



**Invitation For Quotation for hiring of an agency for developing Corporate Film on JEEViKA Project
(Journey of 15 years) UNDER LIMETED TENDRING PROCEDURE.**

To

Dear Sirs,

Sub: Invitation For Quotation for hiring of an agency for developing Corporate Film on JEEVIKA Project (Journey of 15 years)

1. You are invited to quote your rate for as per the details given below :

Brief Description of the Goods	Completion Period	Specification
Hiring of an agency for developing Corporate Film on JEEViKA Project (Journey of 15 years)	Within 45 days from the date of WO.	Terms of reference and another requirement as per attached Annexure-1

2. Government of Bihar has received a Credit from the World Bank/IDA in various currencies towards the cost of "NRLM" and intends to apply part of the proceeds of this credit to eligible payments under the contract for which this invitation for quotations is issued.

3. Important Dates and Times/Bid Document

- 3.1 Issuance of bid document : 08/08/2022.
- 3.2 Last Date & Time for Submission of Bids : 03.00 PM on 23.08.2022.
- 3.3 Opening of bids : 03.30 PM on 23.08.2022.

Note : Interested bidders may attend the opening of bids.

4. **Qualification criteria**

- a) Agency should be registered under GST. Singed Photocopy of GST certificate should be attached.
- b) Annual Minimum Average turnover should be approx **20 lakhs** in the last three FY 2018-19, 2019-20 & 2020-2021. (Photocopy of audited balance sheet & P/L account or certificate from CA firms should be attached)
- c) Bidder should have 10 Years of experience in producing films (advertising, document, corporate training, or other type of films), especially on gender empowerment, poverty eradication, and environment for different clients including public sector, government and NGO sector clients (work order with completion certificate should be attached in support of experience as above.
- d) Experienced and skilled team of key production staff – Creative Director, Animator/Computer Graphics Specialist, Scriptwriter, Sound Engineer, Voice-over and Music artistes to produce high quality films. .(Work order with completion certificate should be attached)

(Handwritten signature)

5. **Bid Price**

- a) The price should be quoted for the work as per Annexure-1.
- b) Interlineations, corrections, erasures and/or over-writings shall be valid only if initialed by the person or persons signing the bid.
- c) **Applicable GST must be clearly stated.** All duties, taxes, freight, insurance, delivery charges and other levies payable by the contractor under the contract shall be included in the quoted price.
- d) The rates quoted by the bidder shall be fixed for the duration of work/completion of work and shall not be subject to adjustment on any account.
- e) The Prices should be quoted in Indian Rupees only.
- f) Tax will be deducted at source, if applicable.

6. **Submission of Bids:**

- a) A bidder shall submit only one quotation in a sealed envelope.
- b) The bidder must mention full detail specification of the items quoted. Mere copying of the specifications mentioned by the purchaser or mentioning words like "complying"/"compliant" is not sufficient.
- c) Envelope containing bids must bear on the cover itself, name of item bidding for, name and full address with phone numbers of the bidder.

7. **Validity of Quotation**

Quotation shall remain valid for a period not less than 60 days after the deadline date specified for submission.

8. **Evaluation of Quotations**

The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which

- (a) Are properly signed; and
- (b) Conform to the terms and conditions, technical specifications and qualification criteria.

9. **Award of Contract**

The Purchaser will award the contract to the bidder whose quotation has been determined to be substantially responsive and who in the assessment / judgment and sole discretion of the BRLPS, has technical capability to execute the contract and has quoted the lowest evaluated price.

9.1 **Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject part/all quotations at any time prior to the award of contract.**

9.2 The bidder whose bid is accepted will be notified of the award of contract by the purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the purchase order

10. **Liquidated Damages:**

For Delays: The applicable rate is 0.5% per week and the maximum deduction is 5% of the contract Price. On further delays. Work order may be cancelled

11. If the bidder fails to do the job satisfactorily or is unable to complete the job, BRLPS reserves the right to cancel the work order.

12. If the lowest responsive bidder is declines to do the assignment, then award of contract will be given to second lowest responsive bidder on L-1 rate.




13. **Any other jobs not specifically mentioned but reasonably implied to be executed for satisfactory completion of the job in all the respect shall have to be carried out by the party without extra cost. The decision of BRLPS shall be final and binding in this regard.**
14. Payment shall be made within 21 days (excluding Sundays and Holidays) after satisfactory completion of work and its certification from the official of BRLPS. The service Provider may submit the bill for payment after completion of the entire assignment.

We look forward to receiving your quotations and thank you for your interest in this project.

Encl.:

Annexure-1- Terms of reference

Annexure-2 Format of Quotation


08/08/22

(Dr. Santosh)
Procurement Specialist



TERMS OF REFERENCE

The hiring of an agency for developing Corporate Film on JEEViKA Project (Journey of 15 years)

1. Background

The Government of Bihar (GoB), through the Bihar Rural Livelihoods Promotion Society (BRLPS – locally known as JEEViKA), is spearheading the implementation of the World Bank aided Bihar Rural Livelihoods Project (BRLP) i.e. Nalanda, Gaya, Muzaffarpur, Madhubani, Khagaria, Purnia as well as the Livelihoods Restoration and Enhancement component of the Bihar Kosi Flood Recovery Project (BKFRP) i.e. Saharsa, Madhepura and Supaul District. In addition, Bihar is also one of the focus states of the National Rural Livelihood Mission (NRLM) launched in 2011 and BRLPS has been notified as the State Rural Livelihood Mission (SRLM) that would anchor the implementation of NRLM in the state. Now Jeevika is working all 38 District and 534 Blocks. The Mandate is to mobilize 1.5 crore Rural HHs into 10 lakh SHGs, 65000 Village Organizations (VOs) and 1600 Cluster level federations (CLFs) by 2021-22.

The project envisages mobilizing the poorest and poor household from the SC, ST, EBC and minority communities into self help groups. The overall objective of these projects is to establish efficient and effective institutional platforms of the rural poor that enable them to increase household income through sustainable livelihood enhancements and improved access to financial and selected public services. This is being done by developing institutions of the poor like SHGs and their federations to enable them to access and negotiate better services, credit and assets from public and private sector agencies and institutions.

The project has following key components driving all its intervention for meeting objectives

- **Community Institution Development:** For developing and nurturing of Self Help Groups (SHGs)/CBOs, and strengthening of federations of self-managed groups, producer groups, commodity cooperatives and other people's organizations.
- **Community Investment Fund** for food security, livelihood and assets, social services and improving job opportunities for rural youth.
- **Technical Assistance Funds** for promoting microfinance investment and technical assistance facility and livelihood business development facilities
- **SHAN Fund** for providing support to SHG members for sanitation, health and Nutrition related needs.
- **Project Management Fund** for HR management, monitoring, evaluation and learning and implementing communication policies of the project

The project started in September 2006 and completed its pilot phase in September 2007. The main project is started on 2nd October 2007 and is being implemented in 18 blocks of six districts in first phase. The second phase of the main project has been scheduled to be launched on On 2nd Oct,



2009 expanded to 22 more blocks in the same districts and one block each in Supaul and Madhepura. Commenced operation in 11 more blocks of 3 districts in Kosi area under Bihar Kosi Flood Recovery Project in Dec, 2010. From 55 blocks of 9 Districts expanded to 167 blocks across 21 Districts on 9th Aug, 2012. JEEViKA has upscaled its intervention across 534 blocks of 38 Districts from Feb,2014. Over the last 15 years, JEEViKA has mobilized women from 1.27 Crore HHs into strong, sustainable and self-managed 10.35 Lakh Self-Help Groups (SHGs).

Now when the project is in its take off stage and its progress has significantly being noticed. At this stage the role of communication becomes very important to get the project interventions progress and processes documented for dissemination of information to other stakeholders and community. It would further help the project in its expansion and achievement of the new goals with greater impact which would create a positive environment as well as help in branding of the project along with rapport building with other stakeholders.

2. Objective of the assignment

The main objective of this assignment is to develop a corporate film of 10-15 minutes on JEEViKA (Bihar Rural Livelihoods Project) including its interventions, approach, progress, milestones with success stories and futuristic feasibility.

3. The detail of task to be completed:

The agency would have to develop a corporate film on JEEViKA project incorporating different project interventions with its principles, approach & strategy, progress with its success stories. The corporate film would be developed in Hindi with foot note captions in English.

The areas to be covered in corporate film are:

- Conceptualization of Project, its visioning and commencement
- Institution Building with its principles and approach
- Capacity building of target beneficiaries and stake holders
- Efforts and initiatives of project and its human resource
- Microfinance strategy approach with its development
- Partnership
- Social development, Anti-Alcoholism, Entitlement & Mulberry Cultivation.
- Health Nutrition and Sanitation.
- Livelihoods- Agriculture-SRI, SWI, MKSP, SLACC and Value chain.
- Livelihoods- Non-Farm- Madhubani Painting, Sikki Art, Honey, Agarbatti, Jute Intervention, DKR, RRS and Entriprise development.
- Livelihoods- Livestock- Poultry and Dairy.
- Jobs
- Resource Cell
- Monitoring evaluation and learning
- Knowledge Management & communication.
- Futuristic vision of the project and its feasibility

The corporate film should cover all these thematic areas of intervention with its initial concept, strategy and subsequent development, its approach of interventions, progress path of project including glance of success stories. Development of graphics design as required and as per data provide by the organization.

4. Process of completion of Task:

The agency would have to visit the project area/location of interventions and cases for getting the real picture/sense of project interventions and its progress along with the success stories impact of its surroundings.

The agency may take references from project documents i.e. PIP, COM, PCR Reports, Annual Report, Coffee table book and corporate brochure.



Area of coverage:

The agency would have to cover at least 10 Project districts (BRLP/BTDP District + 2 Koshi District + 2 NRLPS District)

Language

The language of the corporate film will be in Hindi and English with some input of regional languages in success stories and community feedback.

Deliverable:

Two master copies (Both mixed and unmixed) in DIGI Beta or DVC Pro Format. All Video-spots would be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

5. Selection criteria of agency

The agencies fulfilling the following requirements;

- At least 10 years of experience in producing films (advertising, documentary, corporate, training or other type of films) for different clients including public sector, government and NGO sector clients.
- Experienced and skilled team of key production staff – Creative Director, Animator/Computer Graphics Specialist, Scriptwriter, Sound Engineer, Voice-over and Music artistes to produce high quality films.
- Experience of working on development sector themes like gender empowerment, poverty eradication and environment will be an added benefit.

6. Schedule and Outputs

This assignment will be completed within 45 days.

7. Review Committee to Monitor the Agency's services

A Review Committee may be constituted by BRLP to monitor the quality of assignment/task completed. The PC-GKM will be the Chairperson of the committee. The committee may also seek comments and inputs on the agency's work if required in case of any service delay or other discrepancies.

The BRLPS may also terminate the agreement either in case of non compliance of the service declaration or on the fulfillment of the assigned objective.



JEEVIKA
An Initiative of Government of Bihar for Poverty Alleviation

**Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar**



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Format for Quotation

Annexure-2

Description of Goods : Hiring an agency for developing Corporate Film on JEEVIKA Project (Journey of 15 years).

Sl. No	Description of the goods	Specifications of the goods / offered	Quantity and Unit (a)	Price for each unit (Rs.)			Total Price (Rs.)		
				Unit rate including excise, customs duty (b)	Transportation, insurance, local incidental costs, etc (C)	GST. (d)	Quoted Unit rate [b+c+d]= (e)	(in figures) (a x e)	(in words)
1	Developing Corporate Film on JEEVIKA Project (Journey of 15 years)		As per Terms of Reference attached with Bid document Annexure-1						

Note: In case of discrepancy between unit price and Total bid price (in figures) Rs.....
Total price, the unit price shall prevail

(in words) Rs.....

We agree to complete the work in accordance with the technical specifications for a contract price quoted against each item within the period specified in the Invitation for Quotations.

Signature of Bidder.....
Name
Business Address:
.....
Place: