

COUNCIL OF SCIENTIFIC & INDUSTRIAL RESEARCH
ANUSANDHAN BHAWAN
2, RAFI MARG, NEW DELHI – 110 001

Tender No: 25-3(34)/2010-USD

Dated: 2nd July 2010

‘Expression of Interest (EOI)’ for
Empanelment of Production Agencies for Preparation of Science-
based Audio-Visual Material

CSIR is one of the largest publicly funded organizations in the world. It has a network of 37 laboratories and their field centers spread across the country. True to its spirit, CSIR has been making extensive efforts to ensure appropriate utilization of its technologies and products for the welfare of common people. CSIR has been regularly publicizing its S&T accomplishments by way of various communication channels, including the use of the power and large outreach of the audio-visual network for the benefit of the common masses.

In this regard, CSIR wants to empanel specialized production agencies for help in the preparation of audio-visual material, including video and audio programmes, documentaries/docu-dramas, and audio/video spots/ jingles.

CSIR invites **‘Expression of Interest (EOI)’** for the following jobs from reputed production agencies:

Name of Work	Estimated * Annual Budget	Period of Contract	EOI Security (EMD)
Preparation of Science-based audio-visual material, including video and audio programmes, documentaries/ docu-dramas, and audio/video spots/jingles	50 lakh	24 months	Rs. 25,000/-

* May vary as per requirement

The EOI document can be downloaded from the CSIR website: www.csir.res.in. The last date and time for submission of EOI at the above address is 02/08/2010 positively by 1500 hours. The EOI would be opened on the same day at 1530 hours. The agencies may like to send their representative to be present at the time of opening EOI. CSIR reserves the right to accept any or all tenders either in part or in full or to split the order without assigning any reasons thereof. All legal disputes arising out of the tender/job shall be subject to the jurisdiction of the court of Delhi only.

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CSIR is one of the largest publicly funded organizations in the world. It has a network of 37 laboratories and their field centers spread across the country. True to its spirit, CSIR has been making extensive efforts to ensure appropriate utilization of its technologies and products for the welfare of common people. CSIR has been regularly publicizing its S&T accomplishments by way of various communication channels, including the use of the power and large outreach of the audio-visual network to spread awareness about its S&T accomplishments for the benefit of the common masses.

In the recent past, CSIR has used the services of empanelled production houses to produce short CSIR films on various identified themes, including those on 'Herbal Therapeutics', 'Drugs for the Poor', 'Civil Aviation', 'Disaster Management', 'Creating and Saving jobs', 'Jai Jawan Jai Kisan Jai Vigyan', and 'National Drinking Water Security'. CSIR produced and telecasted a TV serial titled 'Uthan' on DD-I and it is now being dubbed for telecast on various regional channels of Doordarshan. CSIR also produced several radio programmes on 'S&T Rural India' that were broadcast on the various Vividh Bharti channels of AIR across India.

CSIR now wants to empanel afresh the specialized production agencies for help in the preparation of audio-visual material, including video and audio programmes, documentaries/docu-dramas, and audio/video spots/jingles. In this regard, it invites 'Expression of Interest (EOI)' from the production agencies meeting the following eligibility criteria:

Eligibility Criteria

1. Having at least three years experience in the preparation of audio-visual material, including video and audio programmes, documentaries/docu-dramas, and audio/video spots/jingles, as demonstrated by the important works completed by the participating agencies in each of these categories during this period.
2. A minimum of five production (audio/video) jobs (including serials) undertaken during last three years, each exceeding the value of rupees five lakh.
3. Should be willing to work for CSIR on the current DAVP rates and are also empanelled with DAVP.
4. Annual turnover of minimum of Rs. 50 lakh for production related jobs consecutively during the last three financial years i.e. 2007-2008, 2008-2009 and 2009-2010. The turnover is to be supported by financial statement of accounts (including balance sheet, profit and loss account, auditors reports, and IT returns), duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.
5. EOI security – Each participating agency must furnish an EOI security (EMD) for an amount of Rs. 25,000/- (Rupees Twenty Thousand only) by Demand Draft/Pay Order drawn in favor of Joint Secretary (Admn.) CSIR and payable at New Delhi, as specified in the Invitation for EOI. The successful agencies would have to furnish a Performance Security of Rs. 1,00,000/- after their empanelment with CSIR.

Scope of Work:

The EOI is invited from the production agencies that are willing to produce the following jobs:

Production of video films including corporate films, documentary films, ad films, animation (2D & 3D) films, training films, telefilms/serials and multimedia presentations. Each of the above films would involve complete pre-production, production and post-production services across all formats and include conceptualization, visualization, scripting, shooting, editing, voice-over and delivery in the desired format- DVD, VCD, VHS or Mpeg, and dubbed in any Indian language.

Execution of all production management activities that may be involved in the production of the above jobs, including location services such as scouting and recce, crew hiring/referrals, government and private permissions, assistance with visa clearances of cast/crew, co-ordination of travel/accommodation/catering/transport, arrangement of actors/actresses/models and support crew, and hiring of facilities for equipment as per the requirement of the script.

Production of audio programmes including jingles, spots, radio-sponsored programmes, audio albums, audio books, and arrangement for dubbing in all Indian languages.

Infrastructure Facilities Under One Umbrella:
Digital Audio Studio

Designed to digitally record, mix, and master audio production using industry standard workstation, having multi-track recording facilities on digital, analogue and compact disc formats equipped with modern digital audio workstation and related necessary accessories.

Video Studio

Equipped with digital cameras units backed by lights, filters, crane and track trolley units with provision for multi-camera and online shooting.

Editing Studio

Comprising the latest non-linear editing machines with a provision for 3D animation and special effects.

Methodology for Empanelling the Exhibition Agencies

The EOI submitted by agencies would be examined by the special committee, constituted by CSIR. The committee will shortlist the agencies on the basis of technical evaluation in terms of experience in each category of job as reflected by the documents submitted by the agencies, infrastructure in terms of own studio fully equipped to undertake all identified categories of job as reflected by the proof of ownership, competence of the technical staff as reflected in the brief CVs of the staff on payroll of the agencies, etc.

In case of a large number of applicants meeting the eligibility criteria, additional weightage would be given to the agencies having produced audio-visual software on topics related to science and technology.

The decision of the Committee in this regard would be firm and final.

Award Criteria of Jobs to Empanelled Exhibition Agencies

Mere empanelment with CSIR would not entitle the agencies the right to get the production related jobs, as all such jobs would be allocated only on competitive basis to an agency whose concept on the desired jobs would be approved by CSIR through its internal arrangement of scrutinization of concepts submitted by all empanelled agencies by a special committee constituted for this purpose, whose decision would be firm and final.

Submission, Sealing and Marking of Bids

CSIR invites EOI from reputed production agencies as per the proforma enclosed as Annexure 'A', in a single sealed envelope.

The EOI must contain the following:

1. Documents in support of having at least three years experience in the production of audio-visual material as demonstrated by the important works completed by them during this period in each of the following categories:
(i) Video programmes (ii) Audio programmes (iii) Documentaries/docudrama, and (iv) Audio/video spots/jingles
2. Details of minimum of five production jobs undertaken during last three years, each exceeding the value of rupees five lakh along with documentary evidence.
3. Evidence of empanelment with DAVP.

4. A copy of the balance sheet (including profit and loss account, auditors reports, and IT returns) for the last three financial years i.e. 2007-2008, 2008-2009 and 2009-2010, establishing the annual turnover of the agencies as specified in the eligibility criteria. Provision balance sheets be submitted for the financial year 2009-2010, duly certified by the Chartered Accountant.
5. A copy of the service tax receipts in support of annual turnover of production related jobs.
6. EOI security (EMD) for an amount of Rs. 25,000/- as specified in eligibility criteria.
7. The organizational set-up of the agency in terms of technical staff highlighting their professional competence and details of in-house infrastructure including production studio supporting claim for capability to undertake all categories of jobs specified above.
8. Details of production jobs undertaken by the agency on topics related to science and technology along with documentary evidence.

Deadline for submission of EOI:

EOI must be received at Joint Secretary (Admn.), CSIR, Anusandhan Bhavan, 2, Rafi Marg, New Delhi – 110001 by 02/08/2010 not later than 1500 hrs. The participating agencies may like to send their representative to be present at the time of opening tenders, which would be opened on the same day at 1530 hours.

Late/Incomplete EOI:

Any EOIs received after the deadline for submission of bids as prescribed or incomplete will be rejected.

Refund of EMD:

The EMD deposited by the agencies at the time of empanelment shall be refunded within one month after the completion of the empanelment exercise.

Period of Empanelment:

The empanelment of the agencies shall be initially for a period of two years. This may be extended for another one year subject to satisfactory performance of the empanelled agencies.

**EOI FOR EMPANELMENT OF PRODUCTION AGENCIES FOR PREPARATION
OF SCIENCE BASED AUDIO-VISUAL MATERIALS.**

1. Name of the Executive Producer:

2. Name of the organization:

- Office Address in full:

- Residential address of the Executive Producer:

- Telephone No.: Off: Res:

- Mobile No.:

- E-Mail address:

- Do you have branch office /offices other than indicated above in Delhi
or outside Delhi (if yes, give details)

3. Contact Address at Delhi (for those agencies with headquarters outside
Delhi):

Contact person:

Telephone No.:

Fax No.:

E-Mail:

4. Do you have your own studio?
(if yes, Video or audio or both please mention)
Address:
Telephone no.:
Fax:
E-Mail:

Is the studio (S) fully owned by your own organization or in partnership with some other organization?:

(Please attach list of shooting, recording, editing and other equipment and facilities along with documentary proof of ownership of studio and equipment)

5. Details of the Bank Draft/Pay Order (Amount, date of issue, issuing branch and bank etc):

6. Is it a registered firm/company? : Yes/No
(Copy of the certificate of registration be attached)

7. Is it empanelled with DAVP? : Yes/No
(copy of the empanelment letter be attached)

8. Details of Professional Qualification and Experience
of Executive Director, Cinematographer, Script Writer and Music Director of
the agency:
(attached extra sheet if necessary)(supporting documents be attached)

9. Experience of programme production (including video and audio
programmes, documentaries/docu-dramas, and audio/video spots/
jingles)(attached extra sheet if necessary)(supporting documents be
attached)

- Title of the programme:
 - Total number of episodes (wherever applicable):
 - Channel on which telecast:
(enclosed documentary evidence of telecast)
 - Dates/period of telecast:
 - TRP chart:
10. Experience of programme production on science & technology themes
(attached extra sheet if necessary) (supporting documents be attached)
11. Details about Five outstanding production (audio/visual) jobs (including
serials) (attach extra sheet if necessary) (supporting documents be attached)
12. Details of Income Tax Return, Service Tax and Balance sheet submitted
for last three years.
(supporting documents be attached)
13. Do you have service tax no.? : Yes/no
(if yes please mention service tax no. and the details of the service tax paid last
three years along with supporting documents)

Signature_____

Full name and designation_____

Official Seal

DECLARATION

I _____ (Executive Producer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment with CSIR.

Signature_____

Full Name_____

Date_____

Official Seal

Note:

1. Please attach sheets wherever necessary
2. All the enclosures should be properly annexured and serial numbered
3. Please ensure that application form is complete. Incomplete application form would not be considered.
4. Last date for submission of complete application in prescribed proforma along with relevant document and demand draft is 02/08/2010.

DETAILS OF ENCLOSURES

(Please tick mark ✓)

- Documents in support of having at least three years experience in the production of audio-visual material as demonstrated by the important works completed by them during this period in each of the following categories:
(i) Video programmes, (ii) Audio programmes, (iii) documentaries/ docudrama, and (iv) Audio/video spots/jingles.
- Details of minimum of five production jobs undertaken during last three years, each exceeding the value of rupees five lakh along with documentary evidence.
- Evidence of empanelment with DAVP.
- A copy of the balance sheet (including profit and loss account, auditors reports, and IT returns) for the last three financial years i.e. 2007-2008, 2008-2009 and 2009-10 establishing the annual turnover of the agencies as specified in the eligibility criteria. A copy of the service tax receipts in support of annual turnover of production related jobs. Provisional balance sheets be submitted for the financial year 2009-2010 duly certified by the Chartered Accountant.
- EOI security (EMD) for an amount of Rs. 25,000/- as specified in eligibility criteria.
- Organizational set-up of the agency in terms of technical staff highlighting their professional competence and details of in-house infrastructure including production studio supporting claim for capability to undertake all categories of jobs specified above along with documentary evidence
- Details of production jobs undertaken by the agency on topics related to science and technology along with documentary evidence.