

Reference No. QCI/NABCB/1120/016

Request for Proposal

Design and Creation of Video for NABCB



QUALITY COUNCIL OF INDIA

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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 an 8-10 minutes long video for National Accreditation Board for Certification Bodies (NABCB), the proposed video will be played internationally and the target audience would be industry.

Scope of Work

The scope of work would include designing the script for an 8-10-minutes video to be developed for NABCB with 2 more short snippets of the same of 5 minutes and 2 minutes from main the video. Applications from competent professional agencies are invited for conceptualization of the video, writing the script, execution of the script, shooting at various locations (Delhi NCR), including graphic/animation/anchor/voice over artist wherever required. Brief details about the video would be shared by QCI with the selected agency for conceptualization of the video. The Scope of work would broadly cover the following:

- Presentation of the role of NABCB in a day to day life in an eye-catching manner.
- Showcase the international equivalence of NABCB.
- Display the overview of working of NABCB, explain how the accreditation works, benefits of the accreditation, international collaboration etc.
- Interview of at least 12 persons
- Shooting in and around Delhi-NCR
- Few videos can be seen on link <https://ilac.org/publications-and-resources/videos/> for reference
- Activities of NABCB from website <http://nabcb.qci.org.in/> can be seen.

- The agencies may also be required to develop informative videos of 5 min each for different sectors like Oil and Gas, Construction, Medical devices, Food industry.

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.
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.

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 EOI

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 EOI 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 EOI.

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 developed in the past be shared as a part of technical presentation
- 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
- Any other detail that the bidder may like to provide.

SUBMISSION OF FINANCIAL BID:

S. No.	Product Description	Total Cost	Cost inclusive of taxes
1	Creation of Video: a) Main video of 8-10 minutes b) Short snippets of 5 minutes c) Short snippets of 2 minutes d) Informative video on 4 sectors of 5 minutes each		

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 Design and Creation of video for NABCB" 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 03, 2020, 3 PM.

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

For technical queries: Ms. Arpna

email id: arpna@qcin.org

For any other queries: Procurement Team

email id: procurement@qcin.org