



Building Materials & Technology Promotion Council
Ministry of Housing & Urban Poverty Alleviation
Core-5A, 1st Floor, India Habitat Centre,
Lodhi Road, New Delhi – 110003

No: BMT/CBM/Films/ET/2016

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TENDER FOR PRODUCTION OF SHORT FILMS ON EMERGING HOUSING TECHNOLOGIES

1. Introduction

Building Materials & Technology Promotion Council (BMTPC) under the aegis of the Ministry of Housing & Urban Poverty Alleviation, GoI, after detailed study and evaluation of various alternate emerging technologies, has identified and evaluated a number of new building technologies, which could be utilized in different parts of the country for mass scale housing projects.

In order to disseminate the information on emerging technologies and help in mainstreaming them for mass housing, BMTPC invites proposals from the reputed agencies / film making companies / production houses for making of films on Emerging Housing Technologies/Systems. The agencies /companies / production houses must have adequate experience of producing films on science and technologies for government & private sector etc.

Proposals are invited for undertaking the production films on following five emerging technologies:

- (i) Monolithic concrete construction technology
- (ii) EPS based panel system
- (iii) Light gauge steel structure
- (iv) Double wall EPS panel system with infill concrete
- (v) Waffle crete

The story line could contain brief information on the technology, manufacturing or fabrication process, construction process, impact/benefits of the technologies and so on.

2. Scope of Work

- I. Total number of master films : 5 (five)
- II. Duration of Each film : 5 minutes
- III. Shoot format: Shooting in HD and mastering in various formats as specified in deliverables under section 3.
- IV. Language: Master Production in English

- V. Dubbing Language : 1 (Hindi)
- VI. Total Number of Dubbing films : 5
- VII. Production of the films complete in all respects for telecast through means like television channel and youtube channel.

BMTPC will provide necessary arrangements to have discussions with Experts/Scientists/Technology Providers to facilitate/support a full-fledged script writing to the participating firms.

3. Deliverables

- (i) Master copy of each film including dubbed versions in full resolution HD format (.MOV file) in a professional Hard Disk.
- (ii) Master copy of each film including the dubbed versions in MPEG 4 format or its advanced in a professional hard disk.
- (iii) Un-mix masters of each film including the dubbed masters in HD format (.MOV file) in professional Hard Disk.
- (iv) DVD copies of each film including the dubbed versions.
- (v) Inlay card for the DVD (in .psd format).
- (vi) Copies of the final scripts in print form (both English and Hindi languages).
- (vii) Synopsis of each film (Word doc or rtf format as well as hard copy).
- (viii) Compressed file (means, low-quality, small sized files) of each film including the dubbed versions to suit for web site / mobile phone/social media upload.

4. Eligibility

Agencies / film making companies / production houses who are fulfilling the following conditions will be eligible for submission of EOI:-

- a) The firms should have an approved Empanelment with Directorate of Advertising and Visual Publicity (DAVP) / National Film Development Corporation of India (NFDC), Government of India.
- b) The registered company/firm should have minimum 05 years experience preceding the proposal due date, in the production of Science & Technology programs / series and documentary film / series production for National & International Broadcasters receiving National & International Awards for their productions / films / programs /

documentaries. Those firms made documentary films in the field of/related to Construction and Housing sectors will attract additional points in the selection process.

- c) The registered company/firm should have well trained production team.
- d) Firms / Companies should have annual financial turnover of Rs.25.00 lakhs during the last 3 years.

5. Bidding Process

Bidding process will consist of two separate biddings viz. technical bidding and financial bidding through a two cover system. Two separate covers containing technical and financial bids need to be placed in a single large envelope.

6. How to Apply

- (i) The bidder must submit its Technical Bid and Financial Bid in two separate 'sealed envelopes' (duly super-scribed "Technical Bid" and "Financial Bid" on the each envelope). Both these sealed covers should be enclosed in an outer cover and submitted to BMTPC. Formats of Part-1 to Part-6 are being given along with the application form. All covers must have the full address of the applicant. Two separate covers containing technical and financial bids need to be placed in a single large envelope. Envelopes to be marked at the top in bold letters: "Tender for Production of Short Films on Emerging Technologies".
- (ii) The bids should be submitted in the prescribed format. Bids not in the format will be rejected.
- (iii) The technical bids must be accompanied with:-
 - Empanelment letter from Directorate of Advertising and Visual Publicity (DAVP) / National Film Development Corporation of India (NFDC).
 - Registered company/Production houses should have working experience in the field of production of science and technology. Documentary proof in support of business done in the field of film/audiovisual production related to science and technology communication and/or promotional programmes done in the past/being done with departments of the central/state Government, PSU and others. Enclose copy of the work orders for last three years. (DO NOT enclose the originals).
 - Enclose company registration certificate, memorandum & articles of association and work orders as evidence.
 - Attach copy of audited annual accounts for last 3 years, showing total turnover of the company/firm.

- Registered company/production houses should have service tax, Pan Number etc. Enclose certificates and copy of last three years Income Tax returns, PAN and Service Tax numbers.
- (iv) The bidder will not vary/modify any aspect of the proposal/budget etc. during the validity period or any extension thereof.
- (v) Application should be accompanied by a EMD of Rs.25,000/- (Twenty five thousand rupees) as separate DD drawn in favor of “BMTPC” payable at New Delhi. The DD will be subsequently adjusted against performance guarantee to be submitted by the successful applicant and in the remaining cases the amount will be returned within 15 days of the finalization of the selection and award of the work.
- (vi) The duly signed bids should reach to: **Executive Director, Building Materials & Technology Promotion Council, Ministry of Housing & Urban Poverty Alleviation, Core-5A, 1st Floor, India Habitat Centre, Lodhi Road, New Delhi – 110003 on or before 3.00 PM of August 04, 2016.**

Bids received (by post or by hand) after due date and time will be summarily rejected. BMTPC will not be responsible for any postal delay. Bids will be opened on August 04, 2015 at 05.00 pm in the presence of those tenderer(s) or authorized representative who wish to be present. For any query related to submission of proposal, applicant may contact to Shri J.K.Prasad, Chief – BM, BMTPC through phone No.011-24652416 or email jkprasad56@gmail.com.

7. Evaluation Process

All the received proposals will be seen by the committee constituted by BMTPC for opening the tender. The committee will check all the documents (Application in format/Firm Registration Certificates/experience/earlier work orders/last three years IT return/Key personnel profile/EMD/PAN number/sample CD/scripts/Financial bids etc.) submitted by the proposer. The committee will prepare a list of all eligible companies/firms and will recommend their name for technical evaluation.

BMTPC has adopted a two bid selection process in evaluating the proposals. Firstly technical evaluation will be carried out as specified in evaluation procedure by committee. Based on this technical evaluation, a list of short-listed applicants will be prepared and subsequently the financial evaluation will be carried out.

The technical proposals would be evaluated in two stages. In the first stage the written technical proposal would be evaluated and scores would be assigned. Technical Proposals will be evaluated on the basis of bidder's experience in production of films and development video series, experience of key persons, proposed methodology and proposed treatment/script. The Scoring criteria to be used for evaluation will be as follows.

Technical Stage –I

Evaluation Criteria (Total Marks 70)

S. No.	Parameters	Total Marks	Evaluation Criteria	Marks
1	Firm's Experience in making films on the subject of science & technology	10	Up to 3 years of experience 04-06 years of experience 06-08 years experience Above 08 years of experience	04 06 08 10
2	Relevant Experience of the Key personnel and number of personnel in creative team	10	Less than 10 Years 10-15 Years 15 years plus experience	06 08 10
3	Sample Work submitted (in the form of CD)	20	Marks will be given on criteria like Storyline Graphics/voice over/Music Overall Impact	20
4	Sample Script	30	Treatment, approach, use of content	30
	Total Marks	70		

All the eligible companies/firms who will obtain 50 marks out of 70 will be invited for presentation in second stage of technical evaluation. If the number of the proposals short list for evaluation under stage-I are less than three, then the proposal that have received top three ranks, would be considered for the presentation. No TA/DA will be admissible to the proposers/applicants. Proposer or authorized representative will attend the presentation at their own cost.

Technical Stage-II (30 Marks)

In the second stage, all eligible firms/companies who obtain 50 marks in stage-I, would be invited for a presentation of 30 marks, before an expert committee nominated by BMTPC at a time and place decided by BMTPC.

Combined Technical Scores

The committee will prepare combined technical scores out of 100 [stage-I (70) + stage-II (30)]. After the technical evaluation BMTPC would prepare a list of qualified short-listed applicants for opening of their Financial Proposals.

Financial Evaluation

A date, time and venue will be notified to all short-listed applicants for announcing the result of evaluation and opening of Financial Proposals. The opening of Financial Proposal shall be done in presence of respective

representative of applicants who choose to remain present. BMTPC will not entertain any query or clarification from applicants who fail to qualify at any stage of selection process.

The financial proposals of all the technically qualified applicants will be opened and the work will be awarded to the applicant quoting the Least Cost (L1). If the number of the proposals qualified are less than three, then the proposal that have received top three ranks, would be considered for opening the financial bids.

8. Copyright

BMTPC shall hold proprietary rights on the use, marketing contents, and intellectual etc. of the final edited film and all shooting material.

9. Payment

Payment will be made in following stages.

- 25% of the contract value (plus taxes thereof, less deductions if any) would be released on initiation (that is submission of Security Deposit and the letter accepting the terms and conditions AND submission and acceptance of work order for production of film)
- 25% of the contract value (plus taxes thereof, less deduction if any) would be released on submission of the scripts, duly accepted by BMTPC.
- 30% on submission of the rough cuts for preview (plus taxes thereof, less deduction if any).
- 20% of the contract value (plus taxes thereof, less deductions if any) along with the Security Deposit would be released on submission of the final deliverables of the documentary.

At all the stages the statutory taxes, levies and government deductions will be made as per the rules. Release of these amounts in stages will be subject to submission of BG as specified.

10. Security Deposit

The proposer whose proposal is accepted by BMTPC shall be required to give a security deposit for satisfactory execution of the Work Order. The total amount of security deposit shall be 10% of the total Cost and shall be provided by the tenderer through an irrevocable Bank Guarantee from any Nationalized Bank in favor of the Executive Director, Building Materials & Technology Promotion Council (BMTPC), New Delhi. The Bank Guarantee shall be valid for a period of six months and shall be submitted within 15 (fifteen) days of the award of work. In case the proposer fails to execute the work as per the RFP/Work Order, the BMTPC shall have the right to wrest the

said Bank Guarantee/ and to forfeit the security deposit / earnest money deposit. No interest shall be payable by BMTPC on the Bank Guarantee / security deposit/ earnest money deposit, so held.

11. Pre Bid Meeting

Pre bid meeting will be held for clarifying issues or clearing doubts if any on July 27, 2016 at BMTPC Office at 3.00 pm.

12. Arbitration

If any dispute, difference, question or dis-agreement shall at any time, hereafter arise, between the parties hereto or the respective representatives or assigns in connection with or arising out of the contract or duties of the said parties hereunder or any matter whatsoever incidental to his contract or otherwise concerning the works of execution or failure to execute the same whether during the progress of work or stipulated/extended periods or before or after the completion or abandonment thereof, it shall be referred to the sole arbitrator appointed by Executive Director, BMTPC. It will be no objection to any, such appointment that the arbitrator so appointed is an employee of this organization or that he had to deal with the matters to which contract relates and that in the course of his duties as this Organization employees he had expressed views on all or any of the matters in dispute of difference.

13. Other Terms and Conditions

- The production should be of high quality meeting the industry standards. Competent and approved talent/voices should be used.
- Appropriate use of modern editing techniques including rendering of text/visuals, multilayering, compositing, chromo key, special effects etc. should be made to make the film visually very rich.
- The Proposal shall be valid for a period of not less than 180 days from the Proposal Due Date (the 'PDD').
- Executive Director, BMTPC reserves the right to accept or reject any or all tender(s) without assigning any reason thereof.
- All the successful proposal will have to submit final deliverables as per the work schedule issuing date of work order.

Script: 60 days from the date of issue of work order

Rough cut: 120 days from the approval of the script

Final Product: 45 days from the approval of the rough cut

- Executive Director, BMTPC has right to extend the period of job based on genuine reasons if necessary.

- Penalty will be imposed as per rule if the delivery of the final product is delayed beyond the agreed date of delivery.

Part – 1

APPLICATION FORM

S.N.	Particulars	Details
1.	Name of Proposer	
2.	Name of the firm/company	
3.	Complete Address for communication (Address with pin code, telephone numbers, fax no and emails).	
4.	(i) Phone /Mobile Number (ii) Email Id	
5.	Legal status of Organization Is it a registered firm/company? (If a partnership firm, state the: name/s and address/es of your partners. If company, state the names and addresses of Directors, photocopies of the certificate of registration should be attached)	Yes No
6.	(i) PAN Number (ii) Service tax number (iii) Average Financial Turnover of the Firm/company during last 3 years	(i) (ii) (iii)
7.	Brief Description of the Proposer's Activities	
8.	Number of years' experience in film making. (Attached work orders of earlier works with other government departments/autonomous bodies /PSU's and others)	

9.	Number of films produced in Science & Technology/ Environment/Housing/Construction and others)	
10.	Has the Agency/it's sister concern/any director ever been blacklisted/defaulted by any organization?	
12.	Enclosed DD/Bank order for Rs 25,000/- being EMD for the application	Rupees..... DD No..... dated drawn on bank.....
13.	Any other relevant information	

DECLARATION

- (i) I/We..... (authorized signatory for the proposer) 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.
- (ii) I/We permit BMTPC to inspect my studio facilities & other records to ascertain the above facts.
- (iii) I/We permit BMTPC to cross check the above facts from any other source.
- (iv) I/We or my authorized representative, if required by BMTPC would make presentation before Selection Committee at my own cost.
- (v) Here by I/We declare that I/We shall adhere to the terms and conditions mentioned in Notice inviting proposal.

Signature with stamp:.....

Full Name:.....

Date:.....

Part – 2

PROPOSER'S EXPERIENCE

1. Brief Description of the Proposer's Activities related to video production (Attach Separately) in the last five years

S. N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

2. Experience in the production of science & technology/environment/housing/construction video films, if any (Attach separately) in the last three years

S.N.	Name of Production	Year of Production	Format	Duration	Language	Organization for which produced	Copy of the work order/documentary proof placed at

3. Awards, certificates and accolades received for video production/programmes

S.N.	Programmes	Details

SIGNATURE OF THE PROPOSER WITH STAMP

Part – 3

TREATMENT, APPROACH AND SCRIPT

Instructions:-

Enclose a detailed sample script for a film on “Monolithic Concrete Construction Technology” which may include description of contents, visuals, music etc. Present the treatment and approach to be adopted for the films. Give a detailed description of how a typical film would look like. The treatment should not exceed 3 pages.

Part – 4

SAMPLE CD OF EARLIER WORK

Sample programme of earlier programme produced by the applicant

I/We enclose a sample programme produced by our firm/ agency titled in DVD format.

1. Name of the programme:

2. Year of Production:

3. Brief description of the programme (not more than 200 words):

4. Awards/accolades won by the film, if any:

5. Any other information:

SIGNATURE OF THE PROPOSER WITH STAMP

[Check the DVD being sent by you. In particular check if the DVD is played in a DVD player (and not just in computer). In case the DVD fails to play then BMTPC will reject the proposal]

Part – 5

Key personals for the projects applied for

1. Name of the Director
2. Name of the script writer(s)
3. Name of the subject expert(s)
4. Other personals in creative team:

(Please attach separate sheets in the following format for the Director/script writer/subject expert)

1. *Name of the Director/script writer/subject expert:*
2. *Address:*
3. *Telephone/Mobile Number/Email-ID:*
4. *Educational Qualifications :*
5. *No. of year of experience :*
6. *Brief Background of the Director including filimotography:*

Signature with stamp

FINANCIAL BID

(One copy in a separate sealed cover)

Form 6 (Budget quote)

We offer to undertake the project to produce five short films on Emerging Housing Technologies as per the tender document for a total cost of Rs.

_____ (Rupees.....
.....) exclusive of the service tax.*

Name of the Proposer:

Name of the Company :

Date :

Place :

Signature of the authorized signatory with stamp

** NOTE: The cost mentioned here would be considered as the final quote from the firm.*

CHECK LIST

S.N.	Items	Page No.
1.	Application form (Part -1)	
2.	Proposer Experience (Part-2)	
3.	Sample Script (Part-3)	
4.	Sample CD of earlier work (Part-4)	
5.	Details of key personals (Part-5)	
6.	Financial Bid (Part-6)	
7.	Company Registration proofs	
8.	Service Tax Number proof	
9.	Job Experience	
10.	IT return of last 3 years	
11.	EMD of Rs.25,000/-	