

Advertisement

Request for Proposal (RFP) for empanelment Agency for Productions of Creative Audio, Video and Professional Photography

Letter of Invitation

No. 621/11/20/PHDMA

Date: 28/08/ 2023

Poverty & Human Development Monitoring Agency (PHDMA), P & C Department, Government of Odisha invites proposals from the reputed Design Agency having valid GSTIN and PAN Nos to empanel for *Productions of Creative Audio, Video and Professional Photography* on annual rate contract basis.

The interested Organizations are encouraged to submit their proposals as per the **RFP** in a sealed envelope to the *Member Secretary, PHDMA, Planning & Convergence Department, Lokaseva Bhavan, Bhubaneswar* on or before **18th September, 2023**. The **RFP** document shall be available on the website i.e., <https://www.odisha.gov.in> and <http://www.phdma.odisha.gov.in> up to **18th September, 2023** from the date of publication of this advertisement in the News Paper.

PHDMA reserves the right to cancel any or all the Proposals or annul the Empanelment process without assigning any reason thereof. All proposals are to be submitted through **Speed Post / Registered Post** only.

Sd/-

**Member Secretary,
Poverty & Human Development
Monitoring Agency (PHDMA)**

**Request for Proposal (RFP) for Empanelment
Agencies for Productions of Creative Audio,
Video and Professional Photography**

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Chapter 1

DISCLAIMER

The information contained in this Request for Proposal document (the “RFP”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of PHDMA, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor an invitation by the PHDMA to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their *Technical Proposals* and *Financial Proposals* pursuant to this RFP (the "Proposal").

This RFP includes statements, which reflect various assumptions and assessments arrived at by PHDMA in relation to the Assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for RFP, its employees to consider the investment objectives, financial situation and needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. PHDMA accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. PHDMA, make no representation or warranty and shall have no liability to any person, including any Bidder(s) under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Bid Stage. PHDMA also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP. PHDMA may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP. The issue of this RFP does not imply that PHDMA is bound to select a Bidder or to appoint the Selected Bidder as Agency for the Assignment and PHDMA reserves the right to reject all or any of the Bidders or Proposals without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by PHDMA or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses

will be borne by the bidder. PHDMA shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the Bidding Process.

Chapter 2

INSTRUCTIONS FOR BID SUBMISSION

a. Instructions to the Bidders

- i. Firms are hereby invited to submit their Request for Proposal (RFP) for providing their services to *Poverty & Human Development Monitoring Agency (PHDMA)*. Proposal so submitted shall form the basis for future negotiations and ultimately a contract between the selected Agency and PHDMA.
- ii. **Period of Empanelment:** The empanelment shall be for **one (1) year**, i.e. the Agency shall execute the *Scope of Work* mentioned in this document during ***one (1) year only***. Besides, on mutual consent, the empanelment can be further extended maximum up to **one (1) year**.
- iii. To obtain first-hand information on the assignment, the Agency may request to PHDMA, Bhubaneswar *over telephone / e-mail* before submitting its proposal. The expenditure incurred towards cost of preparing the proposal and negotiating the contract, including the site visits (if any), are not reimbursable as a direct cost of the assignment.
- iv. PHDMA is not bound to accept any of the proposals submitted. PHDMA may reject any and / or all the proposals without assigning any reasons thereof.

b. Consortium

Keeping in view the Scope of Work, Consortiums / Joint Ventures are NOT allowed. Proposals from Bidders applying individually as a legal entity shall be considered for evaluation. Firms applying in consortium / joint venture shall be summarily rejected. Bidders desirous of participating in this empanelment process should not have been debarred /blacklisted by any Central or State Government / Public Sector Undertaking.

c. Documents

- i. The RFP document shall be available from the date of advertisement in the newspaper up to **18th September, 2023** on the website **<https://www.odisha.gov.in>** and **<http://www.phdma.odisha.gov.in>**
- ii. Bidders are advised to submit their proposals in the appropriate formats specified in this document.
- iii. At any time before the submission of proposals, PHDMA may, for any reasons, modify the document by amendment. The amendment will be notified in the website **<http://www.phdma.odisha.gov.in>** and revised documents / clarification if any, shall also be uploaded on the website.

d. Pre-bid Queries:

To address the queries of Bidders on the Scope of this assignment and Bid document, Bidders are advised to submit their queries addressed to PHDMA, Odisha by e-mail: *phdmaodisha@gmail.com* before submission of their Bid document. Accordingly, the responses to the queries shall be communicated to the Bidders through *e-mail*. Otherwise, the Bidders may seek responses against their queries related to the Scope of this assignment and Bid document over *telephone* from PHDMA.

e. Communications:

All communications including the submission of Proposal should be addressed to:

**The Member Secretary,
Poverty & Human Development
Monitoring Agency (PHDMA),
2nd Floor, North Annex Building,
Lokaseva Bhavan, Bhubaneswar – 751001
e-mail: phdmaodisha@gmail.com
Phone: 0674-2391176**

f. Schedule of Selection Process:

PHDMA shall endeavor to adhere to the following schedule:

Sl.	Description	Date
1.	Issue of Tender Notice	28th August, 2023
3.	Last date for submission of bid	18th September, 2023
4.	Opening of Technical Proposals	27th September, 2023
6.	Opening of Financial Proposals	04th October, 2023

g. Preparation of Proposal:

- i. Bidders are requested to submit their proposals as per the attached formats only. The proposals, which are not submitted in the required format, are liable to be rejected by PHDMA.
- ii. Bidders are requested to go through the RFP document carefully before preparing and submitting their proposal.
- iii. The Bidders may be disqualified, if information sought in the RFP is not provided.
- iv. Any proposals containing vague and indefinite expressions will not be considered.

h. Submission of Proposal:

- i. The Bidders should submit their proposals in two separate packets in the following manner:
 - **Technical Proposal:** (Marked “**Technical Proposal**” at the top of the envelope)

- **Financial Proposal:** (Marked “**Financial Proposal** at the top of the envelope)
 - Both the above mentioned envelopes should be placed in an outer sealed cover marked as “**Proposal for Productions of Creative Audio, Video and Professional Photography**”.
- ii. The Bidders are advised in their own interest to ensure that complete proposal reaches the designated office at the address mentioned above on or before the due date in the document.
 - iii. Proposals should be submitted through **Speed Post/ Registered Post** only.
 - iv. Proposals submitted through Telex / Telegraphic / Fax / Email / by hand will not be considered and shall be summarily rejected.
 - v. PHDMA shall not be responsible for loss of proposal or delay in transit.
 - vi. Proposals for both the stages shall be submitted in prescribed format along with other documents and placed in sealed cover addressed to:

**The Member Secretary,
 Poverty & Human Development
 Monitoring Agency (PHDMA),
 2nd Floor, North Annex Building,
 Lokaseva Bhavan, Bhubaneswar – 751001
 e-mail: phdmaodisha@gmail.com
 Phone: 0674-2391176**

- i. **Proposal Submission Deadlines:** The Bidders shall submit the proposals as per the Time line mentioned in the Notice inviting tender.
- j. **Late Proposals:** Proposals received after due date stipulated in this document for submission mentioned in this RFP shall not be considered and shall be summarily rejected.
- k. **Proposal Validity Period:** The proposals shall be valid for acceptance by PHDMA for a period of Ninety (90) days from the Bid Due Date.
- l. **Proposal Evaluation:**
 - i. The Technical Proposals submitted on time & date stipulated in this RFP shall be opened, in presence of Bidders or their representatives.
 - ii. Prior to evaluation of proposals submitted, PHDMA will determine whether each proposal is responsive to the requirements of the RFP. PHDMA, in its sole discretion, may reject any proposal that is not responsive here under. A proposal shall be considered responsive only if:
 - Proposal prepared as per the format specified in the RFP;
 - It is received by the due date stipulated in the RFP including any extension thereof granted by PHDMA;

- It is accompanied by the Bid Processing Fee as per the provisions of this RFP;
 - It contains all the information (complete in all respects) as requested in the RFP;
 - It does not contain any condition or qualification; and
 - It is not non-responsive in terms thereof.
- iii. PHDMA reserves the right to reject any proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by PHDMA in respect of such proposals.
- iv. PHDMA will carry out the evaluation of all responsive proposals in the manner stipulated in the RFP document.
- v. Based on the evaluation of credentials submitted by bidders in the *Technical Proposal* as well as *Financial Proposals*, they shall be qualified. Such pre-qualified bidders shall be invited for presentation before the Selection Committee. The Financial Proposals shall be opened in the presence of the qualified Bidders.
- vi. PHDMA shall not entertain any query or clarification from Bidders who fail to qualify at any stage of the Selection Process.
- vii. Bidders are advised that the selection process shall be entirely at the discretion of the PHDMA. Bidders shall be deemed to have understood and agreed that PHDMA shall not be required to provide any explanation or justification in respect of any aspect of the selection process or selection.
- viii. Any information contained in the Proposal shall not, in any way, be construed as binding on PHDMA, its officers, successors or assigns, but shall be binding on the Bidder if the assignment is subsequently awarded to it.

m. Bid Processing Fee:

A sum of **Rs 5,000/- (Rupees Five Thousand)** only shall be deposited by the intending bidders in shape of Account Payee Bank Draft drawn in favour of **POVERTY & HUMAN DEVELOPMENT MONITORING AGENCY (PHDMA)** payable at **Bhubaneswar** and submitted along with the Bid. The Bid Processing Fee is **Non-Refundable** and is payable along with the **Technical Proposal**.

Chapter 3

QUALIFICATION OF AGENCY FOR BIDDING

- i. Proven track record of *two (02) years at least* in the field of Professional Photography, Creative Audio and Video Productions.
- ii. The Agency should have extensive technical skill set for creative audio production with / without music comprising words / script / speech / signature tune, film production / video

documentation and professional photography to accomplish the tasks in time and as required.

- iii. The agency should have excellent language writing and skills, and have a team comprising at least three (3) members with at least 10 years of individual experience each in audio / video script writing, professional photography and creative presentation.

Chapter 4

SCOPE OF WORK

The selected Bidder will have to provide requisite competent manpower for the services as below:

a. Audio / Radio Spots Production.

- Production of creative audio with / without music comprising words / script / speech / signature tune including script writing.
- Re-recording and Re-editing of creative audio if script is changed after production is carried out as per the approved script and artists have to be called again for recording and script editing.
- Interviews: If field interviews are specifically required, the Agency shall carry them out.
- The Agency should submit soft copies of raw audio data in WAV format with properly labelled mentioning title of spot, subject/theme, duration, language, name of the Agency and year of production.

b. Video Spots / Documentary Production.

- Production of Video Spot/Documentaries/Telefilms with / without music comprising words / script / speech / signature tune including script writing. Besides, dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic animations etc. to ensure regional look to the programme.
- Re-recording and Re-editing of creative video if script is changed after production is carried out as per the approved script and artists have to be called again for recording and script editing.
- Interviews: If field interviews are specifically required, the Agency shall carry out them.
- Endorsements: If endorsement is needed to be made by top personality (artist/singer/celebrity etc.), the Agency should have contact to meet the requirement.
- The Agency should submit soft copies of uncompressed high resolution JPEG video data with properly labelled mentioning title of spot, subject/theme, duration, language, name of the Agency and year of production.

c. Professional Photography

- Undertaking event / on-location, travel and portrait photography to capture images of a group of people, project sites and interviews etc..
- Design and making of Wood / Fibber / Metallic Photo frames with single or collage of pictures for wall hanging or display on table top etc.
- The Agency should submit soft copies of uncompressed high resolution JPEG raw format photo data with properly labelled mentioning title of spot, subject/theme, name of the Agency and year of production.

Chapter 5

ELIGIBILITY

The Agency intending to bid shall fulfil the following eligibility conditions. Failure to comply with eligibility criteria shall render the bidder ineligible. The financial proposals of ineligible bidders shall not be considered and shall be returned unopened.

Sl. No.	Criteria	Minimum Requirement
1.	Financial turnover	Annual Turnover of INR 10.00 lakhs in the last 2 years, i.e., 2021-22 and 2022-23 (<i>Audited Balance sheet, Income statements and annual turnover certificate duly signed by the Chartered Accountant should be submitted for the last two financial years preceding the Bid Submission Date</i>)
2.	Manpower	A dedicated team for Audio / Video script writing, editing, video shooting, sound and music production as well as professional photography jobs duly assisted by the Directors. The bidder should have its own manpower strength.
3.	Technical Team	A dedicated team comprising of qualified Artist Graphic and Animation design, senior Professional having language writing and editing skills reporting directly to the Head of the Agency and shall be assisted with experts and the back offices for every task as defined in the “ <i>Scope of Work</i> ” and shall be available at all times.
4.	Minimum Experience	The Bidder should have produced Audio, Video Spots, Documentaries, Telefilms and undertaken professional photography for Central / State Government and International Organizations.
5.	Others	Bidder should not have been debarred / blacklisted by any State Government or Central Government or their instrumentalities. There should not be any criminal case pending before any court of law. The Bidder shall have to furnish Self Declaration stating to this effect signed by authorized signatory of the agency with seal.

Chapter 6

TECHNICAL EVALUATION

- i. Scrutiny of eligibility criteria mentioned in **Chapter 5** for responsiveness to the RFP will be done by the Selection Committee to determine whether the documents have been properly signed, qualification criteria fulfilled, and all relevant papers submitted and whether in response to RFP is in order.
- ii. The Selection Committee can seek additional information from the applicants and presentations / demos also to be made available by the Agency before Competent Authority, if needed.
- iii. The response to the RFP not conforming to eligibility criteria mentioned in **Chapter 5** will be rejected.
- iv. The selection of Agency will be based on the evaluation of the technical and financial bids by the Selection Committee.
- v. **Technical Evaluation:** This will be done based on evaluation of the documents submitted and technical strength accessed by the Selection Committee. The Agency is expected to submit the documents as mentioned in **Chapter 7**. Each of the item type has been assigned with specific marks based on which as detailed below and accordingly the final technical score will be calculated.

Selection criteria:

Sl. No.	Selection Criteria	Max. Marks
1.	Legal status (<i>i.e., valid registration of the Organization including year of existence</i>)	20
2.	Local Presence	05
3.	Financial Capacity (<i>i.e., Annual turnover for last two years; the Bidder must submit annual turnover certificate of last two year duly certified by the Chartered Accountant</i>)	10
4.	Experience (<i>Audio, Video Spots, Documentaries, Telefilms production and professional photography made for Central / State Government and International Organizations</i>)	15
5.	Skilled Manpower for undertaking Audio and Video Spot/Documentaries/Telefilms and Professional Photography	20
6.	Technical Presentation / Sample Audio and Video Spot/ Documentaries / Telefilms and Professional Photography	10
7.	Possession of latest professional equipment that is being used for professional Photography, Audio and Video Spot/ Documentaries/ Telefilms production including Laptops/ Desktop, Lapel Microphones, Spot Lights and Software used or Photo, Audio and Video editing and rendering.	20
	TOTAL	100

The qualifying score will be **70 marks** out of **100**. Firms which qualify in the technical evaluation will be ranked based on merit and they will be short-listed for opening of financial bids.

Further, the overall selection process for empanelment will be made based on ***Quality and Cost Based Selection (QCBS)*** method. The unit cost with respect to the individual activity will be standardized by the Selection Committee by evaluating the financial bids of the technically qualified bidders keeping in view of the lowest one (L1) price among all the technical qualified bids.

Chapter 7

PREPARATION OF PROPOSALS

1. General Terms and Conditions:

- i. Brief CVs of the Key Personnel who will be engaged for this assignment shall be submitted. The key personnel, whose CVs are provided will continue to be engaged and available for this assignment. Substitution, will, however be permitted with prior written approval of PHDMA, if the Key Personnel is not available for reasons of any incapacity or due to health, subject to equally or better qualified and experienced personnel being provided to the satisfaction of PHDMA.
- ii. The Technical Proposal should provide the following information using the attached Standard Forms:
 - Standard technical proposal submission form (FORM-A).
 - General information format (FORM-B).
 - Summary of activities related to Audio, Video Spots, Documentaries, Telefilms produced and professional photography undertaken in support of Firm Experience need to be provided by the Applicant.
 - The list of Key Personnel by specialization and the tasks that would be assigned to each Key Personnel including their Curriculum Vitae (CV) need to be provided by the Applicant.
 - The formats provided shall be signed by the proposed Key Personnel or by an authorized official of the Firm. Each page of the CVs provided shall be signed.
 - The Financial proposal should be provided in prescribed format (FORM- C).

a. Instruction & Approvals:

- i. The services may be provided directly to instruction for implementation of those services may only be given by the PHDMA.
- ii. No variation in the terms or scope of the Contract shall be valid or binding unless or previously expressly agreed in writing by the PHDMA and the Agency in the form of a letter entitled "Contract Amendment No.". PHDMA takes no

responsibility for work outside the agreed contract Terms of Reference / Scope of work.

- iii. The empanelment does not guaranty that the work will be assigned to the Empanelled Agencies.
- iv. PHDMA will not responsible for any loss, damage, injury caused during the time of execution of work/assignment under this RFP. The Agency shall own the whole responsibility.
- v. A notice served through email/whatsapp to the agency will be sufficient to initiate the work/assignment under this RFP.
- vi. In exceptional cases, PHDMA, reserves the right to assign any Audio and Video Spot/ Documentaries/ Telefilms and Professional Photography work to any National/International acclaimed Agency / Awardees, who is not in this panel.
- vii. The services / activities as well as specific terms & conditions that are not covered under this RFP shall be addressed adhering to the rates / norms prescribed by Government of Odisha in I&PR Department.

b. Payment:

- i. PHDMA being satisfied that the Agency is or has been carrying out their duties obligations and responsibilities under the contract, sums duly approved shall be paid within thirty days of receipt of a valid invoice.
- ii. Payment shall be made in Indian Rupees.

2. Other Terms & Conditions:

c. Conflict of Interest:

- i. Neither the Agency, nor their personnel, shall engage in any personal business or professional activities, either during the course of or after the termination of this contract, which conflict with or could potentially conflict with the Services.
- ii. The Agency shall notify the PHDMA immediately of any such activities or circumstances which give rise to or could potentially give rise to a conflict with the Services and shall advise PHDMA how they intend to avoid such a conflict arising.
- iii. In the event of a conflict as described in Sub-clause (i) above arising during the course of this Contract, PHDMA reserves the right to terminate the contract on giving written notice to the Agency.

d. Breach of Contract:

As provided hereunder, any activity in violation of the Contract to be executed shall be termed as breach of Contract.

e. Force Majeure:

If the performance of the contract by either party is delayed, hindered or prevented or is otherwise frustrated by reason of force majeure, which shall mean war, civil commotion, fire, flood, action by any government or any event beyond the

reasonable control of the party affected, then the party so affected shall promptly notify the other party in writing specifying the nature of the force majeure and of the anticipated delay in the performance of the Contract and as from the date of that notification, the PHDMA may at its discretion either terminate the Contract forthwith or suspend the performance of the Contract for a period not exceeding six months.

f. Termination without Default:

PHDMA shall be at liberty to terminate the Agreement without assigning any reason by giving *seven (7) days written notice* to the other party.

g. Integrity, Indemnity & Limitation:

Agencies shall maintain high degree of integrity during the course of its dealings with business / contractual relationship with the PHDMA. If it is discovered at any stage that any business / contract was secured by playing fraud or misrepresentation or suppression of material facts, such contract shall be voidable at the sole option of the competent authority of the PHDMA.

For avoidance of doubts, no rights shall accrue to the Agency in relation to such Business / contract and the PHDMA or any entity thereof shall not have or incur any obligation in respect thereof. The Agency shall indemnify in respect of any loss or damage suffered by the PHDMA on account of such fraud, misrepresentation or suspension of material facts. The agency will be solely responsible for the omission and commission of the employees deployed by them.

h. Disputes Resolution:

Should the Agency and the PHDMA be unable to reach agreement on the meaning or interpretation of any of the terms set out here to or any other matters arising out of the contract, the matter in dispute shall be referred to an arbitrator to be agreed between the parties or feeling such agreement to be nominated by the Presidents of the Indian Council of Arbitrators on application of either party and the decision of the arbitrator shall be final and binding on both parties. The place of arbitration shall be **Bhubaneswar**.

i. Disclosure of the Information, Intellectual Property Rights and Officials Secret Act

Either party shall not during or after the termination of this Contract disclose to any third party any confidentially information arising from the Contract (other than in the proper performance of their duties here under or as may be required by a court or arbitration panel of competent jurisdiction) except with the prior written permission of the PHDMA.

Chapter 8
STANDARD FORMS

I. Form-A (Technical Proposal Submission Form)

[Location, Date]

To:

**The Member Secretary,
Poverty & Human Development
Monitoring Agency (PHDMA),
2nd Floor, North Annex Building,
Lokaseva Bhavan, Bhubaneswar – 751001**

**Subject: Selection of an Agency for empanelment with respect to
Productions of Creative Audio, Video and Professional
Photography**

Dear Sir,

We, the undersigned, offer to provide the services to *Poverty & Human Development Monitoring Agency (PHDMA)* for *Productions of Creative Audio, Video and Professional Photography* in accordance with your *Request for Proposal (RFP)* dated [*Insert Date*]. We are hereby submitting our Proposal, which includes Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. If negotiations are held during the period of validity of the Proposal i.e., before [*date*], we undertake to negotiate on the basis of the proposed Key Personnel. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand, you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

II. Form-B (General Information Form)

1. Name of the Agency:
2. (Attach an attested photocopy of Certificate of Registration.)
3. Legal Status of the Firm:
4. Registered Address, telephone, Telephone and email ID:
5. Contact Person, Designation and Address, Mobile No. including email ID --.....
6. Length of experience in the field of *Creative Audio and Video Productions and Professional Photography*
7. State whether the in-house expertise is available for all services.
8. Has the applicant in case of partnership firm, ever been debarred / black listed for competing in any organization at any time? If so, give details.
9. Financial Strength (as per the audited statements).
10. Has the applicant or any employee of the organization, ever been convicted?
11. Bids shall remain valid for 90 days after the date of Bid opening prescribed by the PHDMA (Yes/No)
12. Details of presence of the Agency outside the State
13. List of latest professional equipment used by the Bidder for professional Photography, Audio and Video Spot/ Documentaries/ Telefilms production including Laptops/ Desktop, Lapel Microphones, Spot Lights and Software used or Photo, Audio and Video editing and rendering. (*A separate sheet of paper may be used for the list*)
-

Signature of the Authorized

Representative

III. Form-C (Format for Submission of Financial Proposal)

Consolidated rates should be quoted for Creative Audio / Radio and Video which includes Words/ Speech, Music, Tunes etc. The rate to be quoted on pro-rata basis based on 60-second rate for Creative Audio / Radio and Video content production. Besides, for professional services, the rates should be quoted in comprehensive form i.e., the rate includes the charges of video camera, videographer/photographer, camera assistant/spot boy with other accessories/framing materials/hard copy of pictures etc. and other charges, if any. The Audio-Video contents should be produced in HD/4K/Ultra 4K quality format only.

A. Audio / Radio, Video Spots/ Documentary / Spots / Tele Films and Photography

(Rates in INR)

Sl. No.	Name of the Activity/ Services	Specification	Master Rate	Dubbing Rate	Language Version Rate	Re-Shooting Rate	Re-Editing Rate
1	Radio Jingles/Song/ Signature Tunes	Up to 30 Second					
		31 to 60 Second					
		Above 60 Second					
2	Radio Spot	Up to 30 Second					
		31 to 60 Second					
		Above 60 Second					
3	Video Spots	Up to 60 Second					
		above 60 - 120 Second					
4	Documentary / Spots / Tele films	From 2 to 5 Minute					
		Above 5 - 15 Minute					
		Above 15 - 30 Minute					
		Above 30 Minute					
5	Video Compilation in Digital format / Beta SP / DCV Pro	Up to 5 Minute					
		Up to 30 Minute					
		Up to 60 Minute					
		More than 60 Minute					
6	Professional Services for Photography, Audio and Video Media	Video Shooting (Outdoor Location - Per day)					
		Video Shooting (Up to 4 hours)					
		Video Shooting (Above 4-8 hours)					
7	Animation Films	Up to 10 Second					
		11 Second to 20 Second					

		21 Second to 30 Second					
		31 Second to 60 Second					
		Above 1 Minute Up to 2 Minute					
		Above 2 Minute Up to 5 Minute					
8	Professional Services for Photography	Photo Shooting <i>(Outdoor Location - Per day)</i>					
		Photo Shooting <i>(Up to 4 hours)</i>					
		Photo Shooting <i>(Above 4-8 hours)</i>					

B. Professional Services for Photo Framing

Sl. No.	Name of the Activity/ Services	Specification	Quoted Rate (in INR)
9	Professional Services for Photo Framing	Wood Frame <i>(per Square inches)</i>	
		Metal Frame <i>(per Square inches)</i>	
		Frame in other Material <i>(per Square inches)</i>	

Terms & Conditions

C. AUDIO / RADIO SPOTS

- 1. Definition of Consolidated Rates for Music / Signature Tune:** The consolidated rates includes charges for script, production with good voices & music/audio and required Software. The production final content includes signature tune, opening/closing/change over music, stock voices/music/songs, studio recorded interviews/expert comments, receiving questions through phone/E-mail/letters, reply of questions by anchor/experts, production of promos including Master Copy, one Broadcast Copy, one PHDMA Copy.
- 2. Re-recording charges for Music / Signature Tune:** These charges would be admissible if script is changed after production is carried out as per the approved script and artists have to be called again for recording. No charges would be admissible if changes in Spot/Tune can be made only through editing, within six months of the approval of the spot, even if spot was made as per approved script. This would include one Broadcast copy, one copy for PHDMA.
- 3. Field Interviews:** If field interviews are specifically desired by PHDMA, the producer shall carry them out with no extra cost.
- 4. Re-editing:** Re-editing of old recording is defined as deleting or re-arranging some portion.

5. **Re-recording:** Re-recording is defined as re-recording some portion of an old recording to replace some old portion, and may include charges for voices, editing, one broadcast copy, one PHDMA copy.

D. VIDEO SPOT/ DOCUMENTARIES / SPOTS / TELEFILMS / ANIMATION FILMS

6. **Explanation of Consolidated Rate for Video Spots/Telefilms/Documentaries:** The consolidated rate includes charges for Script, Detailed shot-by-shot storyboard (for Video-spots), location, travel outside Bhubaneswar, models, anchors, shooting, editing, jingle, 2-D/3D animation/ 2D & 3D Character animation/all kinds of Graphics as required by PHDMA, titling/sub-titling/text, music, voiceover, background effects, special effects,). One Master Copies (both mixed and unmixed). In addition, all video-spots would be required to be submitted in suitable digital MPEG format at broadcast quality for publishing on internet.
7. **Language Version:** The language version would include besides dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic animations etc. to ensure regional look to the programme.
8. **Endorsements:** If endorsement is made by top personality (artist/singer/celebrity etc.) free of charge, they may be paid an honorarium as per mutual consent to the producer for arranging free endorsement and meeting additional contingent expenses which would take place in such cases. Decision of PHDMA would be final and binding regarding the admissibility of such an honorarium.
9. **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in a production would be the responsibility of the producer.
10. **Labelling:** Audio-Video Content should be properly labelled mentioning title of Spot/Programme, Subject, Duration, Language, Name of PHDMA/Production Agency and Year of Production.
