



## VIGYAN PRASAR

### Notice Inviting Proposal

Vigyan Prasar (an autonomous body under the Department of Science & Technology, Govt. of India), Noida (UP) invites proposals for production of following video programmes :

SN	Name of the work	Tender Fee in rupees (non-refundable)	EMD in rupees	Last date of Submission	Tender Number
1.	13-episodes science serial on Geology and Geography of India	Rs 1000	Rs 1,00,000	09, Feb 2015	VP/AV/956/ science serial/ 2014
2.	13-episodes science serial on S&T in architecture of historical monuments of India	Rs 1000		09, Feb 2015	VP/AV/956/ science serial/ 2014

Details and Tender Form can be downloaded from "Tenders/Proposals" [www.vigyanprasar.gov.in](http://www.vigyanprasar.gov.in)

**Registrar, VP**



## Vigyan Prasar

(An autonomous organization under the Department of Science and Technology, Govt. of India)  
A-50 Institutional Area, Sector-62, Noida (UP)

**No: VP/AV/956/Video serials/2014**

**Dated: 06/01/2015**

### **Sub: Invitation of Proposals for Production of Science Video Serials**

#### **1.0 Introduction**

Vigyan Prasar (VP), an autonomous organization under the Department of Science and Technology, Noida invites proposals from reputed production agencies/ producers for undertaking the production of following video science serials:

SN	Tentative title of the project	Estimated cost exclusive of service tax (for both in English and Hindi)
1	13-episodes science serial on Geology and Geography of India	78 Lakhs
2	13-episodes science serial on S&T in architecture of historical monuments of India	78 Lakhs

#### **2.0 Scope of Work:**

- (i) Total episodes in one serial: 13
- (ii) Duration: Each episode is of about 24 mts duration.
- (iii) Shoot format: Shooting in HD and mastering in various formats as specified in deliverables.
- (iv) Language: Master Production in English and Hindi
- (v) Production of the video serial complete in all respects for telecast through television channel.

#### **3.0 Deliverables:**

The for each episode and both in Hindi and English are

- (i) Telecast master DVC pro-50 – two copy
- (ii) Telecast master HD format – two copy
- (iii) Un-mix master HD format – one copy
- (iv) Hard disc (MOV or empg format) - one copy

- (v) DVD copies- 10 copies (scratch proof)
- (vi) VCD copies-10 copies (scratch proof)
- (vii) Inlay card for the DVD/VCD design (in psd format) and jewel case design (in psd format)
- (viii) Hard copy of the final script in print form (one copy) and in ms-word or rtf file format in CD format
- (ix) Synopsis and details script in VP format (in rtf file format as well as hard copy)
- (x) Copies of final scripts both in Hindi and English
- (xi) Compressed file of each episode for web site upload

#### 4.0 Eligibility:

Production Company/Agencies/Producers who are fulfilling the following conditions will be eligible to apply.

- (i) The registered company/firm should have minimum 3 years experience preceding the proposal due date, in similar assignments for production of documentaries and video serials.
- (ii) The registered company/firm should have well trained production team and each of the following key personnel must fulfill the minimum conditions of eligibility criteria specified below:

SN.	Key personnel	Educational Qualification	Length of Professional Experience	Experience on Assignments
1.	Director	Graduate with Film/Video/ Production or FTII (equivalent) graduate	5 years	Should have directed at least 5 films. Experience in directing films related to science/technology/ education/ Environment desirable.
2.	Script Writer	Graduate	5 years	should have work experience in script writing for video/ television serial play, drama
3.	Subject Expert	Post graduation in Natural sciences or MBBS or Engineer	5 years	should have experience in science communication

**(In cases if there is any change in the key personnel subsequent to award of the work it would be done with the satisfaction of VP. VP may terminate the contract if the replacement made is not found to the satisfaction of VP. The decision of VP in this regard will be final and binding)**

(iii) Firms/companies should have financial turnover of Rs 50.00 Lakhs.

### **5.0 Bidding Process:**

Bidding process will consist of two separate biddings viz. technical bidding and financial bidding through a two cover system. Two separate covers containing technical and financial bids need to be placed in a single large envelope.

### **6.0 How to Apply**

- (i) 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. Formats of part 1 to part 6 are being given along with the application form. All covers must have the full address of the applicant. The firm/company who is willing to apply for both the serials will submit one copy of Technical Proposal (part 1 to part 5) and **two** financial proposal (part 6) separately for each serial. Two separate covers containing technical and financial bids need to be placed in a single large envelope. Envelopes to be marked at the top in bold letters: [RFP NOTICE NO VP/AV/ 956/video-serials/2014]
- (ii) The proposals should be submitted in the prescribed format. Proposals not in the format will be rejected.
- (iii) The technical proposal must be accompanied with:-
  - Registered company/Production houses with 3 years working experience in the field of production of science or environment or developmental or social sector television programmes. Documentary proof in support of business done in the field of film/audio-visual 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 DD. Enclose copy of the work orders for last three years. (DO NOT enclose the originals)
  - Enclose company registration certificate, memorandum & articles of association and work orders as evidence.
  - Attach copy of audited annual accounts for last 3 years, showing total turnover of the company/firm.
  - Registered company/production houses should have service tax, Pan Number etc. Enclose certificates and copy of last three years Income Tax returns, PAN and Service Tax numbers.
- (iv) The proposer will not vary/modify any aspect of the proposal/ budget etc during the validity period or any extension thereof.
- (v) The application must be submitted with a non refundable fee of Rs.1000/- for each project applied through DD/bank order drawn in the name of “Vigyan Prasar” payable at New Delhi.
- (vi) Application should be accompanied by a EMD of Rs.1,00,000/- (One lakh rupees) as separate DD drawn in favor 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 finalization of the selection and award of the work. Only one EMD of Rs.1,00,000/- is required irrespective of number of themes/serials applied for.

- (vii) The duly signed proposal should reach to: Registrar, Vigyan Prasar, A50, NCMRWF Campus, Institutional Area, Sector-62, NOIDA 201309, on or before 3.00PM of 09 February, 2015. Tenders received (by post or by hand) after due date and time will be summarily rejected. VP will not responsible for any postal delay. Tender will be opened on 10 February 2015 at Vigyan Prasar,A-50 Institutional Area Sector 62 Noida at 11.00 am. For any query related to submission of proposal, applicant may contact to Shri Sachin Narwadiya, Scientist-B, Vigyan Prasar through phone no.011-26967532 or email [sachin@vigyanprasar.gov.in](mailto:sachin@vigyanprasar.gov.in)

### 7.0 Evaluation Process:

- All the received proposals will be seen by the committee appointed by Vigyan Prasar for opening the tender. The committee will check the all documents (Application in format/Firm Registration Certificates/experience/earlier work orders/last three years IT return/ Key personnel profile/application fee/EMD/PAN number/sample CD/scripts/Financial bids etc.) submitted by the proposer. The committee will prepare a list of all eligible companies/firms and will recommend their name for technical evaluation.
- VP has adopted a two bid selection process in evaluating the proposals. Firstly technical evaluation will be carried out as specified in evaluation procedure by committees appointed by VP. Based on this technical evaluation, a list of short-listed applicants will be prepared and subsequently the financial evaluation will be carried out.
- The technical proposals would be evaluated and scores would be assigned. Technical Proposals will be evaluated on the basis of proposer's experience in production of science films/ science and development video series, experience of key persons, proposed methodology and proposed treatment/script. The scoring criteria to be used for evaluation will be as follows.

#### Technical Evaluation: (70 % weightage)

S.N.	Parameters	Total Marks	Evaluation Criteria	Marks
1.	Firm's Relevant Experience in Science Film Making	10	Up to 5 years of experience 06-08 years of experience 08-10 years experience Above 10 years of experience	04 06 08 10
2.	Sample Work submitted (in the form of CD)	30	Marks will be given on criteria like Storyline Graphics/voice over/Music Overall Impact	30
3.	Sample Script/ Treatment (documents submitted under form 3)	40	Treatment, approach, use of graphics and animation, content, visualization etc.	40
4.	Presentation	20	Team experience, approach, methodology, Visualization etc.	20
	<b>Total</b>	<b>100</b>		

- Vigyan Prasar will nominate committees consisting of not less than three members each to evaluate and score the written technical proposals for item 1 to 4 above. The sample script/treatment would be sent to two experts for review. All the eligible companies/firms who will obtain 65 marks out of 100 will be eligible financial evaluation. No TA/DA will be admissible to the proposers/applicants. Proposer or authorized representative will attend the presentation at their own cost.

**Financial Evaluation:** (30% weightage)

- A date, time and venue will be notified to all short-listed applicants for announcing the result of evaluation and opening of Financial Proposals. The opening of Financial Proposal shall be done in presence of respective representative of applicants who choose to remain present. VP will not entertain any query or clarification from applicants who fail to qualify at any stage of selection process.
- The evaluation committee will consist of three people. The purchase committee chairperson will be the chair and AO or appropriate nominee of Registrar and another official nominated by Director will be members.
- All those short listed applicants would be assigned financial score. For financial evaluation, the total cost indicated in the Financial Proposal, excluding Service Tax, will be considered. Proposers who have quoted more than the estimate budget will be rejected. Each Financial Proposal will be assigned a financial score as detailed below:

The lowest financial proposal (L1) will be awarded 100 % score. The financial scores of other proposals will be computed as follows:

**Financial Score of a bidder = {(Financial Bid of L1/Financial bid of the Bidder)x 100}%  
(adjusted to 2 decimals)**

Proposals will finally be ranked according to their combined technical and financial scores (CS) as follows:

$$\text{CS} = \text{Technical Score} \times 0.7 + \text{Financial Score} \times 0.3$$

Weight assigned to technical and financial Proposals that shall be 0.7 and 0.3 respectively.

Generally, the successful applicant will be the applicant having the highest combined Score. The second highest Applicant will be kept in reserve and may be invited for negotiations in case the first-ranked applicant withdraws or is not selected for any reason.

- A proposer can apply for one or more themes/serials in this RFP.
- Nevertheless, not more than one serial will be given to a proposer/firm. In case a proposer gets more than one work, that proposer would be given a choice to select the one that they prefer. The second in the list would be awarded the work which has been vacated by the proposer with highest combined score.

## **8.0 Copyright:**

Vigyan Prasar shall hold proprietary rights on the use, marketing contents, and intellectual etc. of the final edited film .This includes rights for video, cable, radio, website, internet, publishing, new media and conversion to film, CD, DVD formats etc.

## **9.0 Payment :**

Payment will be made in stages.

- 25% of the contract value (plus service tax thereof, less deductions if any) would be released on initiation (that is submission of EMD and the letter accepting the terms and conditions AND submission and acceptance of 13 episode break up/ treatment & approach)
- 25% of the contract value (plus service tax thereof, less deduction if any) would be released on submission of the scripts, duly accepted by VP (of all the episodes)
- 30% on submission of the rough cuts for preview (plus service tax thereof, less deduction if any). This stage of the release may be made pro- rata basis for the episodes submitted.
- 20% of the contract value (plus service tax thereof, less deductions if any) along with the EMD would be released on submission of the final deliverables of all the episodes.

At all the stages the statutory taxes, levies and government deductions will be made as per the rules. Release of these amounts in stages will be subject to submission of BG as specified.

- 10. Pre Bid Meeting:** will be held for clarifying issues or clearing doubts if any on 19 January 2015 at Vigyan Prasar, C-24 Qutub Institutional Area, New Delhi-16 at 3.00 pm.

## **11. ARBITRATION**

- If any dispute, difference, question or dis-agreement shall at any time, hereafter 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 compilation 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 organization or that he had to deal with the matters to which contract relates and that in the course of his duties as this Organization employees he had expressed views on all or any of the matters in dispute of difference.

## **12. OTHER TERMS AND CONDTHIONS**

- The theme and topic of the episodes should conform to the programme briefs provided by VP from time to time. The production should be of high quality meeting the industry standards. Competent and approved talent/voices should be used.
- Appropriate use of modern editing techniques including rendering of text/ visuals, multi-layering, composting, chromo key, special effects etc should be made to make the film visually very rich. The video film should meet the international telecast standards of all public and private channels.

- The Proposal shall be valid for a period of not less than 180 days from the Proposal Due Date (the 'PDD').
- Director, Vigyan Prasar reserves the right to accept or reject any or all tender(s) without assigning any reason thereof.
- Director, Vigyan Prasar has right to extend the period of job based on genuine reasons if necessary.
- Penalty will be imposed as per rule if the delivery of the final product is delayed beyond the agreed date of delivery. The company who have been awarded the work shall complete the production of the programme and deliver all the materials as follows:
  - Script: 120 days from the date of issue of work order
  - Rough cut: 180 days from the approval of the script
  - Final Product: 45 days from the approval of the rough cut
- The firm/company who have been awarded the work earlier and has not completed work in time will have to complete the work before being awarded any new assignment. Failing, with which the work will be automatically given to next firm in the row.





**VIGYAN PRASAR**  
**Application Form**

**Part – 1**  
**Proposer's Information**

**I/We wish to apply for the following science serial/serials. Details are as under:**

- 13-episodes science serial on Geology and Geography of India
- 13-episodes science serial on S&T in architecture of historical monuments of India

S.N.	Particulars	Details
1.	<b>Name of Proposer</b>	
2.	<b>Name of the firm/company</b>	
3.	<b>Complete Address for communication</b> (Address with pin code, telephone numbers, fax no and emails).	
4.	<b>(i) Phone /Mobile Number</b> <b>(ii) Email Id</b>	
5.	<b>Legal status of Organization</b> Is it a registered firm/company?  (If a partnership firm, state the: name/s and address/es of your partners. If company, state the names and addresses of Directors, photocopies of the certificate of registration should be attached)	Yes                      No
6.	(i) PAN Number (ii) Service tax number (ii) Average Financial Turnover of the Firm/ company during last 3 years	(i) (ii) (iii)
7.	Brief Description of the Proposer's Activities	
8.	Number of years experience in film	

	making. (Attached work orders of earlier works with other government departments/autonomous bodies /PSU's and others)	
9.	Number of films produced in Science Technology/Environment/Agriculture and others)	
10.	Has the Agency/it's its sister concern/any director ever been blacklisted/defaulted by any organization?	
11.	Enclosed DD/Bank order for Rs 1000/2000	Rupees..... DD No..... dated .....drawn on bank..... being non-refundable application fee for proposal for ONE/TWO themes/serials
12.	Enclosed being submitted by us for please find DD/Bank order for Rs 1,00,000/- being EMD for the application (only one EMD of 1,00,000/- is needed for any number of themes/ topics applied for)	Rupees..... DD No..... dated .....drawn on bank.....
13.	Any other relevant information	

### DECLARATION

- (i) I..... (authorized 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 a proposal by the decision of Director Vigyan Prasar in regarding allocation of works.
- (vi) Here by I declare that I shall adhere to the terms and conditions mentioned in RFP.

Signature:.....

Full Name:.....

Date:.....



**VIGYAN PRASAR  
Part – 2  
Proposer’s experience**

**1. Brief Description of the Proposer’s Activities related to video production (Attach Separately) in the last five years**

S.N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

**2. Experience in the production of science /education video films, if any (Attach separately) in the last three years**

S.N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

**3. Awards, certificates and accolades received for video production/ programmes**

S.N.	Programmes	Details

SIGNATURE OF THE PROPOSER

Submit FOUR copies



VIGYAN PRASAR  
Part – 3 A

**Treatment & approach for 13 episodes and script for one sample episode**

For

13-episodes science serial on Geology and Geography of India

Instructions:- a) Present the treatment and approach to be adopted for the serial. Give a detailed description of how a typical episode would look like. Give time breakups for each segment. The treatment should not exceed 3 pages. b) list the titles/ themes (geographic and geological feature) for 13 episode with two to three lines about them c) Enclose a detailed script including description of visuals, music and time breakups for an episode dealing with Aravali ridge/range.

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Submit FOUR copies



VIGYAN PRASAR  
Part – 3 B

**Treatment & approach for 13 episodes and script for one sample episode**

For

**13-episodes science serial on S&T in architecture of historical monuments of India**

Instructions:- a) Present the treatment and approach to be adopted for the serial. Give a detailed description of how a typical episode would look like. Give time breakups for each segment. The treatment should not exceed 3 pages. b) Enclose a list of 13 episodes with two to three lines on each of them that you propose c) Enclose a detailed script including description of visuals, music and time breakups for an episode dealing with types of arches and its evolution and introduction into India.



**VIGYAN PRASAR**

**Sample CD of earlier work  
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]



**VIGYAN PRASAR**  
Part – 5

Key personals for the projects applied for

1. Name of the Director
  
2. Name of the script writer(s)
  
3. Name of the subject expert(s)

(Note : Consent letters from above key personnel in prescribed format are required to be attached.)

**VIGYAN PRASAR**

**(Part-5 A)**

**Consent letter from the Director(s) /Exe Director(s)/script writer/subject experts  
(if more than one, pl attach separate sheets in the same format)**

1. Name of the Director/script writer/subject expert:
2. Address:
3. Telephone/Mobile Number/Email-ID:
4. Educational Qualifications :
5. No. of year of experience :
6. Brief Background of the Director including filimotography (Attach Separately):

I \_\_\_\_\_, hereby give my consent to be the director/subject expert/script  
writer of the \_\_\_\_\_ for \_\_\_\_\_.  
(Name of the programme) (Proposer's Name)

I also understand that I would be solely responsible for direction of the above serial and for the adherence of the broadcast code.

*Signature*

**Financial Bid**

(One copy in a separate sealed cover)

Form 6 (Budget quote)

We offer to undertake the project to **produce 13 part video serial on** -----  
----- (in English and Hindi) as per the RFP No: VP/AV/929/video-  
serials/2013 Dated \_\_\_\_\_ for a total cost of Rs \_\_\_\_\_

(Rupees.....)  
exclusive of the service tax.\*

Name of the Proposer :

Name of the Company :

Date :

Place :

Signature of the authorized signatory

\* NOTE: The cost mentioned here would be considered as the final quote from the firm. No change would be accepted. If you were applying for two serials, please quote the rates separately for each serial.



## **Annexure –I**

### **Science and Technology in ancient and medieval architecture (13 episodes; 24 mts duration)**

As a part of exploring S&T in art and heritage, this 13 part science serial aims to explore and demonstrate the links between the sciences and architecture in its very tangible and concrete manifestations in the monuments and architectural relics in and around Delhi including depicting the evolution through which building technology has passed and the sources from which ancient and medieval builders borrowed so liberally.

### **Geology and Geography of India (13 episodes; 24 mts duration)**

India has varied orthographic and geological features. The serial is expected to explore fundamentals of geology such as mountain formation and the import of geographical features, say Western Ghats and the rain shadow regions on the Eastern side, drawing on geographic and geological features in Indian mainland, islands and ocean.

(Note:- The serials should not be a pedagogic film aimed at class room teaching, but an edutainment film communicating various aspects and facets of mathematics. The treatment should be engaging and creative. Large size models, animations, graphics overlay could be used to communicate complex concepts. These serials are for telecast through Doordarshan and other channels.)

### CHECK LIST

S.N.	Items	Number of copies
1.	Application form (Part -1)	1
2.	Proposer Experience (Part-2)	4
3.	Sample Scripts For serial Geology and Geography (Part-3A) For serial Historical Monuments (Part-3B)	4 4
4.	Sample CD of earlier work (Part-4)	1
5.	Details of key personals with their consent letter (Part-5)	1 for each personals
6.	Financial Bid (Part-6) For serial Geology and Geography For serial Historical Monuments	1 1
7.	Company Registration proofs	1
8.	Service Tax Number proof	1
9.	Job Experience	1
10.	IT return of last 3 years	1
11.	Application Fee of Rs.1000/- for each serial	
12.	EMD of Rs.1,00,000/-	