

VIGYAN PRASAR
Department of Science and Technology

REQUEST FOR PROPOSAL (RFP)

No: VP-NPCIL/1822(XIV)/GTCD/RadioSpots/2012

November 20, 2012

Sub: Invitation of proposals for production of 10 (ten) nos. of radio spots under “Public Awareness Campaign on Nuclear Energy”

1.0 INTRODUCTION:

Vigyan Prasar, an autonomous organisation under the Department of Science & Technology, New Delhi invites tender for the production of 10 (ten) nos. of radio spot under “Public Awareness Campaign on Nuclear Energy”. **The total estimated budget of production of all the ten radio spots is `2.5 lakhs (two lakhs fifty thousand) only.** Under this campaign Vigyan Prasar is proposing to produce ten radio spots on Nuclear Energy targeting general public. Tentative themes for ten radio spots are given below in Table 1:

Table 1

S. No.	Tentative Themes	
1	Importance of Nuclear Energy	Today Nuclear Energy has come up with a very useful source of energy which is far better than the conventional sources of energy. Very less amount of fuel is required to generate enormous amount of energy.
2	Clean Sources of Energy	Nuclear Energy is the clean and green energy source comparative to other sources of energy. It does not emit harmful gases like CO and CO ₂ .
3	Nuclear Power Generation	Electricity and power generation.
4	Peaceful Applications of Nuclear Energy	Nuclear energy, in the form of radioisotopes, can be used in medicine, agriculture and industry. It can help in the preservation of food and the production of high yielding seeds.
5	Myths about Radiations/ Radiation in day-to-day Life	There are various myths about radiations in the society. This spot may talk about the myths and the realities of radiations. Radiation is present everywhere. The food which we eat, the water we drink and the houses in which we live also emit radiation continuously.
6	Nuclear/ Radioactive Waste Management	Nuclear power is the only large-scale energy-producing technology which takes full responsibility for all its wastes and fully costs this into the product. Nuclear wastes are neither particularly hazardous nor hard to manage relative to other toxic industrial wastes.
7	Environment and human health issues	Nuclear safety, environment and human health is the main focus of the nuclear power plants.

Proposals are invited from various agencies for undertaking the production of the above mentioned ten radio spots. The Estimated cost mentioned above is the complete cost for production of all the ten (10) radio spots (inclusive of the production cost, deliverables etc.).

Producer / Production House have to apply for all radio spots through a single tender form i.e. single bid is for all radio spots.

- 1.1 Scope of work: Production of the radio spots should be complete in all respects.
 - 1.1.1 Duration of each radio spot will be of 01(one) minute.
 - 1.1.2 Language: All radio spots will be produced in Hindi.
 - 1.1.3 The voice over should be of excellent quality. The music used in the radio spots should be original. **There should not be any copyright issue.**
 - 1.1.4. The music used should not overlap the lyrics / wordings or vice-versa.
- 1.2 Availability of Request for Proposal (RFP) Document: RFP document can be downloaded from the Official website of the Vigyan Prasar (www.vigyanprasar.gov.in)
- 1.3 Validity of the Proposal: The Proposal shall be valid for a period of not less than 60 days from the Proposal Due Date (the 'PDD').
- 1.4 Brief Description of the Selection Process: Vigyan Prasar has adopted a "two step system" selection process in evaluating the Proposals. Firstly technical evaluation will be carried out as specified in Section 4 by an evaluation committee to be appointed by Vigyan Prasar. Based on this technical evaluation, a list of short-listed applicants shall be prepared as specified in Section 5. Subsequently the financial evaluation will be carried out as specified in Section 5.
- 1.5 Communications: All communications including the submission of Proposal should be addressed to: Registrar, Vigyan Prasar, A-50 Institutional Area, Sector 62, NOIDA-201309
- 1.6 For any clarification on RFP contact Vigyan Prasar's Office. Contact person: Mr. Nimish Kapoor, Scientist 'C' (nkapoor@vigyanprasar.gov.in).
- 1.7 All communications, including the envelopes, should contain the following information, to be marked at the top in bold letters: **RFP NOTICE No: VP-NPCIL/1822(XIV)/GTCD/RadioSpots/2012**
- 1.8 Last date for the submission of the application that is Proposal Due Date is 11.12.2012 1300 hrs. The proposals may be submitted either in person or by post.
- 1.9 The application should be accompanied by a **tender fee of ` 500 /- (Five Hundred only)** and an **EMD of ` 5,000/- (Five Thousand only)** as a DD drawn in favour of "Vigyan Prasar" payable at New Delhi. The DD will be subsequently adjusted against Performance Guarantee to be submitted by the successful applicant and in the remaining cases the amount will be returned within 15 days of the finalisation of the selection and award of the work.

2.0 ELIGIBILITY OF APPLICANTS

- 2.1 The tenderer should have a team having proven experience in production of audio programmes and must have technical understanding of the subject. The lyricists /

content developer should be well-versed in writing. The voice-over artists should have good voice quality.

- 2.2 In case, if, there is any change in the key personnel subsequent to award of the work it would be to the satisfaction of VP. VP may terminate the contract if the replacement is not to the satisfaction of VP. The decision of VP in this regard will be final and binding.

3.0 APPLICATION PROCEDURE

- 3.1 The proposals should be in the prescribed format appended herewith. Proposals not in the format will be rejected.
- 3.2 The proposer must submit its Technical Proposal (Part 1 to 5) and Financial Proposal (Part 6) in two separate 'sealed envelopes' (duly super-scribed "**Technical Proposal**" and "**Financial Proposal**" on the each envelope). Both these sealed covers should be enclosed in an outer cover and submitted to VP. All covers **MUST** have the full address of the applicant.
- 3.3 The technical proposal must be accompanied with:-
- (a) Documentary proof in support of business done in the field of radio spots production related to science and technology communication and / or development related programmes done in the past / being done with Departments of the Central / State Government, Corporate Houses and Television companies including AIR. Enclose copy of the work orders for last three years (DO NOT enclose the originals).
 - (b) **One sample radio script must be submitted by the tenderer on the topic 'Importance of Nuclear Energy'.**
 - (b) Registered company / Production houses with 3 years working experience in the field of production of developmental or social sector radio programmes (Enclose Company registration certificate, memorandum & articles of association and work orders as evidence- DO NOT enclose the originals) would be entertained.
 - (c) Attach copy of Audited Annual Accounts for last 3 years, showing total turnover of the Company/firm.
 - (d) Registered Company / Production houses should have service tax, Pan Number for last 3 years. (Enclose certificates and copy of last three years Income Tax returns, PAN and Service Tax numbers- DO NOT enclose the originals).

- 3.4 The financial proposal that is Part – 6 of the application form. Budget for all ten radio spots should be placed and submitted in a single sealed cover. The cover should contain following label

Enclosed Part 6: Budget for the project (write the name of the project): Submitted by (name of the firm) Signature of the proposer / authorised signatory :
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4. EVALUATION PROCESS

- 4.1 Vigyan Prasar shall subsequently examine and evaluate the Proposals in accordance with the provisions set out in section 4 and 5.
- 4.2 To facilitate evaluation of proposals, Vigyan Prasar may, at its sole discretion, seek clarifications in writing from any Applicant regarding its Proposal.
- 4.3 Evaluation will be done on the basis of sample script on the topic 'Importance of Nuclear Energy' and the earlier experience in making of science related radio spots.
- 4.4 After the technical evaluation Vigyan Prasar would prepare a list of qualified shortlisted applicants for opening of their Financial Proposals. Vigyan Prasar will not entertain any query or clarification from Applicants who fail to qualify at any stage of Selection Process.
- 4.5 Applicants are advised that selection will be entirely at the discretion of Vigyan Prasar. Applicants will be deemed to have understood and agreed that no explanation or justification on any aspect of the Selection Process or Selection will be given.
- 4.6 Any information contained in the Proposal shall not in any way be constructed as binding on Vigyan Prasar, its agents, successors or assigns, but shall be binding against the Applicant if any worth is subsequently awarded to it under the Selection Process on the basis of such information.
- 4.7 Vigyan Prasar reserves the right not to proceed with the Selection Process at any time without notice or liability and to reject any Proposal without assigning any reasons.

5. EVALUTION PROCEDURE AND CRITERIA

- 5.1 The Technical Proposals will be evaluated on the basis of sample script on the topic 'Importance of Nuclear Energy' submitted by the applicant and earlier production work done related to science communication through radio spots.
- 5.2 Vigyan Prasar will nominate committee consisting of not less than five members to evaluate the written technical proposals. The committee will evaluate the technical bid and shortlist all those who are technically suitable.
- 5.3 The evaluation committee will open the financial quotes submitted by the applicants who have been short listed as technically qualified. Generally, the successful Applicant shall be the Applicant the lowest quote amongst the technically suitable proposals. The second highest Applicant, among technically suitable proposals shall be kept in reserve

and may be invited for negotiations in case the first- ranked Applicant withdraws or is not selected for any reason.

- 5.4 The Evaluation Committee will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services (excluding Service Tax). Omissions, if any, in costing any item shall not entitle the firm to be compensated and the liability to fulfil its obligations as per the TOR within the total quoted price shall be that of the applicant.

6. TERMS AND CONDITIONS

- 6.1 The theme and topic of the radio spots should conform to the point 1 of this document. The production should be of high quality. Appropriate use of modern editing techniques etc. should be made to make the spots audibly very rich. The audio programme should meet the international broadcast standards of all public and private channels.
- 6.2 The voice-over should be of high quality and pleasing. Competent and approved voices should be used. The language should be pleasing, not heavily accented, and use more commonly spoken words / lyrics in that language. The selector's opinion is final in this regard.
- 6.3 Deliverables: The deliverables at the time of Final Submission are:
- i Copy approval (3 copies).
 - ii Open file of the Mixed Creative (Vagus, Nuendo).
 - iii Raw VO file in WAV format
 - iv Final Mixed Creative in WAV & MP3 format in DVD
- 6.4 Background score / background music should be different for each radio spot depending on the treatment of the copy.
- 6.5 The select agency should submit detailed script inclusive of audio proposed.
- 6.6 Each sample audio will be previewed by a nodal officer / expert nominated by VP for this purpose. The decision of the expert / nodal officer will be final.
- 6.7 The selected proposer will have to enter into an agreement with Vigyan Prasar and a Bank Guarantee (from a Nationalized Bank) in the prescribed format for 5% of the contract value to be advanced to it as performance guarantee (only applicable for selected proposer / firm for whom work order is issued)
- 6.8 The selected applicant / proposer shall submit ALL the radio spots within 45 days from the approval of the script. Failure to do so will attract penalty as stipulated in 6.11.
- 6.9 Extension of the time may be permitted by VP at its own discretion for not more than two times, however the total period of extension shall not exceed 20 days.
- 6.10 The selected proposer shall indemnify Vigyan Prasar against any litigation or dispute that may arise out of the content of the said radio spots separately.
- 6.11 FAILURE AND TERMINATION CLAUSE: Time, date of delivery and quality of production shall be essence of the contract. If the contractor fails to deliver the services within the period fixed for such delivery in the schedule or at any time repudiates the

contract before the expiry of such periods the organization may without prejudice to any other right or remedy, available to it to recover damages for breach of the contract :-

- (a) Recover from the Contractor as agreed liquidated damages and not by way of penalty, a sum equivalent to 0.5 % per week delay or part thereof from the date of delivery as stated in clause 6.8 but not exceeding 5% of value of the work order for such delay (this is an agreed, genuine per- estimate of damages duly agreed by the parties) which the contractor has failed to deliver thereof and work will not be accepted after the expiry of the aforesaid period. The organization will be free to encash bank guarantee of the proposer in addition to recovery of aforesaid liquidated damage if the contract continued to fail to provide the services within the delivery period.
- (b) The output should meet telecast standards and is liable to be rejected along with imposition of penalty equivalent to 25% of the total budget in case of poor quality of work.
- (c) If producer requires extension incompleteness of job for the reasons not in his/ her control shall apply to the Director Vigyan Prasar at least 20 days before the last date. However extension will be granted at the sole discretion of director (VP).

6.12 ARBITRATION: If any dispute, difference, question or dis-agreement shall at any time, herein after arise, between the parties hereto or the respective representatives or assigns in connection with or arising out of the contract or duties of the said parties hereunder or any matter whatsoever incidental to his contract or otherwise concerning the works of execution or failure to execute the same whether during the progress of work or stipulated / extended periods or before or after the completion or abandonment thereof, it shall be referred to the sole arbitrator appointed by Director Vigyan Prasar. It will be no objection to any, such appointment that the arbitrator so appointed is an employee of this Organisation or that he had to deal with the matters to which contract relates and that in the course of his duties as this Organisation employees he had expressed views on all or any of the matters in dispute of difference.

6.13 Payment will be made in stages.

6.12.1 50% of the contract value (plus service tax thereof, less deductions if any) would be released on submission of the rough cuts. This stage of the release may be made pro- rata basis for the radio spots submitted.

6.12.2 50% of the contract value (plus service tax thereof, less deductions if any) along with the EMD would be released on submission of the final submission of the deliverables.

6.14 The radio spots will adhere to the broadcast code including broadcast code of All India Radio / Government of India.

It may be noted that VP is inviting proposals for 10 (ten) nos. of radio spot. All the production work of the radio spots will be assigned to the same producer / production house. At all the stages the statutory taxes, levies and government deductions will be made as per the rules.

Registrar

VIGYAN PRASAR

Part – 1

Proposer's Information

Application for the production of ten radio spots

1. Name

A. of the proposer : _____

B. of the Company : _____

2. Contact Information

2.1 Address : _____

_____ Pin _____

2.2 Telephone:

Office 1 : _____

Office 2 : _____

Mobile : _____

Home : _____

Fax : _____

3. Educational Qualifications:

4. Legal status of Organisation:

a) Is it a registered firm/company?: Yes/No
(photo copies of the certificate of registration should be attached)

b) Is your organization a proprietorship firm, partnership firm or company ?:
Yes/No
(Attach Document)

(If a partnership firm, state the: name/s and address/es of your partners. If company, state the names and Addresses of Directors)

c) State whether the proprietor/ any of the Partners/Directors is/are retired Government officials. (If yes, the date of his/ her/ their retirement and the Department from which retired)

Yes/No

5. Copies of Income Tax returns as accepted by the Income Tax Department of preceding three years with PAN Number and service tax number:

6. Brief Description of the Proposer's Activities

	2009	2010	2011
Number of programmes produced			

7. Experience in the production of Science Communication/Education, if any

	2009	2010	2011
Number of films produced on science, technology, clean energy, environment and health etc.			

8. Has the Agency/its sister concern/any director ever been blacklisted/defaulted by any organization ?:

Yes/No

(If yes, give details)

9. Enclosed please find a DD for `500/- only (irrespective of the number of documentary film(s) applied for) (Rupees.....) DD No..... dateddrawn on bank..... being non-refundable application fee for proposals being submitted by us.

10. Enclosed please find a DD for ` 5,000/- only (irrespective of the number of documentary film(s) applied for) (Rupees.....) DD No..... dateddrawn on bank being EMD (Earnest Money Deposit) fee for proposals being submitted by us.

11. Any other relevant information:

**(Signature of authorised signatory)
Full name & Designation**

DECLARATION

- (i) I..... (authorised signatory for the proposer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and /or debarred from empanelment.
- (ii) I permit Vigyan Prasar to inspect my studio facilities & other records to ascertain the above facts.
- (iii) I permit Vigyan Prasar to cross check the above facts from any other source.
- (iv) I or my authorized representative, if required by Vigyan Prasar would make presentation before Selection Committee at my own cost.
- (v) I will adhere by the decision of Director Vigyan Prasar in regarding allocation of works.
- (vi) Hereby, I declare that I shall adhere to the terms and conditions mentioned in RFP.

Signature-----
Full Name-----
Date-----
(Seal of organization)

Submit four copy

VIGYAN PRASAR

Part – 2

Proposer's Experience

1. Brief description of the Proposer's Activities related to radio spots production in the last three years

Sl. No.	Name of Production	Year of Production	Format	Duration	Language	Organisation for which produced	Copy of the work order / documentary proof placed at

2. Awards, Certificates and Accolades received for video production / programmes
3. Attach DVD of Sample Programme of earlier programme produced by the applicant (mention name and year of production of the programme)
4. Any other information

Signature of the Tenderer

Submit four copies

VIGYAN PRASAR

Part – 3

Programme specifications

Introduction:

- a) Present the sample script on 'Importance of Nuclear Energy', treatment and approach to be adopted for production of radio spots with detailed description.

Submit one copy

VIGYAN PRASAR

Part – 4

Sample Programme of earlier programme produced by the applicant

I / we enclose a sample programme produced by our firm / agency titled in DVD format.

- 1 Name of the programme:
- 2 Year of Production:
- 3 Brief description of the programme (not more than 200 words):

- 4 Awards / accolades won by the film:
- 5 Any other information

SIGNATURE OF THE PROPOSER

[Check the DVD being sent by you. In particular check if the DVD is played in a DVD player (and not just in computer).
In case, the DVD fails to play the onus would on the applicant and VP will reject the proposal]

Submit one copy

VIGYAN PRASAR

Part – 5

Key personals for the projects applied for

- a) Give a brief account of the production house, lyrics and content writer, voice-over artist and orchestra.

***NOTE**

- 1) Same set of personals could be used for more than one radio spots and jingles. There is no bar. Also you can have separate team for each project. If same personal is used for more than a radio spot separate consent letter is required for each project.
- 2) Form – 5 may be submitted for all the radio spots separately in case of different persons for different radio spots.

Submit one copy

VIGYAN PRASAR
Part – 6

We offer to undertake the project to **produce ten radio spots under the RPF No: VP-NPCIL/1822(XIV)/GTCD/RadioSpots/2012** dated November 20, 2012, as per the following rates:

S. No.	Tentative Themes	Quoted Rates ** (in `)
1	Importance of Nuclear Energy	
2	Comparison with Other Clean Sources of Energy	
3	Nuclear Fission and Nuclear Fusion	
4	Peaceful Applications of Nuclear Energy	
5	Role of Nuclear Energy in Reducing Countries' Dependence on Fossil Fuels	
6	Myths about Radiations	
7	Radiation in day-to-day Life	
8	Radioactive Waste Management	
9	Eminent Nuclear Scientists	
10	Nuclear Power Plant Safety	

** quoted rates are exclusive of service tax.

Name of the Proposer

Name of the Company

Date
Place

Signature of the authorised signatory

*NOTE: The cost mentioned here would be considered as the final quote from the firm. No change would be accepted.

Checklist of documents to be submitted

Sl. No.	Form	Number of Copies to be submitted	Yes or No
1	Part 1 + enclosures (IT returns, PAN no. etc.)	One Copy	
2	Part 2 + enclosures	Four Copies	
3	Part 3 + enclosures (separately four copies for each documentary film applied for)	Four Copies	
4	Part 4 + enclosures	One Copy + DVD of your past work	
5	Part 5 + enclosures	One Copy (for each documentary applied for)	
6	Part 6	One copy in separate cover with proper label as stated in 3.6 on the cover	

(the above is indicative and the application should contain all the documents sought for at appropriate places)