

REQUEST FOR PROPOSAL

No. VP/AV/859/NKD-PACK/2011

Dated: 01 June, 2012

Sub: Proposal for Packaging of “Dekh Khel Ke” Video Series

Proposals are invited for repackaging 13 episodes of “Dekh Khel Ke” (in Hindi) to be telecasted on DD. The half-an-hour programme essentially includes a programme segment of 22 minutes.

The work would involve packaging and capsuling programme for DD with preparation of opening montage, creation and insertion of break bumpers, insertion of other relevant clips, promos, insertion of contests (Quiz and winner list) and other related information and making corrections, if any required, to the audio-video material etc. The agency selected would have to deliver well in advance the telecast tapes that meet the technical standards as defined by DD. Subsequent to packaging, the telecast tape in DVC pro (as per DD standards) would be submitted for telecast. The selected agency will have to deliver 2 DVC pro, 2 copies of Betacam (telecast master), one unmixed master (with international track) and 1 DigiBeta, 20 VCDs, DVDs for each episode including jewel box cover, cover design, inlay card etc as deliverables.

The estimated budget is Rs **15,000/-** per Episode (exclusive of taxes).

Selection Procedure:

Two bid systems (Technical and Financial bid) will be adopted for the selection of agency. The video programme producers are advised to enclosed both the bids separately i.e Technical and Financial Bid and both these envelopes be put in third envelope and should be super scribed “Proposal for Packaging of ‘Dekh Khel Ke’”. The selection would be based upon competence of the video programme maker’s artistic and aesthetic aspects of the sample submitted by him and the cost quoted by him. Financial bids of technically qualified bidders only be opened and considered.

The proposals should be submitted along with the following: -

Budget break up (Financial Bid) should be in a separate sealed cover (in the enclosed format part-2). Application received with Budget break up not in separate envelope shall be rejected.

Profile of the firm clearly indicating past experience in undertaking such work, and liaison with DD/LSTV.

Details of technical facilities and infrastructure intended to be used for packaging.

A sample montages created by the firm in any of its earlier work (CD may be in VCD or DVD format).

Terms and Conditions

Packaging work of all episodes should conform to the quality of the original episodes and should be in consonance, for picturization, voice used, text, content and visuals used, with original episodes. If reshooting is required, then it should be of same standards, as that of original episodes.

Packaging of episodes should be of high quality meeting the industry standards.

Competent and approved talent/voices should be used.

The time limit for completing the work should be in consonance with telecast schedule allocated by DD and as per directions of VP.

In case of non-completion of work within stipulated time period, liquidated damage charges will be levied upon which will be 0.5% of total cost of work per week upto 5% and work will not be accepted thereafter.

All rates quoted should be inclusive of incidentals. Taxes, if any should be quoted separately.

No modification of proposal will be permitted after its submission.

Selected agency has to enter into an agreement with Vigyan Prasar, within 15 days of intimation of selection, regarding payment terms and Conditions, Penalty clause, time period etc.

Full and final payment will be released only after submission of complete deliverables by the selected firm and completion of telecast.

Statutory taxes will be deducted from the bill of the firm as per rule.

The bids should be sent to “Registrar”, Vigyan Prasar, NCMRWF Campus, A – 50 Institutional Area, Noida – 201 309 **on or before 12 June, 2012 5 PM**) and the envelope may be marked “Proposal for Packaging of “Dekh Khel Ke””. Unsealed proposals, proposals without budget in a separate sealed cover would be rejected.

(Registrar)

Vigyan Prasar

Encl: As above

VIGYAN PRASAR

**Format for application for undertaking packaging work 13 episodes of “Dekh Khel Ke”
Part – 1**

Name

of the proposer : _____

of the Company : _____

Contact Information

Address : _____

_____ Pin _____

Telephone:

Office 1 : _____

Office 2 : _____

Mobile : _____

Home : _____

Fax : _____

3. Facility/Equipment available (attach separate sheet if needed)

SIGNATURE OF THE PROPOSER

Date

Place

Enclosures (if any)

VIGYAN PRASAR

Part – 2

(To be submitted in a separate sealed envelope)

Budget

A. One time cost	rate	Sub total	Total cost
Preparation of break bumpers etc			
Creative inputs (inclusive of directors fee etc)			
Total of A			

B. PRODUCTION, EDITING & POST PRODUCTION	Rate per episode	For 13 episode	Total cost
Editing and packaging of episodes			
Cost of tapes/ CDs/ DVDs etc			
Liaison with DD			
Other expenses			
Total of B (for 13 episodes)			

Grand total of A & B (for 13 episodes)	
PRODUCTION HOUSE MARGIN (mention the %) C	
ETIMATED COST (A +B +C) (exclusive of taxes)	
Rounded off	
Amount in words : Rupees (for 13 episodes)	

(Rates quoted are exclusive of the service tax)

Name of the Proposer	
Name of the Company	
Date	
Place	
Signature of the Producer	