

Pre Bid Query and Clarification -- Hiring of agency for production of videos and coverage of events. Reference Tender Notice no- BRLPS/Proj-Comm/2215/23 Dated: 11-09-2023 (Eproc Tender ID- 42330)		
1.	Allow startup agencies to participate in bid. Bidder is empanelled with DAVP and many other reputed organizations despite being a startup.	No preference will be given to any bidder. Any bidder can participate in the bid.
2.	5.1.1 Technical Evaluation Parameters- Page 18 of Bid document.	<p>Bidder requested to reduce the Average Annual Turnover of Rs 150 lakhs.</p> <p>Turnover is cumulative for three years or separately for each year for said period.</p>
3.	<p>5.1.1 Technical Evaluation Parameters- Page 18 of Bid Document.</p> <p>Bidders should have at least 7 years of experience in film production, Social Media Management, Development of IEC materials for different clients including public sector, government, and NGO sector clients. Work Order / Contract Agreement with completion / support of completion certificate/document should be submitted.</p>	<p><u>Points of clarification:-</u> We request you to decrease the years of experience to 5 Years.</p> <p>We are working for Various Department/Organization for Govt. of Bihar and Govt. of India. Our Clientele includes Bihar State Sports Authority (Dept. of Art, Culture & Youth, Bihar), Dept. of IT, Govt of Bihar, AIIMS Patna, Dept. of Social Welfare, Bihar, Woman & Child Development Corporation, UNICEF , CII etc.</p> <p><u>Suggestion given by bidder:-</u> Bidders should have at least 5 years of experience in film production, Social Media Management, Development of IEC materials for different clients including public sector, Government, and NGO sector clients. Work Order / Contract Agreement with completion / support of completion certificate/document should be submitted.</p>
4.	<p>Section 4- Scope of Work. Point 6. Eligibility Criteria: Page 16 of Bid Document.</p> <p>The Agency must have updated valid trade license, Certification of Incorporation (if applicable), VAT registration certificate, TIN certificate.</p>	<p><u>Points of clarification:-</u> We are Service Provider Organization. There is no need for Trade License. Also after coming of GST, There is no need for VAT and TIN Certification We request you to remove the requirement of Trade License, VAT and TiIN Certificate.</p> <p><u>Suggestion given by bidder:-</u> The Agency must have valid Certification of Incorporation /Registration, GST Registration Certificate and PAN.</p>
5.	5.2 Financial Evaluation. Page 19 of Bid document.	<p>Whether the bid will be finalized on Total cost or item wise cost?</p>
6.		<p>If it is finalized item wise then how will be the coordination between Vendors for sharing photos and videos for social media and all ?</p>
7.	Section 4- Scope of work. E. Promotional Videos.	<p>Segment E in 3. Scope of work is confusing pl clarify?</p>

	Page 16 of bid document.		Refer Annexure I. Earlier Scope of Work/ToR is attached with the bidding document dated 11-09-2023 will not be considered further.
8		Promotional videos mentioned in scope of work link to whom SL. No of format of quotation at point 5 of page 16 of bid document.	It is clarified that the entire assignment has been divided in two lots. Accordingly, two price formats are being uploaded on Eproc 2.0 portal. Bidders can quote their rate for promotional video in price format for Lot-II.
9	Section 4- Scope of work. 5. Format of quotation Page 16 of bid document.	Still Ad ./ Shortstop in social media :- In this column shortstop can of different kind for example reels video, short visual based video, annivated video etc. So, query is what type of video is it animation or visual based and if visual based video required then will you provide the visual or we need to shoot?	Revised Scope of Work (ToR) is being uploaded on Eproc 2.0 portal.
10	Will all the certificates and documents including CA certificate submitted online only or have to submit hard copy also.		It is clarified that all documents will be submitted online through Eproc 2.0 portal.
11	Section 4- Scope of work. 5. Format of quotation Page 16 of bid document. And Price format	Coverage's of event min 15 days a) One day Photography b) One day Videography, what does it mean, pls describe us in details, (means we have to cover your single event for 15 days in a month or in a year.	It is clarified that bidder would be engaged for a total minimum period of 15 days (may or may not in continuous order) in a year. The engagement would be as per requirement. The number of days may be increased.
12	Section 4- Scope of work. 5. Format of quotation Page 16 of bid document.	Still ad/Short Spots be uploaded by agency to social media or only to produce material.	It is clarified that bidder have to produce the materials only.
13	If more than one agency selected what will be the process to get the work order for described items.		It is clarified that separate rate contracts will be made for Lot-I and Lot-II items. Accordingly, orders will be issued to agency in each lot as per the requirement of the project.
14	5.2 Financial Evaluation. Page 19 of Bid document.	Are you giving the work item wise or total of L-1	Kindly refer point no.5 and points no. 13 above.
15		Will this work be distributed between 2-3 persons or you are allocating this work for one party?	
16	Section 4 : Scope of Work : Page 15-16 of Bid document	What would be the location of Thematic Videos, high resolution pictures, & Jeevika Corporate Films. How many camera will be required and camera resolution for making film?	It is clarified that bidder would have to move to normally 8-10 districts of Bihar for the assignment. If required, bidder will have to move to more than 8-10 districts as per the requirement of the project.
17	Section 4 : Scope of Work	For final submission of the film, what would be the format & resolution	It is clarified that the bidder should submit the two master copies (Both mixed and unmixed) of the film in 4K Format. For resolution kindly refer to revised ToR.
18		How many cameras will be used for the Events in Patna, Thematic Videos & Jeevika Corporate Films.	It is clarified that maximum 03 Cameras and one Drone Camera may be used for Thematic videos and corporate film.
19	Section 4 Scope of Work	As per format of quotation for development of 01 corporate film of JEEViKA in Hindi and English for Size /duration is 05 minute to 07 minutes /more. Please clarify the size/duration whether it is 05 to 07 minutes or 07 to 10 minutes?	The final duration of corporate film is 10 minutes. Refer Annexure I.

20	Whether the contract is rate contract and order given time to time or lump sum contract?	It is rate contract and order would be given time to time for each assignment during the entire period of rate contract which may be extended for further 02 years on mutual consent.
21	Bidder has to quote unit price of DAVP rate or not?	Bidder may quote similar to DAVP rate or with discount on DAVP rate in Indian Rupees.
22	If other bidder whose rate is higher than L1 rate, has the option of taking the work or not?	If L-1 bidder refused to work, then L-2 bidder may be asked to work on the L-1 rate and so on.

Enclosure – Annexure I (Revised Scope of Work)

Annexure –I Revised Scope of work.

1. SoW-Scope of Work:

Preparing of branding, promotion, advertising strategy, advertising materials of various initiatives of JEEVIKA as directed by the KMC team.

A. The production of videos: The agency would develop the thematic videos and corporate film as per requirement of the themes. The agency/firm shall develop scripts/story board for the above-mentioned subject as per the content provided by JEEViKA. The agency should move at least 8-10 district of Bihar for developing each film. If required, the agency should move any district of Bihar as per project need.

➤ Produce a short Promotional video/film of at least 10 thematic videos in Hindi & English (Subtitle) and story narrating the importance and requirement of the training of Project.

➤ Develop one corporate film of JEEVIKA in Hindi (10 minutes with English subtitles).

B. Production of TV Spots: Production of television commercials/AV spots in Hindi language with scope of dubbing these materials into English languages. The agency/firm shall develop scripts/story board for the abovementioned TV spots as per the content provided by JEEVIKA.

Note :- The agency should submit the two master copies (Both mixed and unmixed of the film in 4k Format in Pen drive/ Hard Disk/ Storage device. The agency should bear the cost of Pen drive/ Hard Disk/ Storage device.)

C. Documentation High Resolution Photographs: The agency would capture the high-resolution photographs on project intervention. The images used for the designing of the publicity material shall be of 4K resolution either acquired or original. Capture and submit at 300 high resolution photographs of various project interventions from across all 38 districts to create a photo library of all locations & interventions. **The agency would submit the soft copy of the photographs in pen drive/ Storage device.**

D. Development of Content for social media: The agency would develop the content for social media. Agency also develop the content for Web Media Publicity through web banner & Video spots, designing wall paintings etc.

E. Promotional Videos: Video films should be developed in both Hindi and English language for any event as directed by JEEVIKA

➤ Teaser films (Video length 60 seconds)

➤ Scheme/sectoral Animation Films (Video length 30 second for youtube. Facebook and telegram and other social media)

➤ The agency would only produce the materials.

F. Coverage of the events: The agency shall cover the entire event (Photography & Videography). The bidder would engage minimum 15 days (May or may not in continuous in a year).

2. Format for quotation:

Lot-I			
S.No.	Description	Unit	Size/Duration
1.	Production of thematic videos in Hindi with English subtitles (Refer Point A as mentioned above)	10	5 Minute duration of each video
2.	Development of corporate film of JEEVIKA in Hindi and English. (Refer Point A as mentioned above)	01	10 minutes
3.	TV spots (Refer Point B as mentioned above)	04	60 Second

Lot-II			
S.No.	Description	Unit	Size/Duration
1.	Document high resolution photographs on project intervention. (Refer Point C as mentioned above)	300	Soft copy of the photographs in pen drive/ Storage device
2.	Designing of online content to advertising on Facebook, Instagram, Telegram, YouTube etc	05 Still Ad	A4 Size

	(Teaser etc) (Refer Point D & E as mentioned above)	05 Short Spot (Animation Spot)	30 Second
3.	Coverage of Event (Refer Point F as mentioned above) A. Photography	Min 15 Days	Full Day
	Coverage of Event (Refer Point F as mentioned above) B. Videography	Min 15 Days	Full Day

Note:-

- The agency using any image or video footage, either acquired or shot (original) shall be authentic and shall provide no objection certificate from the photographer/owner/ person, etc. captured in the image or video.
- The agency shall submit a detailed report of any promotional activity taken by them under the directions of JEEVIKA. Also, the agency shall provide all creative produced for the specific event which shall include banners, brochures, 4k images, final cut of the video, raw footages, actual permissions, contact of the concerning person, etc. in a DVD/pen drive/Hard disk separately along with the report to JEEVIKA. The agency should bear the cost of Pen drive/ Hard Disk/ Storage device.).
- The Agency should use maximum 3 Camera and one Drone Camera for developing the Thematic videos and corporate film.

3. Schedule and Outputs

Whole assignment will be completed within one year. The extension and renewal of the contract would depend on the performance of the agency and their timely deliverable of the assignments for further two years.

Work order will be issued for every assignment. The delivery timeline of each assignment would be within one month from the issuance of the work order. As per requirement, the quantity would be mentioned in each work order. As per requirement of BRLPS, Work order issued for each assignment.

4. Payment Terms

The amount to be paid after the successful Completion of each assignments and submission of bill on periodic basis (Assignment wise). The Respondent shall submit the requisite deliverables and satisfactorily perform work as specified under this tender to the CEO, BRLPS. The requisite payment will be released by CEO, BRLPS upon acceptance of the deliverables and satisfaction with work performed by the Agency.

5. Penalty

Service provider is expected to complete each assignment within one month from the issuance of the work order against each assignment. In case of unjustified delay, the CEO, BRLPS will reserve the rights to levy penalties on the service provide i.e. 0.5% penalty per week on each assignments. Overall penalty will not exceed 5 % of total cost of the whole assignments.

6. Review Committee to Monitor the Agency's services

The PC-GKM & Concerned Thematic Heads will monitor the quality of assignment/task completed. If the deliverables are not found up to the requirement, then the consultant shall modify the work and submit the same to BRLPS.

7. Confidentiality Clause:

All information contained within this document is strictly confidential and not to be divulged to any 3rd party without the prior, written consent of BRLPS. JEEVIKA will hold copyrights for all the developed content (Video/Audio/Print materials). The BRLPS may also terminate the agreement either in case of non-compliance of the service declaration or on the fulfilment of the assigned objective