

NATIONAL DESIGN CENTRE

Hall No.1, Rajiv Gandhi Handicrafts Bhawan
Baba Kharak Singh Marg, Connaught Place, New Delhi-110001
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EXPRESSION OF INTEREST

NDC invites EOI from reputed / experienced agencies for preparation of short film on NER products.

Interested agencies having experience in similar job may submit their EOI. The detailed TOR for the same can be downloaded from www.nationaldesigncentre.org or collect from the above address. The last date for submission of EOI shall be within 7 days from this publication.

INTRODUCTION

National Design Centre with the support of Agricultural and Processed Food Products Export Development Authority (APEDA) is going to prepare the 8 short films for the promotion of the Agricultural & Processed Food Products including fruits and spices of North Eastern Region to promote these products among the national & international buyers / customers / stores etc.

The basic objective for preparation of these films is to highlight the strengths of North Eastern Region so as to showcase the strengths of each state viz. Arunachal Pradesh, Assam, Meghalaya, Tripura, Sikkim, Nagaland, Manipur & Mizoram. These films shall be used during the promotional programmes to be organized by APEDA nationally & internationally.

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 APEDA officials.
2. Duration of Video Film - 2 – 3 Minutes
3. Format - HD Format
4. Number of Languages - 1 Language (English)
5. Voice Over - To be done with the help of renowned artist
6. Shooting - To be done at 1-2 different destinations at NER as
decided as per need and requirement which 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

ELIGIBILITY OF THE APPLICANT

- The applicant must be a registered company / entity of repute.
- The applicant must have average Turnover of Rs.2.00 Crores in last 5 Financial years.
- The applicant must comply with all government and regulatory norms viz. Pan No., GST etc. Copies shall be furnished with technical bid.
- The applicant should have experience in the similar work. Kindly attach the previous work orders with phone no. of client.
- 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 have been blacklisted / banned / debarred / under investigation by any State Government or Central Government entity / PSU.

B) EVALUATION / SELECTION PROCESS

- A nominated Committee will evaluate the documents received from the applicant as per the eligibility criteria.
- The profile of the applicant, turnover and credentials shall be used as a means of evaluating as per eligibility criteria of applicant so as to execute the job in a safe, successful and timely manner.
- On the basis of above evaluation, the committee shall open the Financial Quotes received from the applicants.
- As per financial quotes the work shall be awarded to the lowest quote.

FINANCIALS

- Financial quote, duly dated and clearly indicating total cost along-with the taxes, if any.
- Applicant must have quote separate amount for each film i.e. for 8 films 8 separate quotes to be submitted in one page with the title of state.

GUIDELINES FOR SUBMISSION OF EOI

1. **Cover A** : Sealed and super scribed envelop with “**EMD**” which should have detailed contact details of applicant viz. full name, postal address, fax, email, telephone.
 - i. Demand Draft / Pay Order in favour of **National Design Centre**, payable at Delhi for Rs.2,00,000/- (Rs. Two Lakhs only) as **EMD**. EMD of unsuccessful applicant shall be refunded after award of the contract. No interest will be paid on the EMD. MSME Certificate holder may also apply.
2. **Cover B**: Sealed and super scribed envelop with “**Technical Papers**” which includes all the documents mentioned in the “**Selection Criteria and Evaluation Process**” as follows:
 - i) Agency’s Profile in brief.
 - ii) Copies of the audited Balance Sheet for the last three years should be enclosed, duly signed by the Chartered Accountant along with attested copies of Income Tax returns filed in last three years.

- iii) PAN No., GST No., ITR, (If applicable).
- 3. **Cover C:** Sealed and super scribed envelop with “**Financial Quotes**” for preparation of short films.
- 4. **Cover D :** Containing **Cover A, Cover B, Cover C** Mentioning "Technical & Financial Quotes for preparation of short films, which should have full name, postal address, fax, email, telephone number of the applicant.

PAYMENT TERMS

- No advance payment shall be made to supplier.
- Running payments to be made as per the progress of work.

LAST DATE FOR SUBMISSION OF EOI

The last date for the submission of EOI is 19th May, 2022 (3.00 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.
