

No. 11/40/2013-Expo
Ministry of Development of North Eastern Region
Vigyan Bhawan Annexe
Maulana Azad Road
New Delhi - 110011

Addendum to
Notice inviting Expression of Interest for Empanelment of Production Agencies for
Preparation of Audio-Visual Creative on Economic Opportunities and Advantages in
North Eastern Region

The following modifications have been made in this Ministry's Notice inviting Expression of Interest for Empanelment of Production Agencies on subject mentioned above which was released on 25th January, 2014:-

- (i) The eligibility criteria mentioned in {para 1 (iv)} may be read as ₹ 40.00 Lakhs in place of ₹ 1.00 Crore.
- (ii) Condition at para (V) stands deleted.
- (iii) The last date for receipt of applications is extended upto 03:00 PM on 7th March, 2014.

Eligibility and other details for submission of application are available in Ministry's Website:- www.mdoner.gov.in.

(S.C. Lather)
Deputy Secretary to the Government of India
Tel. No. 011-23022460

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Empanelment of Production Agencies for Preparation of Audio-Visual Creative

The Ministry of Development of North Eastern Region, Government of India invites technical bid from the reputed agencies for designing & production of Audio-Visual Creative on Economic Opportunities and Advantages in North Eastern Region. The advertisements will be released through DAVP & other Govt. Agencies. Brief about Ministry of DoNER and its various programs and schemes is enclosed at Annexure-B. **The Ministry will follow prevailing DAVP rates for the production of creative.** The Ministry shall empanel maximum of 10 agencies for Audio-Visual Creative. The empanelment shall remain valid for two years from date of signing the agreement. The empanelment can be extended for two more years on the basis of performance. The Ministry may empanel more number of agencies from the applications received through this EOI or by issuing a fresh EOI notice seeking more application.

Eligible agencies may submit their applications in a sealed envelope superscripting **“Application for Empanelment of Production Agencies for Audio Visual Creatives”**. Agencies desiring to apply must submit application, complete in all respect and addressed to the Deputy Secretary Ministry of Development of North Eastern Region, Room No.- 215, Vigyan Bhawan Annexe, Maulana Azad Road, New Delhi-110011 latest by 3:00 PM of 14th February, 2014. Any application received after the due date and time will not be entertained. The interested agencies should submit following documents along with EOI.

{ The last date for receipt of applications has been extended upto 03:00 PM on 7th March, 2014 }

1. Eligibility Criteria for Audio-Visual creative

Minimum eligibility criteria prescribed for Production Agencies for Preparation of Audio-Visual Creative is as under. Applicants not meeting the minimum eligibility criteria will not be considered for further short listing. Self-attested documents listed below against each parameter must be submitted by the applicant. All documents must be properly indexed.

(i) Registration: Empanelment with DAVP/NFDC/DD/AIR for at least three years. Empanelment certificate issued by any of these agencies must be enclosed.

(ii) Earnest Money: A DD of ₹ 25,000/- (Rupees Twenty Five Thousand Only) drawn in the name of " Pay and Accounts Officer, M/o Ministry of Development of North Eastern Region" 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 finalization of agencies.

(iii) Experience: Applicant must have a minimum of ten years' experience of producing creative / serials. 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) Turnover: Applicant must have an average annual turnover of minimum of ₹ 1.00 Crore for production related jobs consecutively during the last three financial years. The turnover is to be supported by 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.

(v) Applicant agency must have office in New Delhi.

2. List of documents to be submitted with application

In addition to the documents mentioned at para 1 (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 documents.

(i) Profile of the Agency in the enclosed performa (Annex-A).

(ii) Proof of ownership or tie ups of production facilities.

(iii) Organisation setup in terms of technical staff indicating their qualifications and competencies.

(iv) Self Certificate stating that the agency has not been blacklisted in the past.

(v) A certificate indicating that information submitted by him / her is correct. Anyone found guilty of furnishing false information shall be blacklisted by the Ministry and security deposit of such agencies shall be forfeited.

3. Method of Selection

The application submitted by agencies would be examined by a Selection Committee, constituted by the Ministry. Applications will be shortlisted by the committee based on applicant's performance against various parameters at Para. No.1 and Para No. 2 of the EOI document. The shortlisted agencies will be invited for giving presentation before the selection committee on their capabilities, best works and new ideas.

Final selection of agencies will be made based on presentation by shortlisted agencies. The decision of the Selection Committee in this regard would be firm and final.

4. Scope of Work

- (i) Designing and Production of quality creative on various themes as per the need of the Ministry on Economic Opportunities and Advantages in North Eastern Region.
- (ii) Delivery as per schedule to be mentioned in work order.

5. Terms of Contract

- (i) Payment against work shall be made – (a) 40% at the time of award of work (b) 40% on submission rough cut and (c) balance 20% on final approval. Agency will be paid as per prevailing DAVP approved rates for production of creative.
- (ii) Payment will be by way of cheque or ECS within 90 days from the date of submission of completed Bills.
- (iii) Bills may be submitted regularly with pre-receipted bills in triplicate, towards activities already completed for settlement.
- (iv) Bills should be submitted along with tear sheets or third party certificate, to ensure confirmation of publication.
- (v) Selected Audio-Visual agency will have to deposit Rs. One Lakh in the form of a D.D. and selected Print agency will have to deposit Rs. Twenty Five Thousand in the form of a D.D. as security deposit with the Ministry which will be refunded within one month after completion of the contract. The DD deposited

against Earnest money deposit will be returned to the selected agency after finalization of the selection procedure.

- (vi) The ownership of the approved creatives will vest with the Ministry and the agency will have no proprietary or other intellectual rights in respect of the same.
- (vii) Conditional bids will be rejected outright.
- (viii) The Ministry of Development of North Eastern Region reserves the right to reject offer received from any agency without any intimation to the bidder.
- (ix) The Ministry of Development of North Eastern Region reserves the right to reject or accept any design or creative produced by the agency.
- (x) Ministry has the right to cancel / postpone the tender without assigning any reason.
- (xi) The selected agency shall execute an agreement with the Ministry on ₹ 100/- stamp paper as per procedure.
- (xii) The Ministry of Development of North Eastern Region reserves its right to place an order for full or part quantities under any items of work under scope.
- (xiii) The period of validity of tender is 180 days from the closing date of the proposals.
- (xiv) 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 the Ministry will have full right to get the job completed from another agency at the cost of selected agency.
- (xv) The agency shall maintain strict confidentiality. Ministry of Development of North Eastern Region 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. For requirement of creative, selected agencies will be intimated through E-mail about the theme/requirement and other details.

- (xvi) Neither party will be liable in respect of failure to fulfill 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 fulfill 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.
- (xvii) Arbitration: In case of any disputes and on written request of the agency, an arbitrator shall be nominated by Secretary (Ministry of Development of North Eastern Region) whose decision shall be final and binding on both parties.
- (xviii) 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.
- (xix) The Ministry of Development of North Eastern Region 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 resulting in forfeiture of security deposit.
- (xx) The Ministry will have the right to assess the performance of the Agency and may decide to continue or terminate the contract as per assessment made.
- (xxi) The Ministry, may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.

(S.C. Lather)
Deputy Secretary to the Government of India
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**AUDIO-VISUAL CREATIVE ON ECONOMIC OPPORTUNITIES AND
ADVANTAGES IN NORTH EASTERN REGION**

BRIEF FOR THE PROFESSIONAL AGENCIES

BACKGROUND

The primary role of the Ministry of DoNER is advocacy to stimulate planning, facilitate and accelerate project / scheme implementation in the NER, including those in the infrastructure sectors of power, irrigation, roads and communications taken up by Central Line Ministries. The Ministry is also addressing state specific infrastructure projects through its scheme of NLCPR. Further numbers of key infrastructure projects of regional characters are supported by NEC. By acting as an interface between the NE States and the Central Government, the Ministry of DoNER endeavours to provide necessary impetus to development of the region.

1. To fulfill its role, the Ministry of DoNER undertakes the following **functions and activities**:
 - i. Matters relating to planning, execution and monitoring development schemes/ projects of the North-East Region including projects in roads, power, irrigation and communication sectors.
 - ii. Non-Lapsable Central Pool of Resources (NLCPR).
 - iii. Non-Lapsable Central Pool of Resources (NLCPR) Scheme (State and Central Scheme).
 - iv. Anchoring the North Eastern Council (NEC) in regard to Budgetary and Parliamentary matters.
 - v. Providing support and guidance to (a) North Eastern Development Finance Corporation (NEDFi) (b) North Eastern Regional Agricultural Marketing Corporation (NERAMAC) and (c) North Eastern Handlooms & Handicrafts Development Corporation (NEHHDC). Sikkim Mining Corporation
 - vi. Building capacities and competencies in critical areas.
 - vii. Showcasing strength and potential of the region.

The main objectives of the Multi Media Campaign of the Ministry are:-

- i) to disseminate information on available physical infrastructure and abundance of its natural resources for attracting productive investment for the region as a whole in a balanced manner;
- ii) to disseminate information on availability of trained and educated manpower in the region;

- iii) to disseminate information on traditional crafts and their commercial prospects;
- iv) to disseminate information on safe and secured law and order situation in the region and hospitality of the people for promotion of tourism trade.
- v) to disseminate information on improvements made in health care, supply of drinking water, growth of higher and technical education in the region.

The objective of the films would be to remove misconceptions and doubts from the average minds and to create a positive image of the region through showcasing the right things before the audience to ward off the evil effects of wrong publicity about the region for a long time in the past.

Expression of Interest for Empanelment of Production Agencies for Preparation of Audio-Visual Creative on Economic Opportunities and Advantages in North Eastern Region

1. Name of the Owner / Managing Director of the organization:

2. Name of the organization:

- Office Address in full:

- Residential address of the Executive Producer:

- Telephone No.: Off: Res:

- Mobile No.:

- E-Mail address:

3. Empanelled with whom? : DAVP/NFDC/DD/AIR (for A-V) or DAVP/INS (for print)
(copy of the empanelment letter be attached)

4. Details of Accounts statements (P&L and Balance Sheet) submitted for last three years.
(supporting documents be attached)

5. Do you have service tax no.? : Yes/no
(if yes please mention service tax no. and the details of the service tax paid in last three years along with supporting documents)

(Only for Audio-Visual agencies)

6. Do you have your own studio?
(if yes, Video or audio or both please mention)

Address:

Telephone no.:

Fax:

E-Mail:

Is the studio 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)

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

8. Brief about experience of programme / spot production (including video and audio programmes, documentaries/docu-dramas, and audio/video spots/ jingles
(Attach extra sheet if necessary)

9. Experience of programme production on consumer related issues:
(attach extra sheet if necessary)(supporting documents be attached)

Signature_____

Full name and designation_____

Official Seal

DECLARATION

I _____ (Owner or Managing Director) 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 the Ministry.

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 is _____.