

**Sub: Invitation of proposals for the production of one interactive multimedia CD and videos under “Knowledge products on drudgery reduction of women in agriculture”**

**1. INTRODUCTION:**

- 1.1 Vigyan Prasar, an autonomous organisation under the Department of Science and Technology, New Delhi, invites tender under “Knowledge product on drudgery reduction of women in agriculture” in prescribed tender forms in sealed envelope from reputed companies / firms for the under mentioned work.

SI 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 01 (one) no. of interactive multimedia CD and videos on gender friendly tools and technologies	3,50,000/-	7000/-	45 days	31 March 2014 by 10:00AM

- 1.2 Scope of work: Production of the interactive Multi Media CD (MMCD) complete in all respects containing videos on gender friendly tools and technologies. The MMCD will contain selected tools and technologies with complete information about them, intergraded with the operation processes of the tools.
- 1.2.1 The purpose of the MMCD is to communicate science and technological aspect of gender friendly tools in farm operation to enable right decision making process.
- 1.2.2 The MMCD 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 MMCD that the target audiences are neither much computer literate nor are much aware of technical subjects about which MMCD are to be developed.
- 1.2.3 Interactive MMCD should be an user friendly & self explanatory CD 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 Interactive MMCD containing videos, 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.
- 1.2.5 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 and Hindi (bilingual in one CD).
- 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](http://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: Ms Kinkini Dasgupta Misra, Scientist 'E'; email [kdgm@vigyanprasar.gov.in](mailto:kdgm@vigyanprasar.gov.in).
- 1.10 The application should be accompanied by an **EMD of Rs 7,000/-** 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 31.03.2014, by 10.00 hrs. 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:-
- 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 of last five best recent work (DO NOT enclose the originals).
  - 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).
  - 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 :
--

### **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 on the same day after the technical evaluation.
- 3.2.1 To facilitate evaluation of Proposals, Vigyan Prasar may, at its sole discretion, seek clarifications in writing from any Applicant regarding its Proposal.
- 3.2.2 The bids would be examined based on a weighted method for awarding 10 marks for tenderer's credential, 30 marks for tenderer's experience, 30 marks for sample programme and 30 marks for idea/approach. After detailed examination the average marks awarded by the committee to each tenderer would be enclosed along with. It is recommended that those parties who have secured 60 marks and above in the technical evaluation may be considered for award of work.
- 3.4 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.
- 4.4 The Committee will determine whether the Financial Proposals are complete 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 MMCD Content and Design: MMCD should be properly illustrated with illustrations, images, 2D & 3D animations and videos. 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 interactive MMCD separately are
- i. Final Version of MMCD (3 copies).
  - ii. Executable files (.exe files) of all the software used in DVD form (3 copies).
  - iii. All source files including graphics, illustrations, photographs & animations (3 copies).
  - iv. Voice over copy (3 copies).
- 5.3 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 MMCD developed by him.
- 5.4 The selected TENDERER shall submit all the MMCD 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 MMCD 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 MMCD 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 along with 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 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 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.

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 one interactive multimedia CD with videos targeting for women agriculture workers**

**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, etc.		

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

Yes/No

(If yes, give details)

9. Enclosed please find a DD for ₹ 7,000/- only (Rupees Three Thousand only) DD No..... dated .....drawn on bank..... being EMD (Earnest Money Deposit) fee for tender being submitted by us.

10. 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 aproposal 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 / Web Based Training CDs etc. / Production of Science Communication / Education (details of five best recently developed Multimedia programmes may be given).

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**

**VIGYAN PRASAR**

**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, video to be used in MMCD.



**VIGYAN PRASAR**

**Form – 4**

We offer to undertake the project of **production of interactive multimedia CD under the RFP**  
No: VP/1871/GTCD/MMCD/2013, as per the following rates:

<b>Sl. No.</b>	<b>Project</b>	<b>Quoted Rates** (in ₹)</b>
1.	Development of 01 (one) no. of interactive multimedia CD and videos on gender friendly tools and technologies  Replication In 1000 numbers	

\*\* 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 interactive Multi Media CD (MMCD) complete in all respects containing videos on gender friendly tools and technologies. The MMCD will contain selected tools and technologies with complete information about them, intergraded with the operation processes of the tools..
2. Interactive MMCD 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. **Compatibility:** MMCD 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.
4. **Architecture:** The architecture of MMCD should be simple so that can be modified easily.
5. **Structure:** Content for MMCD shall provide self-running interactive multimedia content regarding the subject of the MMCD.
6. **Graphic conventions:** All graphics need to be eye candy and consistent in terms of colour, background, structure and medium.
7. **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.
8. **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.
9. 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	One Copy	
4	Part - 2	Form 4	One copy	

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