

Dr.Y.S.R. HORTICULTURAL UNIVERSITY
ADMINISTRATIVE OFFICE, VENKATARAMANNAGUDEM - 534 101
WEST GODAVARI DISTRICT

Tender Document / Expression of Interest for Production of Short Film on

Dr.Y.S.R. Horticultural University

No: 11305/Short film/PRO/Dr.YSRHU/2019

Date: 16-12-2019

Dr.Y.S.R. Horticultural University intends to produce a Short film to impart information on the objectives and activities of the University to be utilized by the farming Community and also Student fraternity. In order, it is inviting Proposals from the firms/Agencies with good reputation and experience in the concerned field, in a prescribed format of EoI enclosed herewith. The filled Tender documents with all necessary copies are to be submitted to the undersigned on or before 31st December 2019.

Dr. K.GOPAL
REGISTRAR

Contd

Dr.Y.S.R.HORTICULTURAL UNIVERSITY
ADMINISTRATIVE OFFICE, VENKATARAMANNA GUDEM - 534 101
WEST GODAVARI DISTRICT

Tender Document / Expression of Interest For Production of Short Film on Dr.Y.S.R. Horticultural University

Dr.Y.S.R. Horticultural University intends to produce a Short film to impart information on its objectives and activities of the University for the farming Community and also Student fraternity. In order it is proposed to prepare a 15-20 minutes film/DVD. The **film Production Firm /Agency** may submit bids as per following guidelines:

Eligibility Criteria

1. The party shall submit detail proposal for making Short film on Dr.Y.S.R. Horticultural University.
2. The party shall provide satisfactory evidence, regarding their eligibility, capability to carry out the work.
3. The party should have prior experience of preparation of video films with any other State/Central Government agencies.
4. The party should have experience in promotional film making, documentary film making etc.
5. Should have own video cameras with cameramen and a well-trained in-house production team.
6. Audited accounts for last 3 years should be enclosed with the application form along with GST Number.
7. The firm should have been in existence for a minimum of Three years. Proof of the same to be submitted along with the technical bid.
8. The firm should have experience of making short films/ DVD of either State or National or International level. Copies of the DVD and the work order to be submitted along with Technical bid.
9. The firm should have GST Registration and have to submit the relevant copies along with the technical bid.
10. The bidder must submit a self certificate that it has not been blacklisted by any Govt. agency since its inception.

Note : The bidder must ensure that the documentary proofs to above substantiate clauses are given in their technical bid otherwise the bid shall not be considered for evaluation.

(A) Scope of Work

- a) The duration of film in HD format is to be of 15-20 minutes
- b) The film/DVD shall contain all aspects of the Dr.Y.S.R. Horticultural University i.e. Research, Education, Extension, infrastructure, locations, achievements, ongoing projects, etc... It should be a good concept around which the entire film would be based.
- c) The voice over shall be in English and Telugu languages.
- d) **Shooting must be by high end HD cameras.**
- e) The project must be completed within 30 days from the release of work order.

(B) The work/ cost include:

- a.) Concept, script, background music.
- b.) Hiring of all necessary equipment for shooting of this short film.
- c.) Hiring of Narrator / Anchor.
- d.) Will be responsible for post production
 - i). Studio hire for editing charges
 - ii). Animation charges
 - iii). Music compositions and voice over charges
 - iv). Any other charges.
- e.) Travel, boarding and lodging for the entire crew.
- f.) Any charges for Aerial shooting
- g.) Delivery in the format: 2 Digi Beta (PAL), 2 Digi Beta (NTSC) & 10 DVD.

(C) Submission of Tender Fee and EMD.

- a) The non refundable tender fees of **Rs.1000 (Rupees one Thousand only)** and **Rs.30,000/-(Rupees Thirty Thousand only)** towards EMD, must be submitted in the form of Demand Draft drawn on a scheduled commercial bank in favour of “The Comptroller, Dr. YSR Horticultural university” payable at Tadepalligudem may be placed in an envelope. The envelope should be sealed and superscripted “**Tender fee and EMD for production of Short Film for Dr. YSRHU**”. The envelope should be addressed to the Registrar, Dr.Y.S.R. Horticultural University, Administrative Office, Venkataramannagudem – 534101 West Godavari District, Andhra Pradesh and submitted at Administrative office before the due date and time specified in this document.
- b) EMD of bidders not satisfying the eligibility criteria or not selected will be returned back after tender finalization.

(D) Guidelines for Submission of Bids:

- a) Interested agencies with requisite experience, may submit required documents in two packets (Technical and Financial packets) as per given details below:

Packet-1 (Technical Bid)

The agency has to submit all required documents for the above assignments along with the technical expertise, experience, proof for similar assignment handled in the past and other relevant details along with Technical bid in the given format **Annexure-A**

The envelope of Tender fee and EMD must be submitted in this packet.

Packet-2 (Financial Bid)

The agency has to submit the financial bid for implementing the assignment as per the format enclosed as ***Annexure B***.

Both the packets should be put in an envelope sealed and super scripted as "***Proposal for Production of Short Film***" and the envelope should carry the tender number, due date for submission along with the name, address, telephone no. e-mail address of the Agency. The envelope should be submitted to the Registrar, Dr.Y.S.R.Horticultural University, Venkataramannagudem, West Godavari district, Andhra Pradesh.

E- Bid Validity

The bid must be valid for the **period of 120 days** from the date of tender opening for placing in the work order.

F- Procedure for opening the bids.

- a) Dr.Y.S.R. Horticultural University shall open the technical packets on date and time as mentioned in this document, the technical bids of only those bidders whose tender fee and EMD drafts are found to be in order will be technically evaluated. Bidder's representative can remain present during the bids opening process.
- b) Financial Bids of only technically short listed bidders will be opened on a date and time duly notified to them. One of their representatives can remain during the financial bid opening session.

G- Technical Bid evaluation

- a) The opened technical bids shall be evaluated by a Technical Evaluation Committee (TEC).
- b) To ensure bidders eligibility and technical capabilities as per the tender terms and condition, the TEC may call for additional information from the bidders and/or visit the bidder's premises. In such a case the concerned bidder has to supply the information within the time given by the TEC failing which the bid can be rejected.
- c) No representation of any kind would be entertained from the bidder.
- d) **The bidders whose tender fee, EMD are in order and fulfil the Eligibility Criteria must give a technical presentation of the production of film. All expenses for this purpose, and also for the preparation of documents and prototype short film will be borne by the bidders.**
- e) The bidder may be asked to design and develop a prototype of short film to establish their capability to the Technical Evaluation committee.
- f) Technical evaluation will be based on different aspects described as in ***Annexure C*** on the basis of technical evaluation, the agencies securing minimum **70% marks will be considered as technically qualified and the financial packets of only these agencies will be opened. Financial evaluation will carry 30 marks. The total of technical and financial evaluation will determine the outcome of the job.**

Selected bidder

The selected bidder shall perform the assignments and carry out their obligation with due diligence and efficiency, in accordance with generally accepted techniques and practice used in the industry. It shall employ appropriate advanced technology and safe and effective equipments, machineries, materials and methods. Dr.Y.S.R. Horticultural University reserves the right to inspect the performance of the bidder prior to commencement or in between the work progress. The inspection may cover all areas related to the assigned work order, especially methodology, manpower, infrastructure etc. Dr.Y.S.R. Horticultural University reserves the right to cancel the work order issued to the bidder at any time including the time after the completion of the assigned work without assigning any reason. In case the work order is cancelled than the cost incurred will be borne by the bidder and under no circumstances the bidder shall be eligible for any payment or damages from Dr.Y.S.R. Horticultural University.

Payment Term

Payment will be made only after satisfactory completion of work as determined by Dr.Y.S.R. Horticultural University.

Payment shall be subject to deduction of any amount for which the bidder is liable as per the penalty clause of this tender document, further all payments shall be made subject to deduction of the TDS (Tax deduction at Source) as per the Income Tax Act, 1961 and any other law of taxes and/or, for the time being in force.

Applicable Law

The bidders shall be governed by the law and procedures established by Govt. of Andhra Pradesh within the framework of applicable legislation and enactment made from time to time concerning such financial dealings/processing.

Tender Document

The Tender Document can be collected from the Office of the Registrar, Dr.Y.S.R. Horticultural University from 17 **December, 2019** on payment of **Rs. 1000/-** in DD drawn in favour of the Comptroller, Dr.Y.S.R. Horticultural University. It can also be downloaded from the university website <http://www.drysrhu.edu.in/>.

Last date of submission

31st December, 2019 by 2.00 PM. Tender will be opened at 3.00 PM on the same day. The Registrar, Dr.Y.S.R. Horticultural University is authorized to reject any or all offer without assigning any reason thereof.

Rejection of Tender

Tender will be automatically stood cancelled if any undue influence or canvassing for selection is made by the bidder.

**Sd/- Dr.K.GOPAL
REGISTRAR
Dr.Y.S.R. Horticultural University
Venkataramannagudem– 534101
West Godavari District, Andhra Pradesh**

Annexure-A

TENDER NOTICE FOR PRODUCTION OF SHORT FILM ON
Dr.Y.S.R.Horticultural University, Venkataramannagudem,
West Godavari Dist., Andhra Pradesh

TECHNICAL BID

Sr. No	Particulars	Amount Rs.
1	Name of the Production company	
2	Details about office of the agency Address Phone no.: E-mail ID: Website: Contact Person: Mobile no. and contact person:	
3	Profile and track record of the company	
4	Details of registered office of the company and contact person	
5	Status of the applicant (partnership firm/ Pvt. Ltd. Co. / Public Ltd. Co.)	
6	Details about directors / partners	
7	Copy of Memorandum	
8	Total Experience of the agency	
9	Turn Over in Rs. as per CA Certificate. (2018-19)	
10	Balance sheet for the last 2 years 2017-18 & 2018-19	
11	PAN no. (copy to be attached)	
12	Service Tax registration (Copy to be attached)	

Signature & Seal of the Bidder

Date:

Annexure-B

TENDER NOTICE FOR PRODUCTION OF SHORT FILM ON
Dr.Y.S.R.Horticultural University, Venkataramannagudem,
West Godavari Dist., Andhra Pradesh

FINANCIAL BID

Sr. No	Particulars	Amount Rs.
1	Master Production cost Concept, script, back ground music Crew cost Location / Studio / setting cost/travel cost Stock and processing Camera and other equipment hire Post production cost Narrator / anchor / costumes / make up etc. Any other charges as per tender.	
2	All applicable taxes	
	Total Cost	

Signature & Seal of the Bidder

Date:

Annexure-C

EVALUATION SHEET FOR PROPOSALS

NAME OF AGENCY-----

Sl.No	Evaluation Criteria	Maximum marks
1	Past Experience	15
2	Quality of past work	07
3	Production infrastructure (In house editing studio and audio posting facility)	10
4	Experienced Manpower	07
5	Experience in local region	03
6	Technical presentation (film, sound clips, model etc.)	25
7	Recipients of Award from various apex professional bodies	03
	Total	70

Signature & Seal of the
Bidder

Date: