

GOVT OF ODISHA
INFORMATION AND PUBLIC RELATIONS DEPARTMENT

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RFP No : 6621
(IPR-AVP-MISC-0016-2021)

Dated: 30.06.2021

REQUEST FOR PROPOSAL

Name of the Assignment: Empanelment of Agencies for Production of Audio Visual Contents.

Information & Public Relations Department, Government of Odisha invites "Request for Proposal" (RFP) from the eligible bidders to submit their application for Empanelment of Agencies for Production of Audio Visual Contents.

For overview of the objective & scope of the assignment, guideline and other terms and conditions, please visit website <https://inpr.odisha.gov.in/> . Interested bidders who meet the specified criteria other terms and conditions may furnish their "Request for Proposal" complete in all respect by **SPEED POST / REGISTERED POST / COURIER** in a sealed cover super scribing "**Empanelment of Agencies for Production of Audio Visual Contents**" on or before 16/07/2021 by 5.00 p.m. in the address specified below. The authority reserves all rights.

Address for Submission of Proposal:

The Director
Information & Public Relations Department,
Government of Odisha, Lok Sampark Bhawan, Unit-V,
Bhubaneswar, Odish-751001)
Telephone No-2394890/ 2398610(Fax), Email -iprenews@gmail.com
Name of the Contact Person :- Shri Pramod Kumar Mallick, Joint Director
Mobile No-9437136320/8249250766


Director (Technical)

Information & Public Relations Department,
Government of Odisha, Telephone No-
2394890/ 2398610(Fax),
Email -iprenews@gmail.com

GOVT OF ODISHA
INFORMATION AND PUBLIC RELATIONS DEPARTMENT

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Memo No. 6622 /IPR., BBSR, Dated 30/06/2021
(IPR-AVP-MISC-0016-2021)

Copy forwarded to P.S. to Hon'ble Minister, I&PR /P.S. to Principal Secretary to Govt., I & PR/ P.A. to Director, I & PR/ Director(Technical) for kind information of Hon'ble Minister, Principal Secretary to Govt., Director, I&PR and Director(Technical) respectively.

Memo No. 6623 /IPR., BBSR, Dated 30/06/2021
(IPR-AVP-MISC-0016-2021)

Copy forwarded to all Departments of Govt. of Odisha for information.

Memo No. 6624 /IPR., BBSR, Dated 30/06/2021
(IPR-AVP-MISC-0016-2021)

Copy forwarded to System Analyst (I/C) for information and necessary action .
He is requested to upload the RFP document in the website of I&PR Department immediately.

Memo No. 6625 /IPR., BBSR, Dated 30/06/2021
(IPR-AVP-MISC-0016-2021)

Copy forwarded to Dy. Director, ADVT Section for information and necessary action .
He is requested to publish the RFP No 6621 Dated 30/06/21 in four Odia dailies and four English (National) Dailies.

Memo No. 6626 /IPR., BBSR, Dated 30/06/2021
(IPR-AVP-MISC-0016-2021)

Copy forwarded to Diary Superintend for information and necessary action .
He is requested to receive the applications and hand over the same to Joint Director (AVP) at the end of each working day between 01.07.21 to 16.07.21 till 5 PM.

GOVERNMENT OF ODISHA
INFORMATION & PUBLIC RELATIONS DEPARTMENT

Guidelines/Terms & Conditions for Empanelment of Audio Visual Producers

I&PR Dept., Govt. of Odisha wished to empanel audio-visual producers with intention to utilize their services for production of audio visual publicity of various government policies and programmes . Various Departments under the Government of Odisha require the services of audio-visual agencies/producers for publicity of their programmes and policies. The empanelled audio-visual producers will work as an agency with **I&PR Department** and will be used as a pool for carrying out such activities.

GENERAL :

1. These guidelines shall supersede all guidelines/ rules/norms/precedents, in existence in this regard.
2. These Guidelines shall come into force with immediate effect.
3. **I&PR Department** proposes to classify producers in the following Sectors on the experience shown by the producers in those Sectors. The applicant will specify the sectors in which he has past experience and his interest in doing future work as well, in the order of preference, in the application form. I&PR Department will try to provide work on the basis of those preferences though the producers may also be required to work on other sectors based on Govt. of Odisha's preference :
 - a. Welfare sector : Welfare scheme of the Government.
 - b. Social sector : Health and related issues, education, women and children issues, social issues etc.
 - c. Infrastructure sector : water resources, irrigation, agriculture, road safety, power, urban development, rural development, environment, tourism etc.
 - d. Culture, Social harmony and security related subjects.
 - e. Finance and others : tax compliance, consumer right awareness etc.

ELIGIBILITY CRITERIA :

4. Only such Indian citizen/ producers who have adequate qualifications, experience and capabilities to produce good quality audio-video production, as per the eligibility criteria prescribed for different categories will be eligible to apply only on prescribed proforma along with all requisite documents/enclosures for each category. Applications should be submitted in separate sealed envelopes for empanelment in various categories of productions.

5. I&PR Department proposes to empanel producers/production agencies in following four categories.

Category :

Grade A - Documentary films / Short films/ TV spots/Animation films / Jingles/
Advertisement films producers :-

- a. The producers/ production agencies should have a minimum turn over & net worth of Rupees 50 lakh to be considered for this category.
- b. Professional experience of having produced at least 20 documentary films/ short films/ advertisement spots/ jingles in the past years.

Grade B - Documentary films / Short films/ TV spots/Animation films / Jingles/
Advertisement films producers :-

- a. The producers/ production agencies should have a minimum turn over & net worth of Rupees 30 lakh to be considered for this category.
- b. Professional experience of having produced at least 15 documentary films/ short films/ advertisement spots/ jingles in the past years.

Grade C - Documentary films / Short films/ TV spots/Animation films / Jingles/
Advertisement films producers :-

- a. The producers/production agencies should have a minimum turn over & net worth of Rupees 10 lakh to be considered for this category.
- b. Professional experience of having produced at least 10 documentary films/ short films / advertisement spots/jingles in the past years.

Grade D - Documentary films / Short films/ TV spots/Animation films / Jingles/
Advertisement films producers :-

- a. The producers/ production agencies should have a minimum turn over & networth of Rupees 5 lakh to be considered for this category.
- b. Professional experience of having produced at least 5 documentary films/ short films / advertisement spots/jingles in the past years.

EXCEPTION

Special Category :

- a. Young professionally qualified producers who possess minimum 3 years degree/ diploma from any Central/ State Government Institute, recognized or affiliated from any university, in film Direction, Cinematography or Editing courses during preceding 5 years will be eligible for empanelment in the above categories. (They should have done their degree /diploma, before 31st December 2015.) They should apply with their degree/diploma certificate.
- b. They will be required to show past special experience of at least 5(five) productions.

Net worth:

Net worth means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its turn over & net worth certified by a chartered accountant. (Indicating membership no. of CA with seal)

APPLICATION

1. All applicants shall submit the proposal in the prescribed proforma .
2. Application forms along with guidelines/rules & regulations can be downloaded from the official website of I&PR Department. (Website Link <https://inpr.odisha.gov.in/>)
3. Application forms should be accompanied with demand draft of 10,000/- (non refundable). Demand draft should be drawn in favour of DDO, I&PR Department issued by any of the Nationalised Bank in India.
4. Last date of submission of application form is 16th July till 5:00 P.M. at I&PR Department address through Registered post/Speed Post/ Courier.
5. The following information/documents/material must be furnished along with the application :-
 - a) Ownerships of Production Studios: Legal/Valid Documentary proof of ownership of studio facilities and equipments.
 - b) Ownerships of Production Firm: Legal/valid Documentary proof of ownership/ retainer ship of the firm.
 - c) The details of films/ programmes produced the channel /occasion on which the film was telecast / presented.
 - d) **Turn Over from Audio Visual Productions:** copy of Income Tax Returns with PAN number, GST number & including acknowledgement issued by Income Tax Department for last three (03) years in support of income from Audio Visual Productions.
Only Audio Visual Production costs will be considered for turnover calculations.
 - e) **Turn over & Net worth:** Certificate by a Chartered Accountant (indicating membership no. of CA with seal) in support of turn over & net worth of minimum amount for applied categories.
 - f) **Balance Sheets and profit/loss account statement:** Balance sheets and profit & loss accounts of his/her firm/company for the last three financial years i.e. 2018-2019, 2019-2020 & 2020-2021 duly verified by a Chartered Accountant (indicating membership no. of CA with seal).
 - g) Bio-data of the key persons of his/her creative team. Composition of creative team to be submitted along with bio-data of at least Director, Cinematographer, Sound Recordist, Editor, Script Writer & Music Director. Award won by the members of the creative team as well as the producer may be stated along with the documentary proof. The producer will also submit show reel of his/her work and documentary proof of ownership of production facilities, if any.
 - h) The producer or his/her duly authorised representative may be required to make presentation at his/her own cost before the Selection Committee at fixed time date and venue.
 - i) The producer is required to quote their rates/offers, according to applied category for audio visual production in given format. (Copy of format proforma at Annexure-I). These rates will give I&PR Department a ballpark to figure their own rates. Rates quoted by producers are not binding and will only be treated as indicators for arriving at I&PR rates .

- j) The producer will have to provide as part of his/her work experience at least 20 work/ job orders and 20 work completion certificates for the work done by him/her in past years. Orders and certificates should be separate and show the kind of work done both in terms of finance and excellence according to applied category. These certificates should be self attested and issued by Govt. departments/organizations or any reputed company or any renowned production house. Censor certificate issued by Central Board of Film Certification, India will also treat as completion certificate.
- k) **Undertaking on a non-judicial stamp paper-** Undertaking on a non-judicial stamp paper of 100/- to the effect that the information submitted by him/ her is correct and he/she will abide by the decision of I&PR Department regarding empanelment. In case the information submitted by him/her is found to be false or fabricated in any manner, he/she may be suspended or debarred from empanelment. (Annexure-III).

OTHER CONDITIONS :

6. No producer will be eligible to empanelment in more than one name (either in his own name or in the name of his/her close relative). Employees and close relatives of employees of Govt. of Odisha will not be eligible for empanelment . (Close relative means spouse, dependent children/parents/brothers/sisters and other dependents).
7. **Director, I&PR Department**, reserve the right to accept or reject any or all applications, without assigning any reason thereof.
8. **Director, I&PR Department**, reserves the right to assign any Film Production work to any renowned producer, with acclaimed audio-visual productions or international/national awards, who is not on the panel.
9. If a producer does not respond to call for briefing/does not submit script after attending a briefing, without any valid reason, on two consecutive occasions, he/she can be removed from the list of empanelled producers. **Director, I&PR Department** may suspend producers from the panel on the basis of poor performance or any other reason.
10. Empanelment will be valid for two years from the date of empanelment.
11. The guideline/terms & conditions may be amended from time to time as considered necessary.
12. The empanelment does not guarantee that the work will be provided to the producers empanelled.

IMPORTANT NOTE

- a) All criteria mentioned above are essential for applying for empanelment in above categories. Any Producer/production agency who does not meet any one of the above mentioned criteria or has not submitted the required valid and authenticated documents or applications received without requisites documentary proof would be rejected without any intimation.

**GOVERNMENT OF ODISHA
INFORMATION & PUBLIC RELATIONS DEPARTMENT**

(Lok Sampark Bhawan, Unit-V, Bhubaneswar, Odisha 751001)

Application for Empanelment of Audio Visual Producers.

- 1) Name of the Applicant : _____
- 2) Name of the organization : _____
- i) Office address in full : _____

- ii) Residential address : _____
: _____

- iii) Telephone No. with STD code : Off :----- Res :-----
- iv) Fax No. : _____
- v) Mobile No. : _____
- vi) E-mail address : _____
- vii) Do you have branch office/
offices other than the one indicated
above in Bhubaneswar or outside
Bhubaneswar
(if yes, give details) : _____

3) a) Do you have your own Studio ? : -----

(if yes, Film or Video or Audio)

i) Address : -----

: -----

ii) Telephone No. : -----

iii) 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 equipments and
facilities and documentary proof of ownership of studio and equipments)

Legal status of Organisation

4) a) Is it a registered firm/company ? : Yes/No -----

(If yes, self attested copy of the certificate of registration may be attached)

b) Is your organization a Proprietorship Firm/ Partnership Firm/Private Ltd./
Public Ltd. or Joint Venture Company ?(Attach self attested documents)

(If a partnership firm, state the name/s and address/es of your partners. If
company, state the names and Addresses of Directors)

b) PAN -----C) GST no. -----

Professional Qualifications and Experience

5) Have you done any degree/diploma course in the field of audio-visual
production (if yes, give details with documents) : Yes/No -----

6) Programme category applied for - Programme Category A/B/C/D

(Please tick mark the category and give details of professional experience as
required against each category in the guidelines in the following format)

Total number of productions as per the Category applied _____

7) Important functionaries of the organization who usually form the team for
creative work and the nature of work they are associated with. Enclose the bio-
data of at least Director, Cinematographer, Sound Recordist, Editor, Script
Writer and Music Director along with awards won if any by each.

- 8) Has any of your productions won an award ? :-----
(give details)

- 9) Programme category wise specialisation (indicate your preferences along with documentary evidence of their experience in that area) :
- Documentary/Short films
 - Television Serials / Tele films.
 - TV spots/Advertisement films & Jingles.
 - Educational programmes.
 - Feature length films.
 - Corporate films / Video presentation.
 - Animation films
- Preference order 1.----- 2.-----
3.-----4-----
5-----6-----
7-----
- 10) Sector wise specialisation (indicate your preferences along with documentary evidence of their experience in that area) :
- Welfare sector : Welfare scheme of the Government.
 - Social sector : Health and related issues, education, women and children issues, social issues etc.
 - Infrastructure sector : water resources, irrigation, agriculture, road safety, power, urban development, rural development, environment, tourism etc.
 - Culture, Social harmony and security related subjects.
 - Finance and others : tax compliance, consumer right awareness etc.
- Preference order 1.-----2.-----
3.-----4-----
5-----
- 11) Turn over (submit proof of certificate by a Chartered Accountant in support of your claim)
- 12) Net worth (submit proof of certificate by a Chartered Accountant in support of your claim) (Net worth should be for last three years consistently) Furnish certificate for each year.
- 13) Details of Income Tax Return submitted - enclose copy of Income Tax Return for the last three financial years.
- 14) Provide as part of his/her work experience at least 20 work/ job orders and 20 work completion certificates for the work done by him/her in past years. Orders and certificates should be separately provided . These certificates should be self attested and issued by Govt. departments/ organizations or any reputed company or any renowned production house. Censor certificate issued by Central Board of Film Certification, India will also treat as completion certificate.

15) Has the agency ever been blacklisted by any organization ? : Yes/No
If yes, give details

16). Details of Form Fees

A) Form Fees

i) D.D. No & Date : _____

ii) Bank/Branch Name : _____

iii) Amount : _____

17) Any other relevant information : -----

Signature with seal _____

Full name and designation _____

NOTE :

- 1) Please attach separate sheets wherever necessary.
- 2) All the enclosures should be properly annexured and serial numbered.
- 3) Please ensure that application form is complete. In all respect incomplete application form would not be considered.
- 4) Last date for submission of completed application in the prescribed form along with relevant documents, show reels is up to 5 Pm on dated 16th July 2021. After that no claim will be considered. Postal delay will also not to be considered.

**Details of previous
productions**

S. No	Name of Programme	Year of Production	Format /Duration/ Language	Organisation / Client name for which produced	Sr. no. of enclosures at which supporting document are placed

(Please submit the show reel along with the documentary evidence i.e. job order, payment received etc. to support your claim for that production)

Fact Sheet

Name of the applicant				
Applied Category				
S.no.	Particulars	Details	Evidence (Yes/No)	Enclosure Number
1	Experience in years			
2	No of Films/Programmes produced in past years			
3	Work orders			
4	Completion Certificates			
5	Turn Over Certificates (From CA)			
6	Net worth Certificates (From CA)			
7	Income Tax Returns			
8	Balance Sheets			
9	Ownership of production studio			
10	Ownership of production firm			
11	Bio data of Key persons			
12	Show reel			
13	Undertaking on a Non Judicial stamp paper			
14	Awards			

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

Signature : _____

Full Name : _____

Date : _____

(Seal of organization)

Annexure-I

Financial Proposal Format					
AV Contents (for HD /4K/Ultra 4K Quality)					
Sino	Name of the Activity	Specification	Quoted Rate in INR	Taxes	Total
1	Radio Jingles / Song / Signature Tunes	Up to 60 Second			
		Above 60 Second			
2	Video Spots	Up to 60 Seconds			
		Above 60 - 120 Seconds			
3	Documentary /Spots / Tele films	From 2 to 5 Min			
		Above 5 – 15 Min			
		Above 15 – 30 Min			
4	Video Compilation in digital format	Up to 5 Min			
		Up to 30 Min			
		Up to 60 Min			
		More than 60 Min			
5	Specialist services pertaining to AV Media	Video Shooting (Outdoor Location) – per day Format HD			
		Video Shooting (Interviews) – Per day Format HD			
6	Animation Films	Up to 10 Sec.			
		11 Sec. to 20 Sec.			
		21 Sec. to 30 Sec.			
		31 Sec to 60 Sec.			
		Above 1 Min up to 2 Min			
		Above 2 Min up to 5 Min			

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal: Address

of the Bidder:

Annexure II

Information for E-Payment

1	Name of the Vendor in Capital Letters	
2	Address in Capital Letters	
3	Bank Account No.	
4	Bank Branch Name & Address	
5	Bank IFSC Code	
6	Mobile Number of Vender	

Certificate

This is to certify that details of above account are true.

Date

Signature and seal
Branch Manager

Annexure 'III'

DECLARATION

- i) I _____ (Executive Producer) solemnly affirm that the facts stated above are correct and nothing has been withheld. If the information submitted above, is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment.
- ii) I permit **I&PR Department, Govt. of Odisha** to inspect my studio facilities and other records to ascertain the above facts.
- iii) I permit **I&PR Department, Govt. of Odisha** to cross check the above facts from any other source.
- iv) I or my authorized representative, if required by **I&PR Department, Govt. of Odisha** would make presentation & show all original documents before the Selection Committee/ Competent authority at my own cost.
- v) I declare that me and my organization /company is not black listed from any Govt./Pvt. department/organization.
- vi) I declare that I owner of..... is not employee of any Govt. department/channel.
- vii) I declare that application form is complete and also submit all required documents . These are true. If all required documents are not found, not self attested and form is not found to be duly completed, then it would be a ground for rejection.
- viii) I will accept and abide by the decision of **I&PR Department** , regarding empanelment.

Signature : _____

Full Name : _____

Date : _____

(Seal of organization)