

**Invitation of
Proposals for production of
Science Video Serial on “River Ganga”**



VIGYAN PRASAR
**(An autonomous organization of the Department of Science and
Technology, Govt. of India)**

A-50 Institutional Area, Sector-62,
Noida (UP) 201309

Sub: Invitation of Proposals for Production of Science Video Serial on “River Ganga”.**1.0 Introduction**

Vigyan Prasar (VP) is an autonomous organisation of the Department of Science and Technology, Govt. of India. The main objective of VP is to popularize science among common people. VP intends to disseminate information on the capabilities and achievements of the Indian Science and Technology sector continuously through high quality, educative, easily understandable, informative, science video programs in interesting formats. Vigyan Prasar invites proposals from reputed production agencies for undertaking the production of following video science serial:

Details of Quotation

A	Tender Invite No.	VP/D&T/1070/Video Serial Ganga/2020
B	Date of Issue	04/02/2021
C	Title of the project	13 Part video serial on “River Ganga”
D	Estimated cost (originally production Hindi with English subtitle version)	78 Lakhs
D	Last date and time of receipt of quotations	26/02/2021 by 17:00 hours
E	Date and time for opening of quotations	01/03/2021 by 11:30 hours A – 50, Institutional Area, Sector – 62, Noida – 201309
F	Presentation by eligible bidders	To be informed seperately
G	Validity of Proposals	Proposals must remain valid 90 days after the submission date.
H	Address of receiving the Quotations	Registrar, Vigyan Prasar, A – 50 , Institutional Area, Sector – 62 , Noida – 201309

2.0 Scope of Work:

2.1 Production of programmes of 24 minutes duration (originally production in Hindi with English subtitle version) will be based on "Ganga Aviral Kaise Bahe". This concept should be the core of each episode. "Ganga Aviral Kaise Bahe" should be the message of each episode. Tentative topics of the proposed 13-episodes serial will be as follows:-

- i. Ganga: The Cradle of Civilization
- ii. Ganga: The Lifeline of India
- iii. Ganga: Water resource
- iv. Ganga: Harboring and nurturing Biodiversity
- v. Ganga: Its role in shaping History and Nurturing of Civilizations
- vi. Ganga: Pure and Purifying
- vii. Ganga: Socio-economic Significance
- viii. Ganga: Navigation and Transport
- ix. Ganga: Ecotourism
- x. Ganga: Agriculture and Allied Activities
- xi. Ganga: Fisheries and allied activities.
- xii. Ganga: Current status, Challenges and Opportunities
- xiii. S&T Interventions to Save Ganga

2.2. The proposed serial will be developed using innovative format and will be different from the conventional documentary films.

2.3 The selected company will identify the final theme/topic, do the research work involving group of experts, prepare a script of each episodes and take approval from Vigyan Prasar before going for the shooting. The stories should be anywhere from India. Vigyan Prasar will review the rough cut of each episode before its finalization.

2.4 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, compositing, 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.

2.5 Total episode in serial: 13 Episodes

2.6 Duration: Each episode is of about 24 mts duration.

2.7 Shoot format: Shooting in HD and mastering in various formats as specified in deliverables.

2.8 Language: Master Production in Hindi

3.0 Deliverables:

Submission of the masters will be in HD format in hard disk including deliverables mentioned below for in Hindi languages and English subtitle version:

3.1 Telecast master (format as per telecaster requirement)- One copy

- 3.2 Telecast Master of Re-packaged version for India Science (soft copy)-One copy
- 3.3 Soft copy in HD format of all episode (telecast master, unmix (MOV format) and clean (without slugs and name aston) and MP4 format for each episode .
- 3.4 Synopsis, scripts and promos (MOV and MP4).
- 3.5 Publicity material (Poster, Banner, Thumbnails etc.).
- 3.6 Above deliverables will be submitted in hard disk .

4.0 OTHER TERMS AND CONDITIONS

- 4.1 The theme and topic of every programme/episode should confirm to the programme briefs provided by VP from time to time. The production should be of high quality and meeting the industry standards. Competent and approved talent/voices should be used.
- 4.2 Appropriate use of modern editing techniques including the rendering of text/ visuals, multi-layering, composing, 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.
- 4.3 Shooting in high quality HD format is necessary which will be cross checked by Vigyan Prasar after production. Poor quality HD submission will be charged with the penalty as per Vigyan Prasar norms.
- 4.4 The selected proposer/s shall indemnify Vigyan Prasar and telecaster against any litigation or dispute that may arise out of the content of the said bulletins.
- 4.5 Pre-Bid Queries will be accepted upto **15 February 2021 at 15:00 hrs.** Prospective bidders can send in their queries in advance to tenders@vigyanprasars.gov.in. No queries shall be entertained after the deadline.

5.0 Eligibility:

Intended bidders fulfilling the following criteria will be eligible to apply.

- (i) The bidder should have a minimum of five years experience in the production of serials/films and produced a minimum of two science programmes (minimum 15 minutes duration and more for each research oriented programme using /documentary/ feature/ fiction etc.) in preceding five years. The above video programmes should have been produced for any government /PSU/Private media agencies or leading National/Inter National Channel in the last five years. The agencies which has already empanelled with Vigyan Prasar are exempted from payment of EMD and fulfilling instituted eligibility criteria.
- (ii) Bidder should have an average financial turnover of Rs.50.00 Lakh in preceding 3 (three) years. The total turnover achieved by the applicant during the last three financial years shall be divided by 3 (i.e. 2018-19, 2019-20 and 2020-21)
- (iii) Bidder should have all the facility of the production and team of people who have a excellent skill set.

- (iv) Bidder should have/engaged in professional science content experts, script writer etc. The consent form the proposed science experts to be submitted in the format form 4 (a) and 4 (b). The science content experts should be an eminent person and have a knowledge of various kinds of research work on above said topic.
- (v) Tender fee, EMD will be exempted to those already empanelled with Vigyan Prasar.

6.0 Bidding Process:

Two bid system will be followed for the selection of the production companies/agencies/. The Proposal will consist of two separate biddings viz. technical bidding and financial bidding through two cover system. Three separate covers containing technical & financial bids and other documents need to be placed in a single large envelope. (See Annexure 10)

7.0 How to Apply:

- (i) The proposer must submit its **Technical Proposal** and **Financial Proposal** in two separate 'sealed envelopes' (duly super-scribed "Technical Proposal" and "Financial Proposal" on each envelope). Both these sealed covers should be enclosed in an outer cover and submitted to VP. Envelopes to be marked at the top in bold letters: [RFP NOTICE NO: **VP/D&T/1070/Video Serial Ganga/2020** (See Annexure 10)
- (ii) The proposals should be submitted in the prescribed format. Proposals received in any other format will be rejected.
- (iii) The technical proposal must be accompanied with:-
- Proof of 5 years of working experience in the field of production of films. Documentary proof in support of business done in the field of film/audio-visual production in last 5 years and proof of minimum of two science programmes (minimum 15 minutes duration and more for each research oriented programme using /documentary/ feature/ fiction etc.) in preceding five years. **Enclose copies of the work orders.** (DO NOT enclose the originals). This information needs to be submitted as per the format in **Annexure-10.**
 - Copies of registration certificate, memorandum & articles of association and work orders as evidence of company.
 - **Annexure 7** along with a copy of annual audited accounts showing a total turnover of the company/firm.
 - The bidder should have GST, PAN Number, etc. Enclose certificates and copies of last three years Income Tax returns, PAN and GST.
- (iv) The bid should be accompanied with an EMD of Rs.1,60,000/- (One Lakh & Sixty Thousand only) lakhs and Non-refundable tender fee of Rs.1000.00/- (**only to be paid if tender document is procured in hard printed copy**) in the form of DD, drawn in favour of "Vigyan Prasar", payable at New Delhi or can be paid through online by NEFT/RTGS/IMPS to Vigyan Prasar account as detailed below (kindly submit details of NEFT with the proposal the):-

Account Name/ VIGYAN PRASAR
ADDRESS- A- 50, NCMRWF BUILDING, SECTOR- 62, NOIDA. NEFT/RTGS
DETAIL
BANK NAME- UNION BANK OF INDIA.
BANK ACCOUNT NUMBER- 349902010040204.
IFSC CODE- FOR RTGS/NEFT- UBIN0534994.
BANK ADDRESS- SAFDARJANG DEVELOPMENT AREA, C-4, COMMUNITY
CENTRE, NEW DELHI- 110016

- (v) Exemption for EMD/Tender fee can be availed as per GOI orders. While claiming any exemption, the bid/application should be supported with relevant GOI orders, failing which the application/bid would not be considered for exemption. The documents furnished in support of exemption claimed will be subject to scrutiny. In case any of the documents provided in this regard is not found to be commensurate with the requirements enunciated in the GOI guidelines for availing exemptions, the bid(s) will be rejected at the cost of the Bidder.
- (vi) The Proposer will submit the company's profile, consent of science content expert and their consent etc., in the prescribed format.
- (vi) The Last date for submission of the proposal is **26 February 2021** up to 17.00 hrs. Proposals may be submitted by post or by hand. Postal delays will not be accepted.
- (vii) Bids received late or incomplete shall be summarily rejected.

8.0 Evaluation Process:

- 8.1 All received proposals will be first scrutinized by the committee constituted by Vigyan Prasar for opening the tender. The committee will check the all documents (Application in format / Firm Registration Certificates/ Work Experience / Turnover last three years/ List of key personnel / Application fee / EMD/ PAN number / financial bids etc. submitted by the agency. Bidder(s) found eligible in the scrutiny process will be recommended for technical evaluation.
- 8.2 VP has adopted a two-bid selection process (QCBS) in evaluating the proposals comprising a 70:30 criteria, where 70% weightage will be accorded to technical evaluation and 30% weightage will be accorded to the financial bid. Firstly, the technical evaluation will be carried out as specified in the evaluation procedure by the committee 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.
- 8.3 Vigyan Prasar will constitute committees consisting of not less than three members to evaluate and score the technical proposals for parameters listed 1 and 3 below. All the eligible companies/firms who will obtain 70 marks out of 100 will be eligible for financial evaluation. No TA/DA will be admissible to the proposers/applicants. The Proposer or authorized representative will attend the presentation at their own cost through online.
- 8.4 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.	Bidder Relevant Experience in production (As per Annexure 2)	20	Up to 5 years of experience 06-08 years of experience 08-10 years experience Above 10 years of experience	08 12 16 20
2.	Sample Work submitted (in the form of pen Drive) (As per Annexure 4)	20	Marks will be given on criteria like Storyline Graphics/voice over/Music Overall Impact	20
3.	Sample Script and Treatment (As per Annexure 3)	20	Sample Script and Treatment	20
4.	Presentation	40	Approach, Methodology, Visualization etc.	40
	Total	100		

8.5 Financial Evaluation: (30% weightage)

- A date, time and venue will be notified to all shortlisted applicants for announcing the result of technical evaluation and opening of Financial Proposals. The opening of financial proposal shall be done in presence of representative of applicants who choose to remain present. VP will not entertain any query or clarification from applicants about technical evaluation marks. No TA/DA will be admissible to the agency/firms. Proposer or authorized representative will attend the presentation at their own cost.
- Financial bids of all short-listed applicants who score 70 marks and above will be opened. The opening of the Financial Proposal shall be done in the presence of respective representatives of applicants who deputed to present at the opening of financial bids. VP will not entertain any query or clarification from applicants who fail to qualify at any stage of the selection process.
- All shortlisted applicants would be assigned a financial score. For financial evaluation, the total cost indicated in the Financial Proposal, excluding GST, will be considered.

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:

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

The 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.

Example of scoring and evaluation of Tender:

The marks scored by Bidders in the technical evaluation will be given a weightage of 70. Similarly, the financial bids of the Bidders will be given a weightage of 30. The lowest financial proposal (L1) will be awarded 100 % score.

Illustration of scoring criteria: Assume 3 participating Bidders have total technical scores as per column (3) in the table below and in case of rates, the total rates quotes are as under:

SN. (1)	Description (2)	Total Technical Scores (3)	rate quotes (say in Rs. Thousand) Financial scores (4)	Financial Score of a bidder= (Financial Bid of L1/Financial bid of the Bidder)X100}%
1	Firm A	80	60	$(50/60) \times 100 = 83.33$
2	Firm B	75	55	$(50/55) \times 100 = 90.90$
3	Firm C	70	50	$(50/50) \times 100 = 100$

The Bidder scoring minimum rates in the financial scores i.e. 50 scoring point will be awarded 100 % score and the other bidders will be worked out on proportionate basis and thereafter weightage.

Their combined technical and financial scores (CS) as follows:

(CS obtained by firm = **Technical Score X 0.7 + Financial Score X 0.3**)

CS obtained by **firm A** = $80 \times 0.7 + 83.33 \times 0.3 = 56 + 24.999 = 80.999$ (CS1)

CS obtained by **firm B** = $75 \times 0.7 + 90.90 \times 0.3 = 52.5 + 27.27 = 79.77$ (CS2)

CS obtained by **firm C** = $70 \times 0.7 + 100 \times 0.3 = 49 + 30 = 79.00$ (CS3)

For financial evaluation, the total cost indicated in the financial proposal, excluding GST, will be considered.

9.0 General Terms & Conditions:

- 9.1 The Proposal shall be valid for a period of not less than 180 days from the Proposal Due Date (the 'PDD').
- 9.2 EMD will be returned back to all unsuccessful bidders within 30 days once the evaluation is completed and the contract is signed by the successful bidder.
- 9.3 Selected vender will have to enter in to an agreement and submit PBG of 3% of Total contract value. The PBG should have a validity of 60 days after the completion of the contract period.
- 9.4 Vigyan Prasar reserves the right to cancel the whole contract or part thereof without assigning any reason at any time during the contract period and no claim on this account will be entertained. VP reserves the right to cancel the contract and to blacklist the firm for a period of five years without giving any notice.
- 9.5 Vigyan Prasar reserves the right to accept or reject any of the bids without assigning any reason.

10.0 Payments:

The payment of each episode will be made after the successful submission and acceptance of the episode on pro-rata basis.

11.0 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 and DVD formats etc.

12.0 ARBITRATION

12.1 All disputes arising shall be settled through arbitration. Both the parties shall first try to resolve the disputes amicably by mutual consultation. If they fail to resolve the disputes by such mutual consultation within 21 days, then, depending upon the position of the case, either of the party shall give notice to the other party of its intention to commence arbitration as per the Indian Arbitration and Conciliation Act, 1996.

12.2 In case of any proceedings/Suits, Indian Law shall govern the contract and courts in New Delhi shall only have the jurisdiction to hear such matters.

13.0 The application may be submitted in a **sealed cover** addressed to ‘**Registrar, Vigyan Prasar, NCMRWF Campus, A-50, Institutional Area, Sector 62, NOIDA 201309** with the envelope marked “ **Weekly Programmes on Success Stories in Science and Technology**”. Unsealed and unmarked covers would be rejected. The last date for the submission of proposal is **26th February 2021 by 17:00 hrs.**

(Registrar)
Vigyan Prasar



VIGYAN PRASAR
Annexure - 1
Proposer's Information

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

4.1 Production House

4.2 Institution

4.3 Others ...

Please Specify _____

5. Legal status of Organisation:

a) Is it a registered firm/company? : Yes/No

(Photocopies of the certificate of registration may be attached)

b) Is your organization a proprietorship : Yes/No

firm, partnership firm or company? (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

- 6 Copies of Income Tax returns as accepted by the Income Tax Department of preceding last three years with PAN Number:
- 7 Has the Agency/its sister concern/any director ever been blacklisted/defaulted by any organization? : Yes/No (If yes, give details)
- 8 We/I have enclosed a DD/ Bank order for Rs.1000/- towards non-refundable tender fee if applicable (DD No..... Date:..... drawn on the bank:.....) . If deposit online than give transfer detail including transfer date, bank name etc.
- 9 We/I have enclosed a DD/ Bank order for Rs.1,60,000/- towards EMD (DD No..... Date:..... drawn on the bank:.....). If deposit online than give transfer detail including transfer date, bank name etc.
- 10 Any other relevant information:

SIGNATURE..... (of authorised signatory)
 Full Name and 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 acts.
- (iii) I permit Vigyan Prasar to cross check the above facts from any other source.
- (iv) I or my authorized representative, along with Science content editor, if required by Vigyan Prasar would make a presentation before Selection Committee at my own cost.
- (v) Hereby I declare that I shall adhere to the terms and conditions mentioned in RFP.

Signature : _____
 Full Name: _____
 Date : _____
 (Seal of organization)



VIGYAN PRASAR
Annexure - 2
Proposer's experience

1. Brief Description of the Proposer's Activities related to video production in the last five years (2015-2020)

S.N.	Name of Production	Year of production (2015-2020)	Format	Duration	Language	Organisation for whom produced	Copy of the work order/ documentary proof placed at
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2. Experience in the production of science film making, if any (Attach Separately) in the last five years (2015-2020)

S.N.	Name of Production	Year of Production (2015-2020)	Format	Duration	Language	Organisation for whom produced	Copy of the work order/ documentary proof placed at
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SIGNATURE OF THE PROPOSER



VIGYAN PRASAR

Annexure - 3

Brief Proposal of the treatment and approach for 13 episodes and a detailed Script on episode on “Ganga: Harboring and nurturing Biodiversity”

1. Give a treatment and approach of 13 episodes (in Hindi) with subtitle in English.
2. Give a detailed script of episode “**Ganga: Harboring and nurturing Biodiversity**” (in the Hindi language). Give time breakups for each segment, if any. Detail alternate segments/ variations, if any, you will adopt.

SIGNATURE OF THE PROPOSER



VIGYAN PRASAR

**Annexure - 4
Sample of earlier work**

1) Sample programme of earlier programme produced by the applicant

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

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



VIGYAN PRASAR

Annexure - 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/Science Content experts
(if more than one, please attach separate sheets in the same format)**

1. Name of the Director/script writer/ Science Content experts:
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

Annexure 6

Work Experience Certificate

Name of the firm: _____ Period: From
_____ to _____

Order No. & Date	Full contact address of such agency	Service provided	Value of order in Rupees	Remarks indicating reasons for delay , if any

Date: _____

Place: _____

Signature of the bidder: _____

NOTE: Please provide copies of valid Work Order or Certificate of Completion (for completed projects) from authorized client officials.

Annexure 7

Turnover/ Financial Details as per Audited Accounts

Years	FY 2018-19		FY 2019-20		FY 2020-21		Average Turnover	
	Total	From relevant services	Total	From relevant services	Total	From relevant services	Total	From relevant services
Turnover (Rs.'000)								
Profit (Rs.'000)								

Note: Enclose CA certificate conforming Annual Turnover during stated financial years.

Annexure 8

Certificate I..... (authorized signatory for the proposer) solemnly affirm that our firm name.....has a good reputation and there is no complaint against it and have not been blacklisted from any Govt. organization.

The above stated facts 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 participation in Vigyan Prasar tenders for the period as deemed appropriate by Vigyan Prasar.

Signature:.....

Full Name:.....

Date:.....

Financial Bid

(One copy in a separate sealed cover)

Annexure - 9

(Budget quote)

We offer to undertake the project to **produce 13 part video serial on** _____
_____ (in Hindi with subtitle in English) as per the RFP

No: VP/D&T/1070/Video-Serial Ganga/2020 Dated _____ for a total cost of Rs

(Rupees.....)
exclusive of GST.

Name of the Proposer :

Name of the Company :

Date :

Place :

Signature of the authorized signatory

Annexure 10

Documents Required

		Document Required
Envelope – A		
1.	EMD & Tender fee (if applicable)	Proof of payment of EMD
2.	Proposer Information Bid Proposal sheet including Company profile and experience etc.	As per the format attached
3.	Bidder's Authorization Certificate	
4.	Proposer experience - Work orders	
5.	Signed tender document	As per the format attached
6.	Bidder's financial details/Turnover	As per format
7.	Proof of Legal entity	<ul style="list-style-type: none"> • GST registration • PAN card
Envelope - B Technical Proposal		
1.	Resumes of key professional Staff	As per format attached
2.	Documents on proposed proposed programme plan	
3.	Treatment of 13 episodes and one script on episode Ganga: Harboring and nurturing Biodiversity	As per format attached
4.	Sample work in Pendrive	
Envelope - C Commercial Proposal		
1.	Financial Bid	As per format attached (Annexure – 9)