, Connaught Place, New Delhi–110001.
