

Procurement for Hiring a professional vendor for creating a professional video of 5-6 minutes on Agriculture

Education:

Importance and prospects under NAHEP

REQUEST FOR QUOTATIONS (RFQs)
FOR HIRING OF SERVICES

Purchaser: National Agricultural Higher Education Project,
I.C.A.R. Govt. of India, 5th Floor, Room No. 503, Krishi Anusandhan
Bhawan-II, Pusa Complex, New Delhi -110012
Tel. No. :011-25843403
Email : rajeshkjha.icar@nic.in
Web Site: www.nahep.icar.org.in

Contract title: **Hiring professional vendor for creating a professional video of 5-6 minutes on Agriculture Education: Importance and prospects under NAHEP**

RFQ No: **5(11)/2022-NAHEP**

Date: **23.05.2022**

Applicable Procurement Regulations Date: World Bank Guidelines January 2011,
Revised July 2014

1. The Government of India has received financing from the World Bank in various currencies towards the cost of the NAHEP Project and intends to apply part of the proceeds towards eligible payments under the contract for which this request for quotations is issued. The National Agricultural Higher Education Project, I.C.A.R., Krishi Anusandhan Bhawan-II, Pusa Complex, New Delhi -110012, invites quotations from eligible bidders for the following services: -

Brief Description of the Services	Scope of Services	Quantum of work	Duration of Services
Hiring professional vendor for creating a professional video of 5-6 minutes on Agriculture Education: Importance and prospects under NAHEP	Attached as Annexure-I	Video of 5-6 minutes	Delivery in 30 days from the date of contract with PIU-NAHEP.

2. The Government of India has received financing from the International Bank for Reconstruction and Development (IBRD) in the form of a loan towards the cost of National Agricultural Higher Education Project (NAHEP). The Indian Council of Agricultural Research (ICAR), an implementing agency of the Client, intends to apply a portion of the proceeds of this Credit to eligible payments under the contract for which this Request for Proposals is issued.
3. This Procurement notice includes the terms and conditions applicable to submission of quotations; criteria for qualification, evaluation, and for award of supply order(s); and

relevant forms to be filled by the bidders. Implementing Agency has not issued a separate RFQ document for this purchase. The Procurement notice including the terms and conditions etc. can be downloaded free of cost from the website www.nahep.icar.org.in. In such cases the bidder would be responsible for ensuring that any addenda available in website is also downloaded and incorporated.

4. Quotations shall be submitted on or before 31.05.2022 till 16:00 hrs in a sealed envelope. The Quotations will be opened on 31.05.2022 at 16:30 hrs at the address given below.
5. If the Purchaser's office happens to be closed on the date of opening of the Quotations as specified, the Quotations will be opened on the next working day at the same time.
6. Other details can be seen in the RFQ document. The Purchaser shall not be held liable for any delays due to postal or any other reasons whatsoever. A Bidder requiring any clarification of the RFQ Document may write their queries to the purchaser at the office of the Purchaser at the address mentioned below:

Shri Rajesh Kumar Jha,
Under Secretary (Proj.& Admn),
National Agricultural Higher Education Project, I.C.A.R., 5th Floor, Room No. 507,
Krishi Anusandhan Bhawan-II, Pusa Complex, New Delhi -110012
Ph. No.: 011-25841473/ 9868362946
Email : rajeshkjha.icar@nic.in

RFQ No: 5(11)/2022-NAHEP
Date: 23.05.2022

1. **Eligibility:** A Bidder (a) shall not participate in more than one Proposal; (b) shall not have conflict of interest as defined in the Bank's Procurement Regulations; and (c) should not have been (i) temporarily suspended or debarred by the World Bank Group in compliance with the Bank's Anti-Corruption Guidelines and its Sanctions Framework.
2. **Clarifications & Amendments:** If the Purchaser receives any request for clarification of this RFQ Document, it will upload its response together with any amendment to this document, on the website of PIU, NAHEP.

3. The Proposal shall comprise the following:

- (a) Letter of Quotation;
- (b) Scope of Services: confirmation that the offered Services conform to the required Scope of services;
- (c) Evidence in accordance with Clause 7 establishing Bidder's qualifications to perform the contract, if its Proposal is accepted;
- (d) Performance Statement of carrying out similar services during the last 3 years, in the prescribed Format;
- (e) Complete address and contact details of the Bidder having the following information:

Name of Firm
Address for communication
Telephone No(s): Office
Mobile No.
Facsimile (FAX) No.
Electronic Mail Identification (E-mail ID)

- (f) Price Schedule attached with this RFQ document.

4. Quotation Prices

- a) The price quoted shall be for the full services, as specified in the Price Proposal Form.
- b) GST and any other taxes, which will be payable on the services at the time of invoicing, shall be shown separately. If these are only stated to be extra, such Proposals are liable to be rejected. Wherever these taxes are not shown, these will be assumed to have been included in the quoted price.
- c) The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
- d) The Prices shall be quoted in Indian Rupees only.

5. **Qualification of the Bidder:** Bidder should have experience of at least 5 years in graphic designing, creating audio-visual professional videos of 5 – 6 minutes on different themes and must have experience of working with Government organizations in last 3 years.
6. **Validity of Quotation:** Proposal shall remain valid for a period not less than 30 days after the deadline date specified for submission.
7. **Signing of Quotations:** The name and position held by each person signing the Proposal and related documents must be typed or printed below the signature.
8. **Quotation Submission:** The Letter of Quotation shall be filled, signed and copies shall be submitted along with the Price Schedules that shall be furnished using the Forms available without any alterations. All blank spaces shall be filled in with the information requested.
9. **Opening and Evaluation of Quotations:** The Proposals will be opened on the specified date and time.
 - (a) The Purchaser shall examine the Quotation to determine whether the Quotation (a) has been properly signed; b) meets the eligibility criteria; (c) conforms to all terms, conditions, Scope of Services, etc.
 - (b) Only Quotations that are in accordance to the RFQ document, and meet all Qualification Criteria shall qualify.
 - (c) The evaluation shall be based on the total price of services including GST and any other taxes, which will be payable on the services at the time of invoicing.
10. **Award of contract:** The Purchaser will award the contract to the bidder whose Quotations has been determined to be substantially responsive and who has offered the lowest proposal price.
 - (a) Notwithstanding the above, the Purchaser reserves the right to accept or reject any Quotations and to cancel the bidding process and reject all proposals at any time prior to the award of contract.
 - (b) The bidder whose Quotation is accepted will be notified of the award of contract by the Purchaser prior to expiration of the Quotation validity period. The terms of the accepted offer shall be incorporated in the supply order (sample form attached).
 - (c) Payments shall be made according to the following schedule:
 - a) 20% of the contract value shall be paid post approval on submission of detailed plan of action.
 - b) 50% of the contract value shall be paid post approval on submission of first cut of the film.

- c) 30% of the contract value shall be paid post approval on submission of final film and handover of all the material collected for film development.
- d) Payment shall be subjected to tax deductions under relevant IT sections and guidelines. Payment of GST and other taxes payable for the goods at the time of invoicing, although already included in the total cost, will be at actuals or the rate/amount of these taxes specified in the supply order, whichever is lower.
- e) Payment shall be made within 30 days of receipt of the invoice and the relevant documents specified in Terms of Reference.

Letter of Quotation

The Bidder must prepare the Letter of Quotation on stationery with its letterhead clearly showing the Bidder's complete name and address. The italicized text is for Bidder's guidance in preparing these forms and shall be deleted from the final products.

RFQ No.: *[insert identification]*

Our Reference: No..... Dated.....

To:
(Purchaser's name and address)

Subject: Supply of.....

Sir,

1. We, the undersigned, hereby submit our quotation. In submitting our quotation, we make the following declarations:

- (a) **No reservations:** We have examined and have no reservations to the RFQ Document;
- (b) **Conformity:** We offer to supply in conformity with the RFQ Document and in accordance with the Delivery Schedules specified in the Scope of Services, Annexure I of RFQ for Hiring professional vendor for creating a professional video of 5-6 minutes on Agriculture Education: Importance and prospects under NAHEP;
- (c) The total price of our offer, including any unconditional discounts offered is:
Total price of the offer **[insert the total price of the offer including GST and any other taxes, which will be payable on the services, in words and figures];**
- (d) **Commissions, gratuities and fees:** We have paid, or will pay the following commissions, gratuities, or fees with respect to the Bidding process or execution of the Contract: *[insert complete name of each Recipient, its full address, the reason for which each commission or gratuity was paid and the amount and currency of each such commission or gratuity. If none has been paid or is to be paid, indicate "none."]*
- (e) **Quotation Validity Period:** Our quotation shall be valid for the period of 30 days, from the deadline fixed for the quotation submission;
- (f) **Eligibility:** We meet the eligibility requirements and have no conflict of interest, we are not participating in more than one quotation in this bidding process, and we have not been temporarily suspended or debarred by the World Bank.
- (e) **Fraud and Corruption:** We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in any type of corrupt, fraudulent, collusive, coercive, or obstructive practices.

Yours faithfully,

Authorized Signature

Name & Title of Signatory _____

In the capacity of *[insert legal capacity of person signing the Letter of quotation]*

Name of Bidder _____

Address _____

Dated on _____ day of _____, _____ *[insert date of signing]*

FORMAT OF QUOTATION

Description of Services	Scope of Services	Unit	Quoted Unit Rate ¹ at in Rs.	² GST and similar other taxes applicable on Services	*Total Price inclusive of discounts, all taxes and duties	
					In Figures	In Words
Hiring professional vendor for creating a professional video of 5-6 minutes on Agriculture Education: Importance and prospects under NAHEP	video of 5-6 minutes on NAHEP	Nos				

Note: Information given here should be in consonance with the same information given in the RFQ

* Payment of GST and other taxes payable for the services at the time of invoicing, although already included in the total cost, will be at actuals or the rate/amount of these taxes specified in the supply order, whichever is lower.

We agree to supply the above services in accordance with the Scope of Services for a total contract price (including all taxes and duties) of Rs. (Amount in figures) (Rs... amount in words) within the period specified in the Request for Proposals.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf has engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices (as defined in the prevailing World Bank’s sanctions procedures) in competing for or in performing the Contract.

Signature of Bidder

¹ Any unconditional discounts if offered, shall be specified in this column along with the unit rates.

² Indicate each applicable tax separately.

TERMS OF REFERENCE

**Hiring a service provider to develop a professional video on Agriculture Education:
Importance and prospects under NAHEP**

1. Background

NAHEP is implemented by ICAR (GoI) and World Bank with the total project cost of USD 165 Million, having 50:50 cost sharing between GoI and World Bank. It is designed to strengthen the national agricultural education system in India with overall objective to provide **more relevant and high-quality education to agricultural university students**. There are four key components under NAHEP, namely; **Institutional Development Plan (IDP), Centres for Advanced Agricultural Sciences and Technology (CAAST), ICAR to support excellence in agricultural universities (AUs), and ICAR Innovation Grants to AUs**. It is envisaged that improved AU performance through quality enhancement, better employment and entrepreneurship opportunities created for agriculture graduates, non-accredited AUs attaining ICAR accreditation, and institutional reforms implemented in education division of ICAR and AUs under these components together shall contribute to the achievement of the overall program objective.

The beneficiaries of NAHEP include **75 institutions** spread across the country that form the ICAR-AU System, which encompasses **64 State-level AUs, 4 Deemed Universities, 4 Central Universities with Agricultural Faculty and 3 Central Agricultural Universities**. **Direct project beneficiaries of the project are those students and faculties, who directly derive benefits under IDPs, CAASTs, IGs and activities under Comp 2.**

2. Rationale behind the development of video

It is well established that Agricultural education plays a significant role in boosting economy and speeding up the development process. It can create a landmark in achieving food security and sustainability. Thus, in order to attract large number of students/young minds while taking their decision to choose their career path, it is essentially required to realize them the potential of Agricultural Education, entrepreneurship and self-employment opportunities available in this stream by sensitizing and guiding them towards various available career opportunities/ avenues and prospects through developing and uploading a video on social media and also playing in various colleges.

This video will help in to attracting young talent towards agricultural higher education and improve retention within the sector, there is a need to create greater sensitization among school goers at primary, secondary & higher secondary levels about the importance and scope of agriculture & allied sectors in promoting economic growth and human development.

3. Objective

A professional cum explainer video of 5-6 minutes on career opportunities for the students will act as useful source of information and promotional /guiding tool for the students seeking admission to various undergraduate programmes in Agriculture and Allied Sciences in Agricultural Universities under the Indian Council of Agricultural Research – Agricultural University system. Apart from students and parents, educational institutions too might find the information useful to guide the 10+2 pass-outs to choose agriculture as one of the career options. This would also give students an insight into the various farming activities and techniques and give a better understanding on exploring a career in each area of agriculture.

4. Scope of work

The scope of work would cover following points/building timeline of each activity:

4.1. Preparation of concept and development of the script:

- a) The scope of the project covers the production of 01 audio visual film (HD) in Hindi and English language of about 5-6 minutes duration including story line, video shooting, photo shoot, editing, supers and designing of opening and closing visuals with attractive animation and background score.
- b) The selected bidder shall also prepare shorter version of the film for social media or any other promotional event or branding activities at no additional cost.
- c) The film would involve complete pre-production, production and post-production services across all formats and include conceptualization, visualization, scripting, shooting, editing, voice over and delivery in the desired format in English and Hindi.
- d) All the activities and resources required to produce the film would be responsibility of the selected bidder. The same shall include coordination with the agricultural universities, crew hiring, manage travel/accommodation/food/transport arrangements of the crew and hiring of facilities for equipment's as per the requirement of film production.
- e) The agency will be required to visit few prominent agricultural universities (5-6 approximately) and take tentatively 5-8 bytes of the faculties and students to showcase career opportunities in agriculture education, activities carried out by agricultural universities under NAHEP (National Agricultural Higher Education Project), key achievements and milestones and potential of agricultural education, entrepreneurship, self-employment opportunities available.
- f) The data collected and used for making the film from various agricultural universities should be verified, vetted and up to date.
- g) The data collected and used for making the film from various agricultural universities should remain the sole property of ICAR and should not be used without prior permission from the authorities.
- h) The explainer Video must comprise of at least following contents:
 - Career Opportunities in Agricultural Education
 - Activities carried out by AUs under NAHEP
 - Key achievements and milestones achieved so far etc.
 - Potential of Agricultural Education, entrepreneurship and self-employment opportunities available in this stream etc.

4.2. Coordinate with NCs and partner AUs to collect the requisite information to develop Video:

Once the development of the detailed concept of the video is completed and agreed with the PIU NAHEP, Service provider/vendor needs to coordinate and collect the requisite information and Coordinate with NCs and other officials of the Education division of ICAR to collect the information related to video development.

4.3. Voice over -English and Hindi

Video must be a voice-over by professional engaged by Service provider for both English and Hindi languages initially.

4.4 Editing, incorporation of key recommendations and final submission

Professional and experienced crew must be there with every camera and all cameras must be in 4K HD Resolution. Editing, incorporation of key recommendations and final submission may be done in consultation with the client.

5. Mode and eligibility for travel & conveyance

During contract duration, the service provider may have to travel to partner AUs for collecting requisite information and for shooting the content along with the camera crew and staff. The cost of shooting/camera, equipment setup etc. has to be borne by the vendor. The rate quoted by the bidder shall be inclusive of the charges like crew/staff, assemble, dismantle and loading & unloading of equipment on site.

However, the costs involved in necessary travel, stay arrangements and logistics to the partner AUs shall be paid by PIU-NAHEP separately as per actual on submission of bills/receipts/tickets etc. The cost of travel should be by the most appropriate means of transport and the most direct route (by economy class air or by train AC-II tier, on prior approval of competent authority). If local transport is required for official purposes, charges for hired taxi shall be paid on actuals on submission of receipts.

6. Timeline: (*T is the date of contract commencement*)

S.No	Milestones	Timelines
1	Preparation and submission of detailed plan of action.	T+3 days
2	Draft Storyline submission	T+10 days
3	Content Creation and first cut film submission	T+40 days
4	Final Submission of the film	T+60 days

7. Eligibility- Service provider must have experience of at-least 5 years in graphic designing, creating audio- visual professional videos of 5-6 minutes on different themes. Service provider must have experience of working with Government organizations in last 3 years.

8. Following documents should be submitted along with the technical bid otherwise the bid shall not be considered for evaluation;

- The Company should have been in existence for a minimum of five years, experience proof/certificate of incorporation of which should be submitted along with the technical bid.
- Copy of last 3 years' experience and at least three work orders of similar job executed by the firm for Central or State Government / Public Sector Undertakings/Autonomous bodies/Private Sectors.
- Self-attested Copy of PAN Card and GST Registration.
- Registration Certificate of the Company/Firm (Copy of the Memorandum/By-laws/Deed etc).
- Certificates of Annual Turnover from CA showing annual turnover of at least Rs.30.00 lakh in each year.
- Self declaration indicating that vendor is not blacklisted for any reason by any Central or State Government / Public Sector Undertakings/Autonomous bodies.

9. PIU-NAHEP will fully own, on creation, title, copyrights and other Intellectual Property rights of Professional video, all content materials and any other deliverables developed by Service Provider or any of its personnel. The master copies of the film will be the sole property of PIU-NAHEP which would not be used by the bidder in any form without permission from the PIU-NAHEP.

10. Payments shall be made according to the following schedule:

- 20% of the contract value shall be paid post approval on submission of detailed plan of action.
- 50% of the contract value shall be paid post approval on submission of first cut of the film.
- 30% of the contract value shall be paid post approval on submission of final film and handover of all the material collected for film development.

OFFICE OF
.....

Contract for Hiring professional vendor for creating a professional video of 5-6 minutes on Agriculture Education: Importance and prospects under NAHEP

To,
 M/s

Dear Sirs,

Sub: Hiring of services for

Ref: Request for Quotation no..... dated

1. Your Proposal no.....of(Date) for the **has been accepted. You are requested to** commence the following services at the rates quoted by you and specified against each as per the specifications and terms & conditions specified hereunder:

Sl. No.	Description of Services	Qty.	Unit	Quoted Unit Rate at in Rs.	GST and similar other taxes applicable on Services	Total Price inclusive of discounts, all taxes and duties	
						In Figures	In Words
1							
Total including all taxes and duties							

2. Duration of Service :
3. Place of delivery
4. Consignee Address:
5. GST and other taxes and duties, if any will be reimbursed at actual rates paid on the date of supply or the rate/amount shown above, whichever is lower.
8. Other terms and conditions are as under:

(Purchaser)

Date:
 Place:

Name:
 Designation:.....