



Bhubaneswar Smart City Limited

Expression of Interest (EOI) for Empanelment of
Production Agency for preparation of audio-visual
creatives and allied works

No: 921/BSCCL/225/2016

Date: 26-12-2016

Bhubaneswar Smart City Limited invites **Expression of Interest (EOI)** from reputed agencies for "Empanelment of production agency for preparation of audio-visual creatives and allied works under Smart City Mission for Bhubaneswar". The empanelment is invited under two categories namely; (i) Category A - National Level Empanelment and (ii) Category B - City level Empanelment. Eligibility criteria and other details about EOI are available in the detailed document which can be downloaded from www.bmc.gov.in and www.bdabbsr.in

The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to :-

Chief Executive Officer,
Bhubaneswar Smart City Limited,
Block-1, 2nd Floor, BMC - Bhawani Mall,
Saheed Nagar, Bhubaneswar 751007, Tel: +91 674 2548408
Email: bbsr.bscl@gmail.com

on or before 21st January, 2017 up to 03:00 PM. The applicants must clearly mention on the envelope "Application for Empanelment of Production Agency under Category [A/B]* for audio-visual creatives".

The EOI would be opened on 21st January, 2017 at 03:30 PM.

* mention the category under which the application is being made

Chief Executive Officer

Memo No. 922(2)/BSCCL Dt. 26-12-2016

Copy to Secretary, BDA and Additional Commissioner, BMC with a request to upload this advertisement in your web sites.

Chief Executive Officer



Bhubaneswar Smart City Limited

Bhubaneswar, Odisha

EXPRESSION OF INTEREST (EOI)
EMPANELMENT OF PRODUCTION AGENCY
FOR PREPARATION OF AUDIO-VISUAL
CREATIVES AND ALLIED WORKS FOR
BHUBANESWAR SMART CITY LIMITED
EXPRESSION OF INTEREST (EOI)

No. *92 1/BSCL/225/2016*
Date: 26-12-2016

Chief Executive Officer

Bhubaneswar Smart City Limited
Block-1, 2nd Floor, BMC Bhawani Commercial Complex,
Saheed Nagar, Bhubaneswar 751007
Tel: +91 674 2548408
Email: bbsr.bscl@gmail.com



Bhubaneswar Smart City Limited

Expression of Interest (EOI) for Empanelment of Production Agency for preparation of audio-visual creatives and allied works

No: 921 /BSCL/225/2016

Date: 26-12-2016

EXPRESSION OF INTEREST

A. Introduction

A1. The city of Bhubaneswar envisions adopting citizen participation as a key strategy guiding the implementation of its Smart City Proposal. Effective citizen participation demands extensive and timely information dissemination to the residents of Bhubaneswar to help citizens make informed choices.

A2. Audio-Visual creatives are identified as one of the preferred mediums for information dissemination in urban management and development. However, the quality of the audio-visual creatives is a key factor in ensuring that the message is effectively communicated to the citizens and stakeholders with simple yet clear representation and content.

A3. It is an endeavour of Bhubaneswar Smart City Limited (BSCL) to empanel a resource pool of production agencies having experience and capability of producing excellent quality of audio visual content. BSCL intends to produce several audio-visual media contents for many of its projects comprising of sustainable urban development, technology based smart solutions development, real estate redevelopment, social equity and other civil and social infrastructure development for all Bhubaneswar City government agencies and other governmental entities in the State of Odisha.

A4. The target audience will be Bhubaneswar citizens, private investors, governmental agencies and other stakeholders associated with urban development. The Successful bidder will be provided the details about the Smart City Proposal and associated projects to help prepare the audio-video creatives.

A5. The agencies will have to submit a final script along with a concept note, background music and prepare the video and manage the entire production across the locations proposed by BSCL. The videos should have an important element of background sound supporting the visuals, hence the filmmakers need to have an expertise on both Audio and Visual aspects including voice-over. The videos will require shooting in different locations as proposed by BSCL and it is the responsibility of the agency to successfully manage the shoot from preproduction to post in these areas.

A6. The videos produced will be a maximum of 3 minutes in duration. Examples of videos demonstrating the quality desired by BSCL include:

- <https://www.youtube.com/watch?v=VeCnP7JjBs>
- <https://www.youtube.com/watch?v=IDWNqcPeZ74>
- <https://www.youtube.com/watch?v=FoEPIE8Pg7I>
- <https://www.youtube.com/watch?v=zxXhhTWfNEU>
- https://www.youtube.com/watch?v=5n0wX3_QLrc
- <https://www.youtube.com/watch?v=Y4UHnJRZNqE>

B. Expression of Interest

B1. Bhubaneswar Smart City Limited (BSCL) invites expression of interest for empanelment from reputed agencies for production of audio-visual creatives and allied works under smart city mission for Bhubaneswar. Agencies with proven track record of having delivered services to large business houses on major national/international projects in audio-visual content creation are invited to participate in this empanelment process.

B2. The empanelment is invited under two categories having different scope and magnitude of work. The categories of empanelment are: -

- (i) Category A – National Level Empanelment: The services will be sought for audio visual creatives required for citizen communication at national and state level.
- (ii) Category B – City Level Empanelment: The services will be sought for audio visual creatives required for citizen communication at city level.

B3. The empanelment shall remain valid for two years from the date of signing of the agreement. BSCL may decide to extend the empanelment for another two years on the basis of performance of the agency/ies.

B4. Pre-bid meeting will be held on 9th January, 03:00 PM at the address mentioned in B5.

B5. The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to the

Chief Executive Officer,
Bhubaneswar Smart City Limited,
Block-1, 2nd Floor, BMC Bhawani Commercial Complex,
Saheed Nagar, Bhubaneswar 751007,

on or before 21st January, 2017 up to 03:00 PM. The applicants must clearly mention on the envelope "Application for Empanelment of Production Agency for audio-visual creatives". The EOI would be opened on 21st January, 2017 at 03:30 PM.

B6. BSCL reserves the right to reject any or all the EoI's without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

C. Eligibility Criteria for Agencies

C1. The minimum eligibility criteria prescribed for Production Agency is as provided below: -

- i. For Category A (National Level Empanelment): The agency must have an average annual turnover of minimum Rs.5 Crore from production of corporate videos related jobs during the last three financial years. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.
- ii. For Category B (City level): The agency must have an average annual turnover of minimum Rs.25 lakhs from production of video spots, shorter versions of videos and related jobs during the last three financial years and should have registered office at Bhubaneswar. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.

- iii. The Agency should have a minimum of three years' experience of producing creative, media planning and video (film/ documentary/ TVC) content. A minimum of three work orders (or any other supporting document) for each of the three years which the applicant might have executed must be enclosed.
- iv. CD of Show reel of work undertaken in the last 3 years should be submitted.
- v. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in at least English, Hindi and Odia.
- vi. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.
- vii. Earnest Money: A DD of Rs. 25,000/- (Rupees Twenty Five Thousand Only) drawn in the name of "Bhubaneswar Smart City Limited" must be enclosed with the application. Application without the earnest money will be summarily rejected. Earnest Money of unsuccessful applicants will be returned after the empanelment of agencies.

C2. Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing. Self-attested documents against each parameter must be submitted by the applicant. All documents must be properly indexed and referenced for the convenience of evaluation. BSCL reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them.

D. List of documents to be submitted with application

In addition to the documents mentioned in Section C (Eligibility Criteria) of the EOI document, applicants should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.

1. Profile of the Agency.
2. Proof of ownership or tie ups of production facilities.
3. Organisation setup in terms of technical staff indicating their qualifications and competencies.
4. Sample creatives of various kinds.
5. Self-Certificate stating that the agency has not been blacklisted in the past.
6. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by the State Government of Odisha and EMD or performance security deposit or both of such agencies shall be forfeited.

E. Method of Selection

E1. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.

E2. Agencies fulfilling the eligibility criteria shall be requested to make a presentation on some of their recent creative, media planning and video (film/ documentary/ TVC) content and other aspects as may be required.

E3. The final shortlisting and empanelment will be based on overall evaluation which shall be based on the following:

- i. Its creative capability supported by recent credentials.
- ii. The agency's understanding of the Bhubaneswar city for content creation.
- iii. Quality of personnel, in terms of experience, exposure to different products, length of service in industry.

iv. Availability of infrastructure facilities etc.

E4. Directorate of Advertising and Visual Publicity (DAVP)/National Film Development Corporation of India (NDFC) empanelled agencies will be given preference.

F. Scope of Work

The scope of work for the assignment shall include one or more of but not limited to, the following:

1. Designing and Production of quality creative, media planning and video (film/ documentary/ TVC/SRP) content on various themes as per the need of the Bhubaneswar Smart City Limited.
2. Story boarding and script writing based on the content in the Smart City Proposal and client's briefing.
3. Video post-production services should include non-linear editing and post production finishing / 2D and 3D images compositing as outlined below:
 - a. Editing Services: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) SD video, high definition (SDI-HD) video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional, commercial and industrial post production services.
 - b. Composition Services: including color correction, transitions, chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics. The vendor shall have the ability to provide video image processing with the following operational requirements: 2D & 3D compositing, Keyframe animation, Motion Graphic Creation, Painting & Re-texturing, Input and output files in SD and HD resolutions.
4. Custom made renderings and animations with actual high resolution videos shoots including aerial photography via drone camera to demonstrate complete details and layout of the finalized area options
5. The entire urban visualization and simulation has to be completed with computer animation renderings (preferably with GIS enabled software) with excellent broadcast quality and international standards with a simulation time of 5-10 minutes.
6. Produce three- dimensional animations of projects conceived in the Bhubaneswar's Smart City proposal including details of walk-through or fly – through of an area that includes pedestrian and vehicular movement, mixed/overlapped with the actual high resolution photography/videos. The animation shall be of international standards. Example of desired animation quality include: <https://www.youtube.com/watch?v=neEMDnhXqVg>
7. The final submission shall be in the form of a documentary/ animated movie / virtual tour with VFX effects and voice over in Odia and English languages.
8. Obtain prior approval for the script of the entire production from BSCL and other city agencies.
9. Deliver animations in DVD/CD-ROM/BETA/VHS and other streaming formats which can be further uploaded on all the social media formats.
10. All the raw data, 3D visualization models and graphics with the final output shall be the ownership of BSCL and the same has to be submitted along with the final submission.
11. Any other audio-visual content conceived by BSCL and other city agencies.

G. Award of Work

The agencies selected will be empanelled in two categories – National Level empanelment and City Level empanelment as detailed under B2 above.

As and when required, the BSCL will ask for price bid from the empanelled agencies within respective categories. The terms and conditions of submission of price shall be provided along with Invitation to Bid. The work shall be awarded based on the price bids received in accordance with the terms and conditions mentioned in the Invitation to Bid.

H. Terms of Contract

H1. Payment against work shall be made at the rate of –

- (a) 10% after submission of conceptual framework on the Audio Visual Content
- (b) 60% on submission rough cut and
- (c) balance 30% on final approval.

H2. Payment will be by way of cheque or ECS within 30 days from the date of submission of Bills of accepted works as per milestones above.

H3. Performance Security Deposit: - The shortlisted agencies will be required to deposit Rs. 50,000/- (Rupees Fifty Thousand Only) in the form of a Demand Draft as performance security deposit with BSCL which will be refunded within one month after completion of the contract. The amount deposited against Earnest Money Deposit will be either adjusted or returned to the shortlisted agency/ies, as desired, after finalization of the empanelment procedure. In cases where the amount of contract awarded or cumulative value of contract by BSCL to an agency exceeds Rs. 5,00,000/-, then such agency shall be required to furnish additional performance security at the rate of 10% of the contract value exceeding Rs. 5,00,000/-. Such additional deposits will be refunded after successful completion of respective contracts. In all cases the agency shall maintain a Performance Security Deposit of Rs. 50,000/- with BSCL during the concurrency of agreement.

H4. The ownership of the approved creatives will vest with the Bhubaneswar Smart City Limited and the agency will have no proprietary or other intellectual rights in respect of the same.

H5. Conditional bids will be rejected outright.

H6. BSCL reserves the right to reject offer received from any agency without any intimation to the bidder.

H7. BSCL reserves the right to reject or accept any design or creative produced by the agency.

H8. BSCL has the right to cancel / postpone the tender without assigning any reason.

H9. The selected agency shall execute an agreement with the BSCL on stamp paper of Rs. 100/- as per procedure.

H10. BSCL reserves its right to place an order for full or part quantities under any items of work under scope.

H11. The period of validity of tender is 180 days from the last date of submission of application.

H12. Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted. If an agency

fails to complete the work in stipulated time frame then BSCL will have full right to get the job completed from another agency without any further obligation to the agency.

H13. The agency shall maintain strict confidentiality. BSCL may also assign creative work of its subordinate/ attached offices/ autonomous organization on approved rates. The agency has to undertake the same without any reservations.

H14. Force Majeure - Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify to the other party about its inability to fulfil its contractual obligation resulting from such Force Majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.

H15. Arbitration: In case of any disputes and on written request of the agency, an arbitrator shall be nominated by Chief Executive Officer (Bhubaneswar Smart City Limited) whose decision shall be final and binding on both parties.

H16. Jurisdiction: The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.

H17. BSCL reserves right to terminate the contract of any agency / agencies without assigning any reason. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which they will be required to carry out the work awarded to them. Failure to do so would be result in forfeiture of security deposit.

H18. BSCL will have the right to assess the performance of the Agency and may decide to continue or terminate the contract as per assessment made.

H19. BSCL may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.



Chief Executive Officer
Bhubaneswar Smart City Limited
Bhubaneswar, Odisha

Appendix I – APPLICATION FORMAT FOR SELECTION OF ADVERTISING AGENCY

Category under which application is made: -		[A – National Level / B – State Level]
1.	Name of the Agency / Firm	
2.	Address	
3.	Name of the Proprietor / Partners / Directors	
4.	Date of Establishment	
5.	No. of years in audio visual production business	
6.	No. of branches/offices (if any) & their addresses	
7.	Infrastructure: ()	
	a) Creative Artists (Number)	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
	d) Other (Number)	
9.	Details of key personnel if assigned who will work on the 'PREPARATION OF AUDIO-VISUAL CREATIVES AND ALLIED WORKS UNDER SMART CITY MISSION FOR BHUBANESWAR' with age, qualification, experience (in years), notable skills and achievements	

Appendix II – FINANCIAL CAPABILITY OF THE APPLICANT

Sl.NO.	Financial Year	Annual Turnover (In Rs. Cr.)
1	FY 2013 – 14	
2	FY 2014 – 15	
3	FY 2015 - 16	

Enclose certificate issued by Chartered Accountant stating the details of annual turnover during the above three financial years along with audited financial statements.

Appendix III - LIST OF MAJOR CLIENTS SERVICED

Sl. No.	Name of the Client	Type (Government / Corporate)	Billing for 2013-14	Billing for 2014-15	Billing for 2015-16

Appendix IV - LIST OF ENCLOSURES:

[Mention list and details of all enclosures being submitted with the EOI submission]

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date: