

VIGYAN PRASAR
Department of Science and Technology

REQUEST FOR PROPOSAL (RFP)

Tender Notice No: VP-NPCIL/1822(XIII)/GTCD/MMCD/2012

11.02.2013

Sub: Invitation of proposals for the production of 5 (five) nos. of interactive multimedia CDs under the project titled “Public Awareness Campaign on Nuclear Energy”

1. INTRODUCTION:

1.1 Vigyan Prasar, an autonomous organisation under the Department of Science and Technology, New Delhi, invites tender under “Public Awareness Campaign on Nuclear Energy” in prescribed tender forms in sealed envelope from reputed companies / firms for the under mentioned work.

Sl No.	Name of work	Approximate value of work (in Rs.)	Earnest Money (in Rs.)	Period of Completion of Work	Date of Tender Closing & opening
1	Development of 5 (five) nos. of interactive multimedia CD's on Nuclear Energy, targeting five different audiences viz. (i) School Students, (ii) College Students, (iii) Journalists, (iv) NGO's & (v) Farmers respectively	1,50,000/-	3000/-	45 days	26.02.2013

1.2 Scope of work: Production of the five interactive Multi Media CD's (MMCDs) complete in all respects for five different audience's respectively (i) School Students, (ii) College Students, (iii) Journalists, (iv) NGO's & (v) Farmers respectively.

1.2.1 The purpose of the MMCD is to communicate science and safety of nuclear power plants including uses of radiation in daily life, agriculture, medicine & industry etc.

1.2.2 The MMCDs should be developed in a systematic manner & should be very much user friendly and simple to understand. It should be kept in mind while developing the MMCDs that the target audiences are neither much computer literate nor are much aware of technical subjects about which MMCDs are to be developed.

1.2.3 Interactive MMCDs should be an user friendly & self explanatory CDs so that the theme and concepts not only becomes interesting but also gets quite clear & the contents are well retained by the user

1.2.4 The MMCDs should be developed keeping in view five different audiences. It means that the MMCD for school and college students should contain more technical information than the MMCD developed for NGO's & Farmers. MMCDs for NGO's & Farmers should contain more applications of nuclear isotopes in medicine, agriculture and industries etc. with more graphics and animations with less technical content than MMCD for students. MMCD for journalist should contain more focus on safety aspects of Radiation and Nuclear Power Plants.

Sl. No.	Target Audience (MMCD for)	Brief / Message / Outcome
1	School Students	<ul style="list-style-type: none"> • What is Nuclear Power? • Nuclear Power and Climate Change • Fission and Fusion Reactions • Energy Released in a Nuclear Reaction • How does Nuclear Reactor Works • Nuclear Materials • Mis-concepts and Myths of Nuclear Power • Role of radiation in daily life
2	College Students	<ul style="list-style-type: none"> • Energy Independence of India • Climate Change and Nuclear Power • Technologies of Nuclear Energy • Types of Nuclear Reactor • India's Three Stage Nuclear Power Programme • Role of Radiation in Daily Life • Radiation from Human activities • Radiation in Medical Applications • Radiation in Industrial Applications • Radiation in Agriculture • Mis-concepts and Myths of Nuclear Power • Job Opportunities
3	Journalists	<ul style="list-style-type: none"> • Energy Independence • Comparison of Nuclear Power with other Clean Energy sources as well as Conventional sources • Fear of Radiation • Safety of Nuclear Power Plants • Health Issues and Nuclear Power • Nuclear / Radioactive Waste Disposal Site Selection for Nuclear Power Plants • AERB and WANO
4	Non Government Organisation	<ul style="list-style-type: none"> • Background Radiation • International Co-operation • Supply of Nuclear Fuel • Policy Issues Related to Nuclear Proliferation • Emergency Preparedness • Development due to Nuclear Power Plants • Strict implementation of various safety measures and all guidelines followed
5	Farmers + Neo-literates	<ul style="list-style-type: none"> • Applications of Radiation in Agriculture and Medicine • Safety of Nuclear Power Plants • Health Issues and Nuclear Power • Area Development / Corporate Social Responsibility due to Nuclear Power Plants

1.2.5 Interactive MMCDs containing text, images, photographs, 2D illustrations & animations, 3D animations and 3D interactive graphics supported by audio playback as per requirement developed by the TENDERER should be of excellent quality.

1.2.6 MMCDs developed should be of excellent quality so that the subject not only becomes interesting but also gets quite clear & the contents are well retained by the user.

- 1.3 Language Version: All MMCDs to be produced in English.
- 1.4 TENDERER should clearly understand that this work involves the subjects which are technical in nature on which the requisite content / texts / matter in form of articles, books, research papers, drawings, photographs etc. are available.
The TENDERER shall therefore be required to deploy the personnel who are very well conversant with the subject. They shall be required to study very critically the technical literature / articles, drawing etc. to understand the subject & relevant points of importance about the subject so that those are included.
- 1.5 Availability of Request for Proposal (RFP) Document: RFP document can be downloaded from the official website of the Vigyan Prasar (www.vigyanprasar.gov.in).
- 1.6 Validity of the Proposal: The Proposal shall be valid for a period of not less than 45 days from the Proposal Due Date (the 'PDD').
- 1.7 Brief Description of the Selection Process: Vigyan Prasar has adopted a two bid 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 and subsequently the financial evaluation will be carried out as specified in Section 5.
- 1.8 Communications: All communications including the submission of Proposal should be addressed to: Registrar, Vigyan Prasar, A-50 Institutional Area, Sector 62, NOIDA-201309
- 1.9 Any clarifications on the RFP may be obtained by contacting Vigyan Prasar's office. Contact person: Nimish Kapoor, Scientist 'D'; email nkapoor@vigyanprasar.gov.in.
- 1.10 The application should be accompanied by an **EMD of Rs 3,000/-** only as a DD drawn in favour of "**Vigyan Prasar**" payable at New Delhi.
- 1.11 Last date for the submission of the application that is Proposal Due Date is **26.02.2013, 1300 pm**. The proposals may be submitted either in person or by post.

2. APPLICATION PROCEDURE

- 2.1 The proposals should be in the prescribed format appended herewith. Proposals not in the given format will be rejected.
- 2.2 The proposer must submit its Technical Proposal (Part-I) and Financial Proposal (Part-II) 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.
- 2.3 The technical proposal must be accompanied with:-
- (a) Documentary proof in support of business done in the field of development of multimedia related programmes done in the past / being done with Departments of the Central / State Government, Corporate Houses etc. Enclose copy of the work orders for last three years (DO NOT enclose the originals).
 - (b) Registration certificate of the Company / Firm with 2 years working experience in the development of multimedia related programmes (Enclose registration certificate, memorandum & articles of association and work orders as evidence- DO NOT enclose the originals).

(c) Service tax number, PAN etc. of the company / firm as applicable. (Enclose photocopy of the same- DO NOT enclose the originals).

2.4 The financial proposal that is Form – 4 of the application form.

The cover should contain following label

Enclosed Form 4: 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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3. EVALUATION PROCESS

3.1 The packets marked “Technical Proposal” shall be opened first. The packets marked “Financial Proposal” shall be kept sealed for opening at a later date.

3.2 To facilitate evaluation of Proposals, Vigyan Prasar may, at its sole discretion, seek clarifications in writing from any Applicant regarding its Proposal.

3.3 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.

3.4 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.

3.5 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.

3.6 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.

4. EVALUTION PROCEDURE AND CRITERIA

4.1 The Technical Proposals will be evaluated on the basis of Applicant's experience in production of Multimedia Related Programmes, Sample Works submitted, Company Profile and Proposed Methodology.

4.2 Vigyan Prasar will nominate a Committee to technically evaluate the proposals. The committee will evaluate the proposals submitted according to 4.1 above and shortlist the technically suitable proposals.

4.3 Financial proposals of the technically qualified proposals who have been short listed vide 4.2 above will be opened next. Generally, the successful Applicant shall be the Applicant with the lowest quote amongst the technically shortlisted proposals. The second highest Applicant, among technically shortlisted 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.

4.4 The 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).

5. TERMS AND CONDITIONS

- 5.1 Interactive MMCDs' Content and Design: The topic of the MMCDs should conform to the content and audience as indicated in Annexure - A and point no. 1.2.4 of this RFP. Each MMCD should be properly illustrated with illustrations, images, 2D & 3D animations. Animations must be supported by audio as per requirement. The production should be of high quality meeting the industry standards. Competent and approved voices should be used.
- 5.2 Deliverables: The deliverables at the time of Final Submission for each interactive MMCDs separately are
- i. Final Version of MMCDs (3 copies separately for each target audience).
 - ii. Executable files (.exe files) of all the software used in DVD form (3 copies separately for each target audience).
 - iii. All source files including graphics, illustrations, photographs & animations (3 copies separately for each target audience).
 - iv. Voice over copy (3 copies separately for each target audience).
- 5.3 Each MMCD will be pre viewed by a nodal official / expert nominated by VP for this purpose. The decision of the nodal officer / expert will be final.
If the TENDERER fails to comply with the conditions aforesaid, the nodal official / expert shall, in his sole judgment, be entitled to remove all or any of the MMCDs developed by him.
- 5.4 The selected TENDERER shall submit all the MMCDs separately within the last date mentioned below. Failure to do so will attract penalty as stipulated in 5.7.
- Last date for the submission of the interactive MMCDs with all deliverables is within 45 days from the award of the tender**
- 5.5 Extension of the time may be permitted by VP at its own discretion for not more than 10 working days. If TENDERER requires extension due to incompleteness of job for the reasons not in his / her control shall apply to the Director, Vigyan Prasar at least 5 working days before the last date. However extension will be granted at the sole discretion of Director, VP
- 5.6 The selected TENDERER shall indemnify Vigyan Prasar against any litigation or dispute that may arise out of the content, graphic, animation, audio, video, photograph of the developed MMCDs separately.
- 5.7 FAILURE AND TERMINATION CLAUSE: Time, date of delivery and quality of production shall be essence of the contract. If the TENDERER 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 TENDERER 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 started in clause 5.4 & 5.5 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 TENDERER has failed to deliver thereof and work will not be accepted after the expiry of the aforesaid period. The organization will be free to recover of aforesaid liquidated damage if the TENDERER continued to fail to provide the services within the delivery period.
 - (b) The output should meet industry standards and is liable to be rejected alongwith imposition of penalty equivalent to 25% of the total budget in case of poor quality of work.

- 5.8 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.
- 5.9 Payment will be made only after the completion of work in all respect, submission of all deliverables and issuance of acceptance letter by VP.
- 5.10 It may be noted that VP is inviting proposals for 5 (five) nos. of MMCDs for five different target audiences. TENDERER should apply keeping in view that all five nos. of MMCDs will be considered as one project, but the approach for the development of each MMCD may be different.

At all the stages the statutory taxes, levies and government deductions will be made as per the rules.

Registrar

VIGYAN PRASAR

Form – 1

Tenderer's Information

Application for the production of 5 (five) nos. of interactive multimedia CDs targeting five different audiences

1. Name

A. Name of the tenderer: _____

B. Name of the Company: _____

2. Contact Information

2.1 Address : _____

_____ Pin _____

2.2 Telephone:

Office 1 : _____

Office 2 : _____

Mobile : _____

Fax : _____

3. Educational Qualifications:

4. Legal status of Organisation:

a) Is it a registered firm / company?:

(photocopies of the certificate of registration should be attached)

Yes / No

b) Is your organization a proprietorship firm, partnership firm or company?
(Attach Document)

Yes / No

(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 two years with PAN Number and service tax number:

6. Brief Description of the TENDERER's Activities

	2011	2012
Number of multimedia programmes developed		

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

	2011	2012
Number of multimedia programmes / Computer Based Training CDs / Web Based Training CDs produced on science, technology, clean energy, nuclear 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. Proposed title of MMCDs for different audiences

Sl. No.	Audience	Proposed Title
1	School Student	
2	College Student	
3	Journalists	
4	NGO's	
5	Farmers	

10. Enclosed please find a DD for ₹ 3,000/- only (Rupees Three Thousand only) DD No..... dateddrawn on bank..... being EMD (Earnest Money Deposit) fee for tender being submitted by us.

11. Any other relevant information:

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

DECLARATION

- (i) I.....(authorised signatory for the TENDERER) 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 aproposale 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 & Date
(Full Name)
(Seal of organization)**

Submit one copy

VIGYAN PRASAR

Form – 2

Tenderer's Experience & Sample Programme

1. Brief description of the Tenderer's Activities related to multimedia programmes / Computer Based Training CDs / Web Based Training CDs etc. / Production of Science Communication / Education 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 multimedia 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 one copy separately for each target audience

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Form – 3

Programme Specifications

- a) Present the idea / approach to be adopted for each multimedia CD separately for each audience with brief description.
- b) Provide approximate no. of images / photographs, 2D illustrations & animations, 3D animations, graphics to be used in each MMCD.

Submit one copy in a separate sealed cover

VIGYAN PRASAR
Form – 4

We offer to undertake the project of **production of 5 (five) nos. of interactive multimedia CDs under the RPF** No: VP-NPCIL/1822(XIII)/GTCD/MMCD/2012 dated 02.11.2012, as per the following rates:

Sl. No.	Project	Quoted Rates** (in ₹)
1	Development of 5 (five) nos. of interactive multimedia CD's on Nuclear Energy, targeting five different audiences viz. (i) School Students, (ii) College Students, (iii) Journalists, (iv) NGO's & (v) Farmers respectively	

** 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.

QUALITATIVE REQUIREMENTS

1. The MMCDs should be developed keeping in view five different audiences. It means that the MMCD for school and college students should contain more technical information than the MMCD developed for NGO's & Farmers. MMCDs for NGO's & Farmers should contain more visual representation with more graphics and animations with less technical content than MMCD for students.
2. Interactive MMCDs should be user friendly & self explanatory CDs so that the subject not only becomes interesting but also gets quite clear & the contents are well retained by the user.
3. Following must be covered in MMCDs
 - Nuclear energy is boon to mankind
 - Nuclear Energy as a Clean and Green source of energy
 - Three stage Indian Nuclear Power Programme
 - Nuclear power can solve electricity crisis of the country
 - Direct and Indirect benefits of nuclear radiation in our daily life
 - Food processing and agriculture
 - Medical applications
 - Industrial applications
 - Academic and Scientific Applications
 - Nuclear waste is manageable
 - Safety of Nuclear Power Plants
 - Benefits of nuclear radiations other than power generation
 - Strict implementation of various safety measures and all guidelines followed
4. **Compatibility:** MMCDs developed must be developed in such a way as to ensure, that it is fully compatible with the operating systems (windows 2000, XP, 7 etc. and linux) and presentation software of the computers.
5. **Architecture:** The architecture of MMCDs should be simple so that can be modified easily.
6. **Structure:** Content for MMCDs shall provide self-running interactive multimedia content regarding the subject of the MMCD.
7. **Graphic conventions:** All graphics need to be eye candy and consistent in terms of colour, background, structure and medium.
8. **General style requirements for audio information:** Audio information if utilized shall be incorporated in a pleasant and easy to comprehend voice. It shall always be accompanied by redundant visual information in such a manner that the information presentation is effective when the audio output device is not available.
9. **Motion / Animation Controls:** If displaying an animated graphic, the animation sequence shall automatically begin after the entire screen has been presented. The MMCD shall allow the user to pause, repeat, and exit the animation sequence.
10. When text refers to a graphic, the graphic shall be displayed whenever the associated text reference is displayed.

Checklist of documents to be submitted

Sl. No.	Part	Form	Number of Copies to be submitted	Yes or No
1	Part - 1	Form 1 + enclosures (PAN no. etc.)	One Copy	
2		Form 2 + enclosures	One Copy	
3		Form 3 + enclosures (separately for each target audience)	One Copy	
4	Part - 2	Form 4	One copy in separate cover with proper label as stated in 3.4 on the cover	

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