

BID DOCUMENT FOR VIDEO PRODUCTION

1-Muzaffarnagar Development Authority (MDA), Muzaffarnagar invites online E-tender from eligible and qualified bidders for the production of a comprehensive introductory video, as per the scope of work given in this bid document.

2-The storyline for the said introductory video production could contain an overall coverage about the Pauranik history of the spiritual place **SHUKRATIRTH aka SHUKRATAL**. It should contain various aspects of the place including local spiritual gatherings as well as the history of how that place has evolved during the course of time. The purpose of the video is to provide extensive publicity of this spiritual place.

3-The information about the tender can be obtained from MDA website-mdamuzaffarnagar.com, free of cost.

4-Prospective bidders interested to participate in the bidding process are requested to submit their competitive bids along with a refundable **Earnest Money Deposit (EMD) of Rs. 60,000.00**. Bidding Company will be eligible to participate in the bidding process only on the submission of EMD. The bids submitted without EMD shall not be considered for the bidding. A **tender fees of Rs. 2360.00 (with GST)** should be submitted through RTGS mode in MDA office.

5-It may be noted that MDA will not pay any amount/ expenses/ charges/ fees/ travelling expenses/ lodging expenses/ conveyance expenses/ out of pocket expenses, regardless of the conduct or outcome of the tendering process.

6-All offers should be in prescribed format written in English or Hindi language only. All correspondence should be made only with the tender inviting authority. The invitation to participation for this tender is OPEN to all eligible bidders, who meet the eligibility criteria as specified in the tender document.

7-Eligibility Conditions- The submitted tenders will be scrutinized to determine whether they are complete in all respects and meet the essential and important requirements, conditions etc, as prescribed in the tender document. The tender which do not meet the following basic requirements, will be treated as non-responsive and it will be summarily rejected.

- a) All the relevant documents should be signed by the authorised representative of the firm, where ever necessary.

- b) Tender should be complete with regard to accepting all the terms and conditions of the tender.
- c) All the requisite supporting documents for the proof of claim should be submitted as per tender document.

Under the following circumstances, the bidder will be summarily rejected-

- d) The tender validity is shorter than required period.
- e) Required EMD (amount, mode validity etc.) have not been provided as per details, before the technical bid opening due date.
- f) 100% subsidiary firm of foreign company in India bid through another Indian Agent.
- g) The bid offered in not meeting the tender enquiry specification/ scope of work, terms and conditions and specifying any extra conditional terms in the bid.
- h) Bidder has not agreed to the condition(s), especially the terms of payments, etc.
- i) Poor/ unsatisfactory past performance of the bidder/ firm.
- j) Bidders who stand de-registered/ banned/ blacklisted by any government authority.

8- Qualification criteria-

- a) The bidder's firm should be a registered company. Partnerships or ventures & consortiums are not allowed to participate in the bid.
- b) The bidder must have completed at least 2 years of operation in the field of the video production such as development of corporate video/ short film/ documentary film.
- c) Net worth for the last financial year (2023-24) should be positive and turnover should be minimum Rs. 25 Lakhs for any one of the financial Years 2022-23, 2023-24.
- d) The bidder should have an established setup and product development centre/ branch in India.
- e) The bidder should have successfully executed at least three projects of similar nature (development of corporate video/ short film/ documentary film) in the past 5 years.
- f) The firm should have Service Tax, PAN/ TIN registration and should be income tax assessed.

The bidders should provide the copies of the relevant supporting documents as proof, for fulfilling the above conditions. The bid methodology adopted for this work shall be single stage two cover system i.e. for the bids received, technical evaluation will be done followed by financial evaluation. Shortlisting of the eligible bidders will be based on technical bid evaluation by a technical evaluation committee.

9- Documents required for qualification criteria-

The documents required for the qualification criteria are listed below. The bidders are advised to examine the various conditions and submit necessary documents accordingly. In case of non-submission of any of the desired information, bidders may not be qualified for which MDA reserves its rights to reject the bid.

- a) Earnest Money Deposit (EMD) of Rs. 60,000.00 should be submitted in the form of Demand Draft, drawn in favour of Vice Chairman, Muzaffarnagar Development Authority, or through RTGS mode. Scanned copy of the payment details should be attached with the bid and original EMD instrument should be submitted offline in MDA office. The EMD shall bear no interest.

Bank details of MDA office for RTGS-

A/C No- 2514000100237595

RTGS/ NEFT IFS Code- PUNB0251400

- b) Scanned copy of registration certificate.
- c) Scanned copy of balance sheet for the last two FY i.e. 2022-23 & 2023-24.
- d) Contact details (Name of the person, postal address, contact numbers and email ID) of the firm's office should be provided on bidder's letter head.
- e) Copy of experience certificate for the work completed in past two years.
- f) Service Tax/ GST, PAN, TIN registration and copies of such registration.
- g) Tender fees submission proof.
- h) Any other relevant document/ certificate which are required to be submitted by the firm in line with the tender requirement.

10- The financial bids of the technically qualified bidders will be opened and successful bidder will be the firm which quotes minimum rate for the said work.

11- During the course of evaluation process, the contracting authority, shall at its discretion, ask the bidder for clarifications or confirmation on various aspects with reference to shortcomings or deficiencies so noted in their bids.

12-Any dispute relating to the said work between MDA and bidder shall be subjected to the jurisdiction of Vice Chairman, Muzaffarnagar Development Authority.

13-No post bid clarification or alteration or modification on the initiative of the bidder will be entertained. That's why it is important for all the bidders that they take into account any corrigendum published on the tender document before submitting their bids.

14-If the bidders do not agree with the terms and conditions of tender, their offer will be summarily rejected.

15-The said work i.e. production of a comprehensive and state of art video should be delivered within the time span of 15 days from the date of work order.

16-Length of the said introductory video should not be more than 10 minutes. File format of the said video should be .mov/ .mkv type or as discussed with MDA office.

17-For any query related to this bid, MDA office can be approached on official email id-**mdamzn@yahoo.co.in**

SCOPE OF WORK

1-PRICE-

The price and rates quoted/ indicated shall include cost of conceptualization, copyright if any, shooting (including camera, lighting & music arrangements, sound, etc), editing, final recording, supply of source files in appropriate format and supply of final digital video in a suitable storage device. GST and other taxes/levies to imposed on the rate shall be included in the final rate and in the event of any changes in the statutory taxes and duties, the rates applicable at the time of payment shall be made by the competent authority of the MDA, against submission of supporting documentary evidence.

2-The contractor shall submit duplicate copy of contract orderly signed and stamped as a token of acceptance of the order and the **security deposit of 10% of the total amount of the workout order** as a **refundable security deposit** after subtracting the EMD already deposited in MDA office. A **tender fees of Rs. 2360.00 (with GST)** should be submitted through RTGS mode in MDA office.

3-Time is the essence of the tender. The time frame for the present work shall be 15 (fifteen) days from the date of award of contract/work order. These fifteen days include the following stages of completion of work-

- a) Preparation of the story boarding and script, based on the technical conceptual guidelines provided by MDA.
- b) Arrangements of shooting which includes camera, light, musical arrangement, sound, etc.
- c) Editing made in a digital non-linear setup with graphics and animation, VFX etc. in addition to suitable music and narration.
- d) Video and logo launch management, platform management and dissemination support for minimum 6 months with dedicated team of technological assistants.
- e) Artistic & Administrative Assistance, Pre-production and Post production on site and off site and platform management for minimum two year with dedicated team of minimum 2 members.

4- Penalty Clause-

The contractor shall strictly observe the time allowed for carrying out the job as specified. In case of non-compliance of the time period for the said work, an amount of equal to 2% of the total order value will be charged/ deducted for every week that the delivery may remain incomplete. MDA shall have the rights to either impose penalty clause or cancel the order/ contract forfeiting the EMD. The decision of VC, MDA in this regard shall be final and binding on the contractor.

5- Technical specifications-

Production of the video in digital format of maximum 05 minutes duration. Resolution of the video should be in the formats as discussed with MDA office.

The agencies/ bidders may quote production charges including all charges for the following-

- a) Pre-production, shooting and editing, post-production, recording music and professional voice over.
- b) The bidder's production team will be totally responsible for required infrastructure to shoot the video, besides processing, hiring of cameras and lights, other equipment, studio hiring, make-up, location/site selection and procuring all the necessary permission for shoot, catering, transportation etc. in case of outdoor shooting. The location details of outdoor

shooting will be provided to the contractor/ successful bidder by MDA, well in advance and the indoor shooting will be at bidder's office, for which MDA will not be liable to pay any of the charges/fees.

c) Agency/ bidder will be responsible for hiring the crew including cameraman, other technical and production team-helper, lighting crew etc.

d) Agency/ bidder will be responsible to meet the post-production charges such as: - studio hire for editing charges, motion graphics animation charges, CGI-VFX charges, music composition and voiceover charges and any other related charges/ fees.

e) No charges will be borne by MDA for travel, boarding and lodging for the entire production team and technique crew during the work at any location.

f) Raw stock of the footage is the property of MDA and the same is required to be handed over to MDA in the video delivery format.

g) Necessary permissions for shooting, wherever required will be provided by MDA.

h) Story boarding and Script-

The contractor shall prepare the video, based on the concept to be discussed with MDA such as- Concept creation, visual storyboard and artwork, voiceover, location shoot direction including interviews (if required), DOP, camera equipment, lighting motion graphics and VFX, film editing, buying of royalty, free stock footage, images if any. If there is any modification required in the script, the contractor can suggest MDA and if found suitable, modification can be adopted.

6- Payment Terms-

No advance payment shall be made by MDA under any circumstances. Payment shall be released after satisfactory completion and acceptance of the entire job. The payment will be made within 30 days from the date of receipt of tax invoice duly supported by challan and satisfactory inspection/ work completion.

7- Copyright-

The developed video will be the sole property of MDA. The contractor under no circumstances will sell, lease, use, lend or donate the video wholly or partly, to any other client. The successful bidder shall not assign, in whole or in part, its obligations to perform under the contract, except with MDA's prior written consent.

8- In case, the contractor refuses to accept the offer after finalization or does not comply with the rules within 7 days from the date of placement of the order, as per the finalized and accepted terms and conditions. The order shall be cancelled forthwith without any further reference and the EMD will be forfeited.

9-**Successful Bidder's Integrity**- The successful bidder is responsible for and obliged to conduct all contracted activities in accordance with the contract using state-of-art methods and economic principles and exercising all means available to achieve the performance specified in the contract.

10-The successful bidder will treat all data and information obtained in the execution of the project in strict confidence and will not reveal such information about the project and MDA to any other party without the prior written approval of MDA.

11- The entire video/ documentary/ project developed under this contract shall be property item of MDA and it will not be commercially distributed or exploited by the contractor under any circumstances, in direct or modified mode.

12- All the rates quoted are inclusive of all the taxes, patents, copyrights, registration charges etc.

TENDER ACCEPTANCE (OFFER) LETTER

(To be submitted online, in duly signed format by the authorized signatory on bidder's letter head)

Date.....

To,

**The Vice Chairman
Muzaffarnagar Development Authority,
Muzaffarnagar**

Subject:- Acceptance in respect of terms and conditions of tender document for development/ production of a comprehensive video for Shuktirth (MDA).

Respected ma'am/sir,

1-I / We have downloaded / obtained the tender document(s) for the above-mentioned tender from e-tender website <https://etender.up.nic.in>.

2. I / We hereby certify that I / We have read all the terms and conditions of tender document, which shall be part of the contract agreement and I / we shall abide by all the terms and conditions contained therein.

3. The corrigendum(s) issued from time to time by your organization (MDA) has also been taken into consideration, while submitting this acceptance letter.

4. I/We hereby unconditionally accept all the terms and conditions of above-mentioned tender document and corrigendum(s) as applicable.

5. In case any provisions of this letter are found violated, then your department / organization shall without prejudice to any other right or remedy be at liberty to reject my bid including the forfeiture of EMD.

6. I/ We confirm that our bid shall be valid up to 90 days from the date of opening of Technical Bid.

7. I/ We hereby certify that all the statements made and information supplied in the enclosed paras and furnished herewith are true and correct.

8. I/ We have furnished all information and details necessary for demonstrating our qualification and have no further prominent information to supply.

9. I / We understand that you are not bound to accept the lowest or any bid you may receive.

10. I/ We certify / confirm that we comply with the eligibility requirements as per bid documents.

11. In case any provisions of this tender are found violated, MDA shall be at liberty to reject this tender, including the forfeiture of the full said EMD and we shall not have any claims against MDA, Muzaffarnagar in satisfaction of this condition.

Yours faithfully,

Signature of the Bidder

Name:

Designation:

Stamp of the firm: