

NOTICE INVITING TENDER

Vigyan Prasar, an Autonomous Body under Department of Science & Technology invites Tenders for the following work:-

S No.	Name of Work	Tender Fee	EMD	Last date for Submission
1	Dubbing of total 27 episodes of two science serials and one Documentary into various Indian languages	Rs. 500 for each language	Rs. 25,000/ (Irrespective of no. of languages applied for)	February 02, 2016

Vigyan Prasar
An Autonomous organisation under the Department of Science & Technology,
Govt. of India

**REQUEST FOR PROPOSALS FOR UNDERTAKING DUBBING OF
VIDEO/TELEVISION SERIALS**

No: VP/SOT/965/ dubbing/ 2015

06th Jan, 2016

Sub: Invitation of proposals for dubbing of total of 27 episodes science serials and Documentary in to various Indian languages

Vigyan Prasar (VP), an autonomous organisation under the Department of Science and Technology, New Delhi has been undertaking telecast of science serials through Doordarshan. One serial on the theme of "**Wise Spice (13 episodes), 'India@IT revolution (13 episodes) and documentary on 'Role of IMD in early warning system of tropical cyclones over north Indian Ocean with special reference to VSCS Phailin and VSCS Hudhud'** have been produced by Vigyan Prasar and the same are proposed to be dubbed into various Indian languages. Proposals are invited from various agencies for undertaking the dubbing work on rate basis.

Scope of work

Dubbing of the 27 episodes of two serial "**Wise Spice**" (13 episodes) and '**India@IT revolution (13 episodes)** and one documentary '**Role of IMD in early warning system of tropical cyclones over north Indian Ocean with special reference to VSCS Phailin and VSCS Hudhud**' in 10 Indian languages. Each episode of the serial contains animation, presenter, interviews & Voice Over. Dubbing of each of these should be appropriate. The dubbed version should have technical standards specified by and to satisfy Doordarshan.

Duration: Each episode is of maximum 24-30 minutes duration

Languages in which to be dubbed: Assamese, Bengali, Gujarati, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu, and Urdu

List of deliverables for each episode: After completion of the dubbing work following materials will be delivered to VP for each episode:

- a) Telecast master DVC pro ó 50 - One copy
- b) DVD copies - Five copies
- c) Inlay card for the DVD design (in psd format) and jewel case design (in psd format)
- d) Hard copy of the final script in print or in ms- word or rtf file format in CD format.
- e) MOV and MP4 format Soft copy of all 27 Episodes (in 1 TB Hard disk)- One copy
- f) Synopsis of all episodes in Dubbed language in soft copy.

Terms and Conditions:

- 1 Script in English and master (HD/mov-unmix file) would be provided by VP. The agency selected would have to engage competent and suitable script writer to translate the script from English for dubbing.

- 2 The translated scripts would have to be submitted to VP or VP nominated expert. The dubbing would have to be undertaken only on written approval of the script from the expert.
- 3 The dubbing should be of high quality meeting the industry standards. Competent and approved voices should be used. Dubbing should be lip-synced to the presenter/ actor and on screen voices. The language should be pleasing, not heavily accented, and use more commonly spoken dialect in that language. The selector's opinion is final in this regard.
- 4 Consolidated payment of 20,000/- per episode (for each language) + service tax as applicable will be made. Payment will be released on pro rata basis for the episodes for which all deliverables are delivered, subject to deduction TDS if any.
- 5 Consolidated rate includes charges for script, production with good voices, soft and hard copy of language version scripts, one copy of telecast master on DVC pro-50, Five copies of DVD, label design in jewel case, MOV and MP4 format Soft copy of all 27 Episodes in new Hard disk (one TB) etc. Production includes appropriate dubbing VO, ASTON (captions) etc. Consolidated payment is towards all aspects of dubbing and deliverables. Trimming of the episodes may be required, such as deleting the contest winners from the Hindi master or inclusion of title montage/ break bumpers in the language concerned.
- 6 The dubbing work in all respects should be completed within 6 months from the date of issue of work order. Failing which, a penalty of 0.5% of the total value of the project will be charged as penalty for every week of delay, upto maximum of 5% of the total value of the project.
- 7 **Dubbing in each language would be considered separate work assignment. Maximum of dubbing in THREE languages will be awarded to a producer / firm at a time.** However the application may be made for as many languages as desired by the firm/agency.
- 8 In case of non-completion of work within stipulated time period, the work order would be cancelled and liquidated damage charges will be levied upon as per Govt. rules. Vigyan Prasar will get the incomplete work done from other firms at the risk and cost of service providing agency.
- 9 No advance payment would be made. However, the firms may make claim on pro-rata basis on completion of episodes and submission of deliverables to the satisfaction of VP.

Selection procedure

The firm/agency/producer would be selected based on the sample dub script submitted and on the profile and past experience. A committee of experts would rank the applicants for each language and selections would be based purely on merit. If required, short listed applicants may be called for a presentation before the committee. No recommendations would be entertained.

Application procedure

Interested firm/agency/producer may submit their application along with

- i) A pilot script for one episode for each language applied for (based on the master script in English enclosed herewith)- **FOUR copies to be provided.** (Without company name and logo in script and script will be submitted on A-4 size paper)
- ii) Profile/ CV of the firm/producer respectively. The profile should indicate the past experience in undertaking such dubbing work, facility/equipment available etc.
- iii) A DVD copy of any ONE dubbing work (VLC format) undertaken by the agency/firm (ensure DVD play properly). Incomplete application would be rejected.
- iv) Application fee Rs. 500/ in the form of Demand Draft for each language separately.
- v) EMD Rs. 25,000/ in the form of Demand Draft irrespective of no. of languages applied for.
- vi) Enclosed format is to be used and applications not in the format or without signature would be rejected.

NOTE: Following are to be submitted as part of proposal:-

- 1) Application in format ó Two copies
- 2) Translated sample script (FOUR copies)
- 3) Sample of dub work undertaken by the agency in DVD format ó only one copy

Last date for submission proposal is February 02, 2015 (16:00 hrs). Postal delay will not be considered. Separate application is needed for applying for more than one language. **Translated script for each language for which proposal is made should accompany the application.**

The application may be submitted in a **sealed cover** addressed to **Registrar, Vigyan Prasar, NCMRWF Campus, A-50, Phase II, Sector 62, NOIDA-201309** and the envelope may be marked **‘Proposals for dubbing of Two Science serials in ABC (language(s) for apply) language’** Unsealed and unmarked covers would be rejected.

With warm regards,

(Registrar)

- Encl:** 1) Application format
- 2) Script in English for one episode

VIGYAN PRASAR

Format for application for undertaking dubbing work

1. Name:

A. Proposer: _____

B. Company: _____

* Payments would be released in the name of company

2. Contact Information

2.1 Address: _____

Pin _____

2.2 Telephone:

Office 1 : _____

Office 2 : _____

Mobile : _____

Home : _____

Fax : _____

Email : _____

3. Educational Qualifications:

4. Proposer's Category (Please tick only ONE, which is most appropriate/ applicable to you)

- | | |
|--------------------------|------------------------|
| <input type="checkbox"/> | 4.1 Production House |
| <input type="checkbox"/> | 4.2 Freelance Producer |
| <input type="checkbox"/> | 4.3 Subject Expert |
| <input type="checkbox"/> | 4.4 Institution |
| <input type="checkbox"/> | 4.5 Others í |

Please Specify _____

5. Brief Description of the Proposer's Activities (Attach Separately)

6. Experience in the Dubbing work of Science/Education/Health programme etc., if any (Attach Separately)

7. Facility/Equipment available (Attach separate sheet)

8. Please tick languages for which you would like to undertake dubbing work

S.No	Language	<input type="checkbox"/>
1	Assamese	
2	Bengali	
3	Gujarati	
4	Malayalam	
5	Marathi	
6	Oriya	
7	Punjabi	
8	Tamil	
9	Telugu	
10	Urdu	

(Tick the applicable boxes)

Applied for total Languages

***NOTE: Maximum of three languages would be assigned to one firm/company/producer at time. However the application may be made for as many languages as desired by the firm/agency.**

9. One Sample Programme in DVD (dubbing work)

If, any other, please specify:

The material submitted as “sample” will not be returned.

I/We have enclosed (1) proposal in the format (2) sample dub work carried out earlier (3) sample script based on the material given by VP in í í . Number of languages.

SIGNATURE OF THE PROPOSER

Date:.....

Place:

Enclosures:

- 1 Sample DVD
- 2 Sample dub script in language (enclose FOUR copies- on A-4 sheet without company name and logo)
- 3 Profile/application format ó Two copies
- 4 Application Fee
- 5 EMD

Wise Spice

Episode -01

SAFFRON, STRANDS OF GOLD

Amidst swaying willows and flaming chinars, November is about to creep in. The air has a nip but the hostile winter, more than a month away. Villages hum with excitement. The much awaited violet hues have appeared. Each flower precious. This is Saffron.... the spice worth its weight in gold.

STRANDS OF GOLD, Saffron

A very long time ago, when countries had no names, there lived on earth Krokos... young ...handsome. Krokos fell in love with a nymph, Smilax. Exasperated with this mismatched love the Gods turned both into flowers. Krokos became Saffron.

A fitting classical myth of longing and beauty about the birth of the exquisite Saffron. But it's not the beauty of the flower that attracts. It's the crimson... three headed stigma. The rarest and the most expensive spice in the whole world.

With its colour of the rising sun Saffron has been sought for flavor and aroma since time immemorial. For Beauty and worship.... Health and healing. Dye and condiment, Saffron has remained exotic. Its origins stand lost to history. Believed to have originated in Greece, Saffron has been around for more than 3500 years. The presence of the ancient exotic spice Saffron in the Mediterranean area is testified by records, cave paintings and frescoes. Crocus Sativus to botanists, Saffron belongs to the iridaceous family.

Gladioli and Iris its members. Plants that grow largely from underground corms or bulbs. A stem less grass plant. Saffron flower emerges from the ground just a few inches above. Its incapable of producing seeds. Believed to be a natural mutation from a wild variety.

Now, cultivated by humans for its exotic nature. Saffron corms, they are starch storing organs. They lie underground, dormant all summer waiting for the right season.

At the onset of autumn, the flower and the shoots poke through. Lilac flowers between the tuft of green. Delicate. Demanding immediate plucking, lest they wilt in the sun. Saffron may be completely dependent on humans for cultivation, but it chooses where to grow. It grows only in Iran, Spain, Austria, Italy, Greece, France and India.

In India, the story of Saffron can only begin from Jammu and Kashmir. It is here that Saffron has been growing since thousands of years. Locals talk about how nature has blessed this land with its bounty. Srinagar, the capital city has been gifted the Dal Lake, the jewel in the crown of Kashmir. But Pampore in Pulwama district has the gift of exquisite Saffron. Pampore lies on the eastern bank of Jhelum.

Some 226 villages around this area have grown Saffron since time immemorial. Its the first week of November. Bent figures plucking saffron on the slopes of Pampore, a common sight.

Rabiya Bashir -Resident, Pampore

“My uncle, my father, sister and I, we all go for picking. This is a passion. We await the season eagerly. We look forward to picking. It is a passion.”

Riaz and his children deftly pick the remaining flowers. The flower delicately plucked with a firm tug. They cannot afford to damage the delicate crimson thread.

This is the life of some 16 thousand families in this saffron season.

Picking of the flower is just the first step in getting the spice. The three pronged stigma has to be quickly separated from the flower. Leaving the flower unattended harm the quality of saffron.

Since generations, families and neighbours have been getting together for this process. The flower divided into the violet petals, yellow stamens and the prized crimson stigmas.

Ishtiyag Shefi - Saffron Seller

"Kesar is expensive because it's production is less. 150 flowers give one gram kesar. 1,50,000 flowers give just one kilogram kesar."

One lakh fifty thousand flowers yield just a kilo of the aromatic spice. Its Labour intensive and extremely rare. No part of the flower goes waste.

Saffron stigma... fresh and moist. They need to be dried immediately. Any moisture would spoil the delicate spice turning it blackish. Ruining its flavour. Spread like this, saffron would dry over the next three to four days.

The Bashir family celebrates the season with kehwa, the traditional Kashmiri drink. A cold morning warmed by kangdis.

Aromatic spices cardamom, cloves, cinnamon go into the samovar, the traditional kettle warmed by smouldering coal.

Saffron fresh from the farm. Best steeped in warm water.

The orange yellow colour, the bitter sweet aroma seeps into the water. But the strands, still a flaming red.

Shiekh Basir- Farmer, Pampore

"The smell itself reveals Saffron's presence. Even if we don't see it, the aroma reveals its presence."

Kehwa, a brew dear to all Kashmiris. A drink that warms the body and refreshes the mind.

Rabiya Bashir -Resident, Pampore

"Pampore has saffron, the costliest spice in the world. I think saffron has been with us generations. It is our culture, our identity"

Saffron is indeed a part of their culture, identity, woven into their life, tradition, cuisine.

So how did the King of Spices chose Pampore? The answer for the locals lies in the shrine of Khwaja Masood Wali and Hazrat Sheikh Shariffudin.

Locals believe that sometime in the 11th or 12th century, these two Sufi saints, wandered into Kashmir. They fell sick. A local tribal chieftain helped them regain health. On recovery, the two grateful holy men gave Pampore the gift of Saffron.

The saffron flowers painstakingly engraved by the artisans, a fitting tribute to the popular belief.

"This one is a Saffron flower. The artisans have carved the seed here. In the centre is Saffron."

ALTAF AHMAD SHAH -NAIB IMAM

"Saffron farmers, cultivators as a part of tradition bring flowers to the shrine as an offering"

Experts disagree about the time of saffron's advent in India. Many dating it far earlier than the 11th or 12th century.

However, its popularity is unanimously credited to Mughal emperor Jahangir. He introduced saffron to the royal Mughal dastarkhan making its culinary use popular.

Ancient Egypt. The exquisite land of wisdom, beauty. While Romans are believed to have slept on pillows stuffed with saffron to clear hangovers.

Cleopatra, the beautiful learned Queen infused her bath water with the strands of the delicate spice.

Since ancient times, Saffron has been associated with beauty and vitality.

The air is cold in Srinagar. Sounds travel far. Its the season of weddings. Its Rihanas mehndi raat. The night before the wedding when henna is being applied. As the loved ones sing songs to bless the bride, her grandmother mixes saffron to warm milk. Saffron they believe would add to the beauty of the already glowing bride. Tantalising aromas beckon.

The cooks painstakingly prepare the wazwaan. An astonishing array of meats, delicacies. The concept of wazwaan unique to Kashmir. They believe that the host must lay down all the food available in the kitchen to honour the guest. And this feast is incomplete without Saffron.

Muhammad Sidiq- Ustad Cook

“Saffron is a must. Kashmiri wazwan is cooked with it. Its colour and aroma are necessary. When the dish is 75 percent done, Saffron is added. Only as much as the dish requires. Not more. Not less”

Saffron... kesar... Zafraan or as the locals call it in Kashmir, Kong. These strands of gold are precious for their aroma and colour. But is it just these two sensory qualities that made it so desirable?

Alexander, the Great, he marched his forces, armed with weapon and with Saffron. Saffron infused baths and bandages to heal the battle wounds and sooth sore bodies.

As far back as the writings of Hippocrates, saffron has been mentioned as a medical treatment. Coughs, colds, stomach ailments, insomnia, uterine bleeding, heart trouble, Depression, even flatulence.

Paying our respects at the shrine we continue our Saffron Trail.

How is Saffron viewed in the ancient system of Unani medicine?

Unani was born in the land of Saffron, Greece. This system of medicine came to India through the Arabs.

Dr. Irfat Ara - Unani Physician

“Zafaran, the name itself makes you happy. It’s the drug of choice for females . From a child of 12 to a woman of 70, we can prescribe.”

The many traditional uses of saffron for beauty and health find logical explanations in ancient texts. Saffron finds mention in ayurveda around the 15th century. Called kashmiraja or kumkuma, its described as having hot potency.

Being a good antioxidant, it clears dead skin when applied externally.

Dr. Abhilasha R Kenjale- Ayurveda Physician

“When we drink it with milk, the logic is this. It increases hemoglobin and if your blood is healthy, then your skin will definitely glow.”

Modern tools allow scientists to look deeper. Move into the realm of molecules and elements.

The delicate threads of Saffron reveal an astonishing range.

Carbohydrates, minerals, vitamins and pigments.

Nearly 150 volatile and aroma-yielding compounds, have been found. The main three have been identified and isolated.

Safranal , the volatile substance gives it aroma.

Picrocrocin its bitter intense unique flavour. The water soluble carotenoid, Crocin, gives its characteristic colour.

Is the charm of Saffron confined to Jammu & Kashmir. We travel to the city of Hyderabad. World famous for its very unique Andhra cuisine.

“Saffron is added to improve aroma and flavour”

Saffron, sought for its royal touch all over the world.

Spices have shaped history. Wars have been fought. Ships sailed and sunk. Treaties signed ...territories captured. Henry the VIII, King of England was so passionate about Saffron that he sentenced to death those who dared to adulterate his favoured spice.

In today's world, most spices have become accessible and cheaper but not Saffron. The sale of this royal spice always fringed with the doubt of adulteration. Shopkeepers outdo each other with proof.

Ishfiyaq Shefi- Saffron Seller

“when we tell you the price of saffron, you find it too high. That is why sellers adulterated and lower the price. they colour it synthetically some dye corn-silk to duplicate saffron.”

Pure saffron strands do not lose colour when dissolved in milk or water. They remain crimson. Colouring the liquid slowly and delicately.

The single rarest spice saffron cannot be cheap. A matter of high demand, low supply.

Not all is well in the Saffron fields. This year its been the devastating flood and incessant rains that wreaked havoc.

Declining crops.

Climate change.

Shrinking area under cultivation.

Old infected corms Soil Degradation. Outdated agricultural practices

Niaz Ahmed- Saffron Farmer-Dealer

“production is declining with each passing year. This year excess rain ruined the crop. Snowfall has reduced to a few inches now. Each it used to be in feet. Things have changed now.”

Research leads to Knowledge. Knowledge to Solutions.

Mission Saffron. A partnership between Agriculture Production Department of the state & Sher e Kashmir University SKUAST.

Funded by the Central Ministry of Agriculture A specialised scientific team tackling problems. Finding solutions.

The tissue culture team working with nearly 4000 lines of saffron corms. Treating the corms for pathogens, inducing mutations.

More than 40 sturdy lines as planting material have already been established. Progressive farmers are happy, their yields better.

M.S. JOO- Progressive saffron farmer

“10 to 15 years ago, production was about 17 tonnes. It reduced to 6 tonnes. If we use new technology, we should be able to increase it to 30 – 35 tonnes.”

There's optimism. Farmers reporting good results with new corms and farm technologies. Cultivation of Saffron has spread to Budgam & Kishtawar over the last few years.

Prof Firdous A Nehvi -Head, Saffron Mission

“Production side we have taken care of through our technologies. Post harvest is a big challenge.”

The traditional drying method is a big problem. Saffron strands drying in the open over three to four days lose aroma and colour.

A simple Drying technology has been developed. The strands dry within minutes. Their aroma, flavour and colour locks in.

The difference in the quality of saffron is visible even to the person.

Saffron, not just a spice but an offering of faith. The aromatic spice with the colour of gold is used by followers of Jainism.

The ritual of mahamastabhisheka not complete without the royal stands of gold. Every 12 years, the 42 feet Bahubali monolith is ceremoniously anointed with many things a monk which saffron.

Strands of goldí the exquisite..delicate spice..a unique blend of faith and goodness.

Our Saffron journey would be incomplete without a stopover at the Indian Institute of Integrative Medicine. A unique soil study is being done in the Biotechnology department. Soil samples from Pampore and other Saffron growing areas are being studied.

Does the soil of Pampore have some unique microorganisms that enable it to produce the best quality saffron in the whole world.

Dr. Qazi Hasan Parvaiz - Scientist, IIIM

“if that strain comes into our hands definitely it will play a role like biofertilizer or bio-control. That strain can be given as a supplement to other soils where we want to grow saffron.”

This research is showing promise it could lead to a better future for saffron. It could spread to more districts in Jammu & Kashmir. Even to other cold hilly states.

As of now, Pampore enjoys its unique status of a Globally Important Heritage Systems. The aroma of the local favourite Saffron halwa blends with the song of the famous romantic poetess Habba Khatoon. The queen of Kashmir's last independent king Yusuf Shah Chak. Their famous love story that began in a saffron field.