

Reference No. QCI/PPID/1220/020

Request for Proposal

Video and Audio for Swachh Survekshan 2021



QUALITY COUNCIL OF INDIA

2nd Floor, Institution of Engineers Building
2, Bahadur Shah Zafar Marg, New Delhi – 110002

T: +91-11-23378056 / 57; F: +91-11-23378678

W: www.qcin.org E: info@qcin.org

Introduction

Quality Council of India (QCI):

The Quality Council of India (QCI) is a pioneering experiment of the Government of India in setting up organizations in partnership with the Indian industry.

The mandate of QCI is to lead nationwide quality movement in India by involving all stakeholders for emphasis on adherence to quality standards in all spheres of activities primarily for promoting and protecting interests of the nation and its citizens.

To achieve this, QCI is playing a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and well-being of the citizens of India.

Background:

Quality Council of India is looking for creative partners to involve in designing, conceptualization and development of television commercial and radio spots for creating citizen awareness and engagement for Swachh Survekshan 2021.

Scope of Work

The Scope of Work would include conceptualize, design and execute the production of video, including editing Applications from competent professional agencies are invited for conceptualization of the video, writing the script, execution of the script, shooting at various locations, wherever required. Brief details about the project would be shared by QCI with the selected agency for conceptualization of the video. The Scope of work would broadly cover creating citizen awareness and engagement for Swachh Survekshan 2021 based on the themes Citizen awareness, engagement and create a healthy competitive spirit among the Urban Local Bodies (ULBs). A creative brief will be shared by the client suggested by the client by making the following:

Deliverables	Unit	Remarks
Television Commercial Subject Matter and Celeb Promo Bollywood and Regional 30 sec	5	5 TVC campaigns needs to be created which would include celeb/influencer messaging (on pro bono basis, arranged by agency), informative videos around technical facets of Swachh Survekshan as well. The agency needs to come up with a plan as to how the 5

		video spots will be distributed accordingly. Duration may exceed upto 45 sec, based on final consultation with MoHUA and QCI
Dubbing X 8 Languages* of the 5 above spots	5	Regional Language Dubbings of all promos. Punjabi, Marathi, Gujarati, Tamil, Telegu, Malayalam, Kannada, Bengali
Radio Spots - 30 Sec (Subject matter and Celeb Radio Spots) Duration may exceed upto 45 sec	5	Subject matter and Celeb Radio Spots, usage of jingles etc as a good theme will create appropriate buzz
Radio Spot dubbings X 8 Languages	5	Regional Language dubbings of radio Spots. Punjabi, Marathi, Gujarati, Tamil, Telegu, Malayalam, Kannada, Bengali

***Languages:** Punjabi, Marathi, Gujarati, Tamil, Telegu, Malayalam, Kannada, Bengali

Note:

- All video/ audio spots are to be made with a citizen centric approach
- Branding guidelines for the videos/ audio spots shall be provided by QCI & MoHUA
- Celebs/influencers are to be arranged on pro bono basis by the agency itself.
- The agency must collect pictures and video from the field capturing respondents' testimonials, best practices and innovative solutions focused around Swachh Survekshan-2021 indicators. Some aspects of this such as pictures may be provided by the client as well
- Creative Content should exclusively design for the modern social media ecosystem
- Creative Content should be localized to specific regions across India
- Creative Content should have strong lens of music to drive recall and connection with the audience.
- Customized and Focus Targeting:
 - YouTube
 - Instagram
 - Facebook
 - Twitter
 - WhatsApp
 - Broadcast
 - Snapchat
 - Any other

Other Terms and Conditions:

1. The applicant should have technically qualified and well experienced strong in-house resource base including the production team, script writers, research team etc.
2. The applicant must be a legal entity registered anywhere in India.
3. The applicant must have a valid GST Registration Certificate in India
4. The applicant must have proven track record of minimum 2 years in film making and similar activities and executed campaigns of national importance

5. The applicant must have the ability to coordinate with QCI professionals in conceptualizing and getting the desired inputs on screen.
6. The applicant must not sub-contract the work to other agencies.
7. No usage of archive footage to be used. All creative content should be fresh.

Pre-qualification Criteria

S. No	Requirement	Documents
1	The Agency should be a registered legal entity (Partnership/Company/Society) with minimum 3 years of existence on the day of the submission of bid.	<ul style="list-style-type: none"> • Certificate of Incorporation / Registration • PAN Card • GST Registration Certificate
2	The turnover of the agency for each financial year 2017-18, 2018-19 and 2019-20 should be at least Rs. 4 Crore	Balance Sheets & documents certified by CA
3	The agency must have an experience of at least 3 years in Creative Production (Multimedia Campaign), and must have completed at least two projects worth Rs.25 lakhs each and four projects worth Rs 10 lakhs for Centre/State Govt, PSUs, Private Brands.	Copies of the work orders/sanction order of Social Media activities
4	Should have a local office in Delhi/NCR region	Documentary evidence
5	The Agency should not have been black listed by Central or State Governments & PSUs	Self-Declaration

EVALUATION OF BIDS

The Bidders shall be short listed after the evaluation of their Technical Bids. Financial bids of only such shortlisted bidders will be opened. The final selection of the bidders shall be done on Quality Cost Based System (QCBS) with 70% weightage to the technical parameters and 30% weightage to the financial parameters. Contract shall be awarded to the bidder with the highest QCBS Score i.e. the H1 Bidder.

Evaluation shall be done by a committee constituted for evaluation by the QCI based on the below given criteria (but not limited to):

- a) Understanding of Scope of Work
- b) Proposed Multimedia Campaign for the Project
- c) Proposed overarching theme of how to build the concepts and roll out the production content

- d) CV's of professionals (creative team having expertise in video making and content writing) to be deployed in the project
- e) Relevant experience in multimedia campaign for Government/ PSUs/ Private Sector/ Brands
- f) A 20-minute presentation on technical proposal showcasing the experience, understanding of the project requirement, technical expertise etc.

PRESENTATION

As a part of Evaluation of proposals submitted by the applicants, QCI reserves the right to seek further information or a presentation from the Organizations for evaluation purposes. QCI may call for such information/presentation at a short notice.

AMENDMENTS TO RFP

At any time prior to the last date for receipt of applications, QCI may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, QCI may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP.

REJECTION OF APPLICATION

The application is liable to be rejected if:

- a) Not in prescribed forms and not containing all required details.
- b) Not properly sealed and signed as per requirements.
- c) Received after the expiry of due date and time.
- d) Missing of any supporting document(s) with the Proposal.

DISCLAIMER

- a) The QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- b) The QCI reserves the right
 - i. To reject any/all applications without assigning any reasons thereof.
 - ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the QCI without assigning any reasons thereof.
 - iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise

NO SUBLETTING ASSIGNMENT

There must be no further subcontracting without prior written consent of QCI.

MAINTENANCE OF CONFIDENTIALITY

The agency must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access thereto or use thereof. The agency must not, without the prior written consent of QCI, disclose any confidential information of QCI or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, QCI may impose such conditions as it thinks fit, and the agency must comply with these conditions. Confidentiality clause shall survive for a longer period of one year after the termination of contract or contract expiry period.

SUBMISSION OF TECHNICAL BID:

The technical bid should contain the following details:

- Plan of methodologies and processes devised for actioning and achieving the abovementioned objectives.
- Mock or similar videos and audios developed in the past be shared as a part of technical presentation
- Proposed Multimedia Campaign for the Project
- Details of past experience in similar work, if any
- Resume of the Creative Manager and the proposed team for the Project
- Proposed Conceptualization for the video and audio
- Any other detail that the bidder may like to provide.

SUBMISSION OF FINANCIAL BID:

S. No.	Product Description	Unit	Per Unit Cost	Cost for 5	Cost inclusive of taxes
1	TVC Subject Matter and Celeb Promo Bollywood and Regional 30 sec	5			
2	Dubbing X 8 Languages* of the 5 above spots	5			
3	Radio Spots 30 Sec (upto 45 sec)	5			
4	Radio Spot dubbings X 8 Languages	5			

SUBMISSION DETAILS

Interested parties may send the technical and financial bid in two separately sealed envelopes inside a larger sealed envelope super-scribing “Proposal for Creation of video and Audio for Swachh Survekshan” to Deputy Director (Accounts), Quality Council of India, Institution of Engineers Building, 2nd Floor, 2, Bahadur Shah Zafar Marg, New Delhi 110002 latest by December 14, 2020, 3 PM.

For further queries, you may please contact the below-mentioned persons:

For technical queries:

email id: akash.agarwal@qcin.org

For any other queries: Procurement Team

email id: procurement@qcin.org