

Request for Proposal (RFP) for 'Documentary Video Creation on Best Practices under the Swachh Bharat Mission - Urban' at the Centre of Excellence (COE), ANVESHAN, IIM Indore.

About IIM Indore

With the objective of imparting high quality management education and training, the Department of Higher Education, Ministry of Education, Government of India established Indian Institute of Management Indore as Institutions of Excellence. These Institutions are recognized as premier management institutions, comparable to the best in the world for teaching, research and interaction with industries.

Established in 1996, the Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government, and PSUs. It is promoted and nurtured by the Ministry of Education, Government of India, and is an institute of national importance under the Indian Institutes of Management Act 2017.

About ANVESHAN

The Centre of Excellence (CoE) at IIM Indore is established to provide best-in-class leadership and administrative training concerning SBM 2.0 in the area of sanitation and waste management.

It is funded by the Ministry of Housing and Urban Affairs (MoHUA) Government of India. ANVESHAN will design and implement training and development programs/refresher courses for the senior officials working at national, state, and urban local bodies and the political leadership at the city level to manage sanitation and waste management initiatives across Urban India. ANVESHAN aims to serve as a bridge between municipal corporations and local bodies on the one side and business and service organizations on the other.

Project Goals and Objectives

The ANVESHAN seeks proposals from experienced and eligible production agencies to conceptualize, shoot, edit, and produce a documentary video highlighting best practices under the Swachh Bharat Mission – Urban across. This aims to showcase innovative waste management best practices across various urban local bodies (ULBs) in India, inspiring other cities to adopt similar strategies.

This assignment aims to produce 30 video outputs (tentative) of the Swachh Bharat Mission -Urban 2.0 Program; it will be implemented in three phases, ten in each phase; with each documentary version ranging from 15 to 20 minutes (approx), the primary objective is to: -

- Highlight the identified innovative and sustainable waste management best practices and stakeholders involved in selected cities.
- Showcase the impact of these practices on the environment and community.
- Provide a roadmap for other ULBs to replicate these best practices.

The produced video will be used to creatively communicate and showcase best practices and successes of the program intervention as well as to educate field administrators and development practitioners.

The primary target audiences for the documentary production include;

1. Senior government officials
2. Political leaders such as Mayor of cities, Ward Councillors, etc
3. SBM (U) field practitioners such as SHGs, NGOs, Swachhta Champions, citizens, etc
4. Knowledge partners, education institutes, and students

Scope of Work

The below given scope of work is indicative and not exhaustive and it included other allied activities as may be deemed necessary.

1) Conceptualization:

- Develop a detailed concept and storyline for the documentary.
- Create a script and storyboard outlining the documentary's flow.

2) Pre-Production:

- Based on the reference letter from the competent authority, plan and organize the entire production process, including scheduling and logistics.
- Scout and confirm filming locations in selected cities.

3) Production:

- Capture high-quality footage in the identified locations, focusing on waste management practices and their impact.
- Conduct interviews with key stakeholders, including municipal officials, sanitation workers, SHGs, NGOs, and community members.

4) Post-Production:

- Edit the captured footage to create a cohesive narrative.
- Add voiceover/narration, graphics, and background music.
- Include subtitles and translations, if necessary.

5) Final Delivery:

- Provide the final documentary in multiple formats suitable for different platforms (e.g., broadcast, online streaming).
- Deliver promotional materials, including trailers and social media content.
- The inclusion of some external shots and stock footage may be necessary to make the videos more engaging and conversational.
- The delivery will be as per the requirement of IIM Indore.

6) Additional Production Elements:

- Development of infographics and basic animations to support the content which should be copyright compliant.
- Audio/background music content used in the documentary should be copyright-compliant.
- Keep all documentation and contracts related to music licenses and permissions for our records.
- Provide appropriate attribution for any third-party content used in your documentary, including music, sound effects, and quotes. Follow the guidelines for attribution as specified by the content creators or license agreements.

7) Technical Specification of the production:

The bidders are required to give a self declaration in support of having minimum technical capability as defined below:

- I. Camera Quality**
 - **Resolution:** Minimum 4K resolution (3840 x 2160) for high-definition footage.
 - **Frame Rate:** Minimum 24fps (frames per second) for smooth motion.
 - **Lens:** Use of prime lenses for sharpness and quality. Minimum focal length of 24mm for wide shots.
 - **Stabilization:** Use of gimbals or Steadicams for smooth handheld shots.
- II. Video Quality**
 - **Codec:** Use of high-quality codecs like ProRes or DNxHD for editing flexibility.
 - **Bitrate:** Minimum 50Mbps for high-quality video.
 - **ColorGrading:** Ensure the agency has the capability for professional color grading to achieve the desired look and feel.
- III. Audio Quality**
 - **Microphones:** Use of lavalier or shotgun microphones for clear audio capture.
 - **Audio Format:** Recording in at least 48kHz, 196-bit/sec format for high-quality audio.
 - **Sound Design:** Capability for professional sound editing and mixing.
- IV. Voice Over**
 - **Talent:** Engage professional voice-over artists with clear and articulate speech. Provide samples for us to select the preferred voice.
 - **Recording Environment:** Soundproof recording studio to ensure clean audio.
 - **Editing:** Capability for precise editing and synchronization of voice-over with visuals. Revise till final approval.
- V. Additional Specifications**
 - **Editing Software:** Use of professional editing software like Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
 - **Delivery Formats:** Ability to deliver the final documentary in multiple formats (e.g., MP4, MOV, AVI) for various platforms.
 - **Post-Production Services:** Inclusion of color correction, visual effects, and motion graphics if required.

8. Deliverables

- Detailed project plan as per our timeline
- Storyboard and script
- High-quality raw footage
- Edited documentary film with subtitles in English wherever required
- Voiceover and narration
- Graphics and animations
- Background music and sound design
- Subtitles and translations
- Promotional materials (trailers, digital flyers, etc.)

9. Number of videos to be produced

This assignment aims to produce 30 video outputs (tentative) of the Swachh Bharat Mission -Urban 2.0 Program, this number may also vary as per the requirement of the Institute.

10. Project Timeline

- i. Pre-Production Start Date: Within 7 working days of the release of LOI/ contract date by IIM Indore.
- ii. Filming Period: January – February 2025 or as may be extended by IIM Indore (within the final delivery timeline).
- iii. Post-Production Period: January - March 2025
- iv. Final Delivery: April 1, 2025
- v. The First Video should be submitted by January 15, 2025, for approval of the format, and quality.
- vi. The remaining set of 9 videos are to be delivered by February 15, 2025. The next 10 videos are to be delivered by March 1, 2025, and the remaining should be delivered by April 1, 2025.
- vii. The above timeline is indicative in nature and may be worked out mutually during the award of the contract to the successful bidder.

11. Other Points

1. The documentary/TVC shall be delivered as a HD mixed Master (Digital file format) HD unmixed Master [Clean non texted versions of the film including Supers or Names and Designations, Graphics, Maps, Titles (including opening title sequence) should be placed after the end of the program with 10 seconds slot giving details. Footages to be delivered on a hard disk/drive.
2. The service provider shall be required to edit or translate the digital videos in regional languages (if required). The cost of editing and/ OR Voice Over (in regional language) shall be borne by the buyer as per DAVP rates.
3. Overheads including travel expenses for video production purposes etc will not be reimbursed.
4. Ownership of Raw Footage: Upon completion of the entire project, all raw footage will be handed over to ANVESHAN, the Centre of Excellence (CoE) at IIM Indore, on a hard disk or pen drive. The vendor will not retain any rights to the raw footage and must transfer complete ownership to the institute.
5. The staff assigned should always be polite, well-mannered, and professional.

12. Eligibility Criteria: In order to apply for this tender, the intending bidders must fulfill the following eligibility criteria, failing which their bid will not be considered for the further evaluation process:

1. The bidder should be a firm registered and operating in India for at least 1 year, Bidders should submit certified copies of registration with tax and other statutory authorities. The period of 1 years will be reckoned as on November 01, 2024 (Self-certified scanned PDF files for Valid PAN, GST Registration, Firm establishment / Company incorporation certificate to be uploaded along with Bidders Profile).
2. Earnest Money Deposit (EMD) of ₹ 2,00,000/- (Rupee Two Lakh only), No interest will be paid on the EMD.
3. The bidder's turnover in the previous financial year (i.e. 2023-24) should be at least ₹ 50 lakhs. (Certificate issued by a Practicing Chartered Accountant with UDIN should be submitted appropriately as per the given Annexure).

4. The bidder should have successfully executed at least 1 similar assignment (documentaries videos along with the work completion certificate from the client and video links) with Central Ministries/State depts./Municipal Corporations/ reputed NGOs undertaken in the past 3 years.
5. Bidders should be neither blacklisted by any Government Dept., nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India or in any international locations.

(A duly completed self-declaration certificate for Clean Track Record to this effect is to be submitted appropriately as per the given Annexure).

Bid evaluation

For the purpose of selection of the bidder, a two bid system evaluation process will be followed. Evaluation will be done strictly on Eligibility Criteria and Techno-commercial Specification as mentioned in this tender.

The Technical Evaluation Committee constituted by the IIM Indore shall verify the particulars furnished by the bidders independently and shall examine the bids to confirm that all documents pertaining to the Eligibility Criteria and Techno-commercial Criteria have been provided, and shall ascertain the completeness of each document submitted. If any of these documents or information is missing, IIM Indore reserves the right to call upon the missing documents/ Clarification on the submitted documents from the Bidder(s) or reject the bid and will be treated as unresponsive bid and the rejected bids will not be considered for the further evaluation purpose. Only those bidders who fulfill the minimum eligibility criteria to participate in this bid will be considered for further evaluation purposes i.e., Technical Scores Evaluation.

The bidders will be evaluated based on Quality Cum Cost Based Selection (QCBS) criteria with a weightage of 70% on Technical Evaluation (TS) and a weightage of 30% on financial evaluation.

The marks for technical evaluation will be spread across the sections mentioned below, total marks of technical evaluation will be out of 100. Only those bidders who score a minimum of **70 marks** as per the below mentioned table will be considered for further evaluation of the financial bid.

Technical Scores Evaluation

Sn	Criteria	Maximum Marks
1	<p>Years of Business experience in a similar field (documentary video production) duly supported with the self attested establishment certificates/ relevant documents.</p> <ul style="list-style-type: none"> ● 1 Year to 2 Years = 2 Marks ● > 2 years to 4 years = 4 Marks ● > 4 years to 6 years = 6 Marks ● >6 years = 8 Marks 	8

2	<p>Past Experience of having similar work (documentaries videos along with the work completion certificate from the client and video links, IIM Indore reserves the right to cross check the authenticity of the certificates with the clients) with Central Ministries/State depts./Municipal Corporations/ reputed NGOs undertaken in the past 3 years.</p> <ul style="list-style-type: none"> ● 1 to 3 documentaries (*) = 2 Marks ● 4 to 6 documentaries = 4 Marks ● 7 to 9 documentaries = 6 Marks ● > =10 documentaries = 8 Marks 	8
3	<p>Number of documentaries produced in the past three years highlighting the issues related to social awareness/ impact.</p> <ul style="list-style-type: none"> ● 1 to 3 documentaries = 2 Marks ● 4 to 6 documentaries = 4 Marks ● 7 to 9 documentaries = 6 Marks ● > =10 documentaries = 8 Marks 	8
4	<p>Annual value of the single largest contract for similar type of assignments during the last three years:</p> <ul style="list-style-type: none"> ● up to 5 lakh value = 2 Marks ● > 5 lakh to 10 lakh = 4 Marks ● > 10 lakh to 15 lakh = 6 Marks ● > 15 lakh = 8 Marks 	8
5	<p>Average Financial Turnover from similar services in the last 3 years, as per the certificate issued by a Practitioner Chartered Accountant with UDIN will be considered:</p> <ul style="list-style-type: none"> ● 50 lakh to 2 Cr. = 2 Marks ● > 2 Cr. to 5 Cr. = 4 Marks ● > 5 Cr. to 8 Cr. = 6 Marks ● > 8 Cr. = 8 Marks 	8
5	<p>Evaluation of The Presentation By Bidder(S):</p> <ol style="list-style-type: none"> 1. Quality of the past work based on the submitted sample videos. 2. The presentation by the eligible bidder(s) will be evaluated by IIM Indore panel members. The bidders are expected to cover the following points during the presentation (in person at the IIM Indore campus): <ul style="list-style-type: none"> ● How well do you understand and how do you plan to meet the project goals and objectives of this tender. ● Methodology– Describe your vision and creative approach for the documentary. A flow chart would be appreciated. The description should include a detailed visual treatment. Why do you think your methodology is well suited to the objectives of the project. ● Profile of proposed resources as well as the team composition by area of expertise, years of experience, the position assigned to each resource, and their tasks along with timelines for completion. ● What innovative tool you will be using for this project. ● Define how you will meet the project timeline. 	60

	<ul style="list-style-type: none">● Demonstrate how well you are equipped with the technical capabilities in terms of devices proposed to be used.● Describe the process you will follow to adhere to the statutory compliances.● Any other point not covered above and deemed suitable by the bidder.	
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(*) Note- A minimum of 1 documentary video production is mandatory for the bidders, failing which the bidder will not be evaluated on the other eligibility criteria.

Financial Bid:

As per the bid requirement, the deliverable videos are 30 (tentative), bidders are requested to consider this number while quoting the rates. Per video cost will be determined as under:

- Total Price (quoted for 30 videos)/ Number of deliverable Videos (30)
- The payment will be processed on a per video basis.

Payments

- 1.No advance payment will be made to the service provider, and the payment schedule will be on completion of each documentary video, subject to duly accepted by the competent authority on the behalf of ANVESHAN, IIM Indore.
- 2.Any violation of contractual obligations by the Service Provider/employee shall attract penalties as mentioned against each obligation. The Service Provider confirms and agrees that penalty whenever becomes payable, the same shall be deducted by the user department from the payments due to the Service Provider.
- 3.All applicable taxes and duties including GST, shall be payable by the Service Provider and the Buyer shall not entertain any claims whatsoever with respect to the same. The price quoted by the service provider is inclusive of all taxes and duties as applicable.
- 4.Applicable tax deduction will be done by IIM Indore as per prevailing norms of Government of India.

Pre-Bid Meeting: Pre bid meeting will be held as per given details below:

Mode: online (Google meet)

Date: December 02, 2024

Time: 15:30 Hrs. onwards

Meeting link: <https://meet.google.com/dgz-jfpr-myw>

Any query pertaining to this bid may be submitted well before the pre-bid meeting date (i.e. by EOD of December 01, 2024) to the below given email id's only:

1. officerstores@iimdr.ac.in
2. anveshan-events@iimdr.ac.in

Special Terms and Conditions

1) Force Majeure: Force Majeure is herein defined as any cause, which is beyond the control of the performing party i.e. either Buyer or Service Provider as the case may be, wherein any time during the continuance of the Contract, the performance in whole or in part by either party of any obligation under this Agreement shall be prevented or delayed by any reason, such as:

Natural phenomenon, including but not limited to floods, droughts, earthquakes and epidemics, Acts of any government, including but not limited to war, declared or undeclared priorities, quarantines and embargos, Terrorist attack, public unrest in work area provided either party shall within 10 days from occurrence of such a cause, notify the other in writing of such causes. The Service Provider or Buyer shall not be liable for delay in performing his/her obligations resulting from any force majeure cause as referred to and/or defined above. Any delay beyond 30 days shall lead to termination of contract by parties and all obligations expressed quantitatively shall be calculated as on date of termination. Notwithstanding this, provisions relating to indemnity, confidentiality survive termination of the contract.

2) Arbitration: Buyer and the Service Providing Agency will make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or in connection with the contract placed through GeM. If the parties cannot resolve the Dispute then any such dispute or difference whatsoever arising between the parties to this Contract

out of or relating to the construction, meaning, scope, operation or effect of this Contract or the validity of the breach thereof shall be referred to a sole arbitrator to be appointed by mutual consent of both the parties herein. If the parties cannot agree on the appointment of the arbitrator within a period of one month from the notification by one party to the other of the existence of such dispute, then the Arbitrator

shall be appointed by the High Court under which the Jurisdiction office of the buyer falls.

The provisions of the Arbitration and Conciliation Act, 1996 will be applicable and the award made thereunder shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof. The Arbitration proceedings will be held at the jurisdiction specified above. Any legal dispute will come under the sole jurisdiction specified above.

The provisions of the Arbitration and Conciliation Act, 1996 will be applicable and the award made thereunder shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof."

3) Limitation of Liability: (a) The liability of the Service Provider (whether in contract, tort, negligence, strict liability in tort, by statute or otherwise) for any claim in any manner related to this Agreement, including the work, deliverables or Services covered by this Agreement, shall be the payment of direct damages only which shall in no event in the aggregate exceed the fees and expenses received under this work order. The liability cap given under this Clause shall not be applicable to the indemnification obligations.

(b) In no event shall either party be liable for any consequential, incidental, indirect, special or punitive damage, loss or expenses (including but not limited to business interruption, lost business, lost profits, or lost savings) even if it has been advised of their possible existence.

(c) The allocations of liability in this clause represent the agreed and bargained-for understanding of the parties and compensation for the Services reflects such allocations. Each Party has a duty to mitigate the damages and any amounts payable under an indemnity that would otherwise be recoverable from the other Party pursuant to this Agreement by taking

appropriate and commercially reasonable actions to reduce or limit the amount of such damages or amounts."

4) Intellectual Property Rights : Buyer shall remain the owner of all the content conceptualized, created, and implemented by the selected Consultant under this project. All intellectual property rights in the content whether in tangible or intangible form shall belong to Authority and the selected Consultant has no right to assign, licence, sell, or use any content conceptualized, created and implemented under this project and/or accompanying Agreement to any third party under any circumstances.

5) Indemnification: Service Provider (the ""Indemnifying Party"") undertakes to indemnify the Buyer / consignee (the ""Indemnified Party"") from and against all losses on account of bodily injury, death or damage to tangible personal property arising in favour of any person, corporation or other entity (including the Indemnified Party) attributable to the Indemnifying Party's negligence or willful default in performance or non-performance under this Agreement. If the Indemnified Party promptly notifies Indemnifying Party in writing of a third-party claim against Indemnified Party that any Service provided by the Indemnifying Party infringes a copyright, trade secret or Indian patents of any third party, Indemnifying Party will defend such claim at its expense and will pay any costs or damages that may be finally awarded against Indemnified Party. Indemnifying Party will not indemnify the Indemnified Party, however, if the claim of infringement is caused by (a) Indemnified Party's misuse or modification of the Service; (b) Indemnified Party's failure to use corrections or

enhancements made available by the Indemnifying Party; (c) Indemnified Party's use of the Service in combination with any

product or information not owned or developed by Indemnifying Party; (d) Indemnified Party's distribution, marketing or use for the benefit of third parties of the Service; or (e) information, direction, specification or materials provided by Indemnified Party or any third party contracted to it. If any Service is or likely to be held to be infringing, Indemnifying Party shall at its expense and option either (i) procure the right for Indemnified Party to continue using it, (ii) replace it with a non-infringing equivalent, (iii) modify it to make it non infringing. The foregoing remedies constitute Indemnified Party's sole and exclusive remedies and Indemnifying Party's entire liability with respect to infringement.

The Creative Agency shall at all times indemnify the buyer against all claims/damages etc. for any infringement of any Intellectual Property Rights (IPR) while providing its services under the Project.

6) Forfeiture of Performance Security:

Forfeiture of Security Deposit: Security amount in full or part may be forfeited in the following cases:

- When the terms and conditions of contract are breached/infringed.
- When a contract is being terminated due to non-performance of the Successful Bidder.

7) Termination for default:

Without limiting any other rights or remedies the Client may have against the Consultant /Service Provider arising out of or in connection with this Contract, the buyer/ Client may terminate this Contract effective immediately by giving written notice to the Service Provider /Consultant if: the service Provider breaches a material provision of this Contract where that breach is not capable of remedy; the Consultant breaches any provision of this Contract and fails to remedy the breach within 14 days after receiving notice requiring it to do so; or an event specified in any clause of the contract happens to the Service Provider. Termination of this Contract does not affect any accrued rights or remedies of a party.

8) Confidentiality

The Service Provider shall not use Confidential Information, the name or the logo of Buyer Department except for the purposes of providing the Service as specified under this contract; The Service Provider may only disclose Confidential Information in the following circumstances with the prior written consent of Buyer Department to a member of the Service Provider if she/he is aware of the confidentiality of the Confidential Information and is obliged to use it only for the performance of obligations under this contract.

The Service Provider shall do everything reasonably possible to preserve the confidentiality of the Confidential Information to the satisfaction of the Buyer Department.

The Service Provider shall notify the Buyer Department promptly if it is aware of any disclosure of the Confidential Information otherwise than as permitted by this Contract or with the authority of the Buyer Department.

Usage Restrictions: The vendor is prohibited from using the content for personal branding purposes, on social media or otherwise. The content produced under this contract is exclusively for the use of ANVESHAN, CoE, IIM Indore.

9) Definitions

- "COE at IIM Indore": A 'Centre of Excellence in Urban Sanitation and Waste Management is established at IIM Indore to carry out education, research, and capacity-building activities.
- "MoHUA": Ministry of Housing and Urban Affairs, Government of India.
- "IIM-Indore": IIM Indore as specified in the IIM Act,2017.
- "ULB": Urban local body.
- "SBM (U)": Swachh Bharat Mission – Urban.
- "SHG": Self Help Groups.
- "NGO": Non-governmental Organization.
- "Buyer": ANVESHAN, the Centre of Excellence (CoE) at IIM Indore.
- "Seller": Service provider