

Reference No. QCI/PPID/1021/073

Request for Proposal

Engagement of Agency for Development of Videos for
Safaimitra Suraksha Challenge 2021



Quality Council of India (QCI),
Institution of Engineers Building,
2nd Floor, 2, Bahadur Shah Zafar Marg,
New Delhi-110002

Tender Notice

1. Quality Council of India invites proposals for **“Engagement of Agency for Development of Videos for Safaimitra Suraksha Challenge 2021”**
2. The content of this RFP enlists the requirements of the Quality Council of India. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the financial terms and bidding process and explain the contractual terms that the Quality Council of India wish to specify at this stage.
3. The Documents to be submitted:

Form 1	Covering letter with the Proposal in response to RFP Notice
Form 2	Relevant Project Experience
Form 3	Resource Profiles
Form 4	Details of the responding organization
Annexure – A	Technical Proposal Format
Annexure – B	Financial Proposal Format

4. The Technical and Financial Bids may be submitted at the following address on or before October 29, 2021 by 01 PM via post to:
Deputy Director (Accounts), Quality Council of India (QCI)
Indian Council for Child Welfare, 2nd Floor, 4, Pandit Deen Dayal Upadhyaya Marg, Mandi House, New Delhi, India-110002

Tender Summary

S. No.	Particulars	Details
1	Project Scope	Engagement of Agency for Development of Videos for Safaimitra Suraksha Challenge 2021
2	Project Duration	10 days
3	Proposal Selection	Quality & Cost Based Selection (QCBS)
4	Earnest Money Deposit	N/A
6	Last Date of Submission of Bid	October 29, 2021
7	Presentation Round	To be notified via e-mail

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.

1. Background

As a prelude to encouraging cities to improve urban sanitation and eradicate the practice of manual scavenging, Minister of Housing and Urban Affairs (MoHUA) has started the National competition of 'Safaimitra Suraksha Challenge'. MoHUA proposes to conduct the first edition of Safaimitra Suraksha Challenge to rank all cities under Swachh Bharat Mission-Urban (SBM-U). The mission which is being implemented by Ministry of Housing and Urban Affairs (MoHUA) and covers all statutory towns/Urban Local Bodies (ULBs) to achieve the following objectives:

- i. Elimination of open defecation,
- ii. Eradication of Manual Scavenging,
- iii. Modern and Scientific Municipal Solid Waste Management,
- iv. Effect behavioural change regarding healthy sanitation practices,
- v. Generate awareness about sanitation and its linkage with public health,
- vi. Capacity Augmentation for ULB's, by creating an enabling environment for private sector participation in CAPEX (capital expenditure) and OPEX (operation and maintenance expenditure)

The Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013 deals with two distinct aspects –

- (a) manual scavenging
- (b) hazardous cleaning

The Act defines hazardous cleaning as manual cleaning of a sewer or a septic tank without the protective gear, cleaning equipment, and observance of safety precautions prescribed under the Rules. It is an offence to directly or indirectly employ or engage any person for hazardous cleaning. Thus, violation of the aforementioned safety precautions is an offence under the Act (Section 7), even in cases when hazardous cleaning does not result in death or serious injuries.

This prohibition applies to individual persons as well as local authorities and agencies. Safaimitra Suraksha Challenge focuses on the following:

- i. The thrust on mechanised cleaning of sewers and septic tanks.
- ii. Availability of proper protective gears.
- iii. Creation of conducive eco system through trained workforce, 24*7 helpline and enforcement mechanisms.

2. Scope of Work:

The Scope of Work includes conceptualizing, designing and production of video, including editing. Proposals from competent professional agencies are invited for conceptualization of the video, writing the script, execution of the script, shooting at various locations, wherever required. 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 the closure of the Safaimitra Suraksha Challenge 2021 to highlight the award-winning cities & States and their on-ground work undertaken during the complete SSC 21's duration and otherwise.

2.1. Deliverables

The selected agency will be required to deliver the following:

- a) 5 films on award winning cities of 2-5 minutes version under the Safaimitra Suraksha Challenge 2021.
- b) One 10 minutes short overall film of Safaimitra Suraksha Challenge-2021 to be created post completion of the survey. This would include combining shots from all the award-winning cities/ other cities as decided by QCI along with the collaterals collected from the field.
- c) The cities list shall be provided by 7th November and the video shoot & design will have to be completed by 10th November, first cut submission by 12th November and final submission by 15th November.

Key Notes:

- ✓ All movies are to be made with a "Safaimitra and citizen centric approach."
- ✓ The movies must use drone images, strong narration, voice over, Safaimitra, ULB & citizen bites.
- ✓ Branding guidelines for the videos shall be provided by MoHUA.
- ✓ The communication collaterals and films should be as per DAVP quality standards.
- ✓ All the communication collaterals will be in Hindi language with English subtitles.
- ✓ Collateral from the field must include collected pictures and video from the field capturing respondents' testimonials, best practices and innovative solutions focused around Safaimitra Suraksha Challenge-2021 indicators. Interaction with citizens can also be added. This is critical for a short 10 minutes film of Safaimitra Suraksha Challenge-2021.
- ✓ The agency should use modern gadgets for capturing the videos such as drones, high quality cameras, etc.

- ✓ Celebs/influencers are to be arranged on pro bono basis by the agency itself for narration.
- ✓ 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
- ✓ Content Language: Hindi and English

Note:

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.
7. No usage of archive footage to be used. All creative content should be fresh.

3. Pre- Qualification Criteria:

S. No	Basic Requirements	Specific Requirements	Documents Required
a.	Turnover	Average Annual Turnover of the Bidder during the last Three financial years, i.e. FY 2017-18, FY 2018-19, 2019-20 (as per the last published audited balance sheets), should be more than Rs. 25 (Twenty-five) Lacs	Audited Financial Statements or CA Certificate certifying the turnover with CA's Registration Number/ Seal

b.	Technical Capability & Experience	The agency must have an experience of 3-5 years in Creative Production activities and must have completed at least three projects worth Rs. 7 lakhs each for Centre/State Govt, PSUs, Private Brands.	Work order / Work Completion Certificates from the client
c.	Tax Registration	The company shall hold valid GST and PAN certifications.	<ul style="list-style-type: none"> • Certificate of Incorporation / Registration • PAN Card • GST Registration Certificate
d.	Blacklisting	The bidder shall not have been blacklisted by any central or state government agency, PSU etc	Undertaking in this regard to be submitted.

4. 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 Conceptualization for the video
- c. Proposed overarching theme of how to build the concepts and roll out the production content
- d. CVs of professionals (creative team having expertise in video making and content writing) to be deployed in the project
- e. Relevant experience in creative production 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.

5. 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.

6. 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.

7. 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.

8. 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

9. NO SUBLETTING ASSIGNMENT

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

10. 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.

11. Termination of Contract

11.1 Termination for Default

QCI reserves the right to terminate / short close the contract, without prejudice to any other remedy for breach of contract, by giving one month notice if the agency fails to perform any obligation(s) under the contract and if agency, does

not cure their failure within a period of 15 days (or such longer period as QCI may authorize in writing) after receipt of the default notice from QCI.

11.2 Termination for Insolvency

QCI may at any time terminate the contract by giving written notice without compensation to the agency, if the agency becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to QCI.

11.3 Termination for Convenience

QCI may by written notice sent to agency, terminate the contract, in whole or part, at any time for its convenience. However, the payment shall be released to the extent to which performance of work executed as determined by agency till the date upon which such termination becomes effective.

12. Force Majeure

Neither party shall be held responsible for non-fulfilment of their respective obligations due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, war, flood, earthquakes, strike, lockouts, epidemics, riots, civil commotion etc., provided on the occurrence and cessation of any such events. The affected party thereby shall give a notice in writing to the other party within one week of such occurrence or cessation. If the force majeure conditions continue beyond six months the parties shall then mutually decide about the future course of action.

13. Intellectual Property Rights

All intellectual property rights developed as a consequence of any allotment of work to the shortlisted service provider shall be the sole property of QCI.

14. Documents Submission

The following set of documents needs to be submitted to qualify for the evaluation process. These documents are:

- i. All the necessary documents mentioned in the pre- qualification criteria
- ii. Form 1: Covering letter with the Proposal in response to RFP Notice
- iii. Form 2: Relevant Project Experience
- iv. Form 3: Resource Profiles
- v. Form 4: Details of the responding organization
- vi. Annexure A: Technical Proposal Documents
- vii. Annexure B: Financial Proposal in the provided format

Interested parties may send the technical and financial bid in two separately sealed envelopes inside a larger sealed envelope super-scribing "Proposal for Engagement of Agency for Development of Videos for Safaimitra Suraksha Challenge 2021" to Deputy Director (Accounts and Administration), Quality Council of India, Indian Council for Child Welfare, 2nd Floor, 4, Pandit Deen Dayal Upadhyaya Marg, Mandi House, New Delhi, India-110002 latest by October 29, 2021, 1 PM.

For further queries, you may please contact the below:

For any other queries: Procurement Team

email id: procurement@qcin.org

Form 1: Covering letter with the Proposal in response to RFP Notice

(To be submitted on the Letterhead of the responding firm)

{Place}

{Date}

To,

Deputy Director (Accounts),
Quality Council of India,
Indian Council for Child Welfare, 2nd Floor,
4, Pandit Deen Dayal Upadhyaya Marg,
New Delhi-110002, India.

Subject: Submission of proposal in response to the RFP for **Engagement of Agency for Development of Videos for Safaimitra Suraksha Challenge 2021**

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated <dd/mm/yy> for <RFP NAME>
2. We attach our technical response and our Financial quotation, the technical response and the Financial response in a separate sealed cover as required by the RFP both of which together constitutes our proposal, in full conformity with the said RFP.
3. We undertake, if our proposal is accepted, to adhere to assign a team dedicate to this project.
4. We have read the provisions of RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
5. We undertake, if our proposal is accepted, to adhere to the scope of engagement or such modified plan as may subsequently be mutually agreed between us and QCI or its appointed representatives.
6. We agree to unconditionally accept all the terms and conditions set out in the RFP document and also agree to abide by this Proposal response for a maximum period of TWO MONTHS from the date fixed for Proposal opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this Proposal response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and QCI.

7. We affirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to through this proposal is true, accurate, and complete.
8. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the QCI as to any material fact. We agree that QCI is not bound to accept the lowest or any Proposal response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the Proposal response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/ firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this Day of 2021

(Signature) (In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Vendor

Form 2: Relevant Project Experience

S. No.	Name of the Project/ Engagement	Client name	Duration (Period)	Value

Form 3: Resource Profiles

Using the format provided below, please provide summary information on the team you propose for the project. (Include CVs)

Resource Summary

S. No	Proposed Role	Number of Resources	Area of Expertise	Key Responsibilities

Form 4: Details of responding organization

Section No.	Sr. No.	Particular	Detail
I	COMPANY PROFILE:		
	1.	Name of the Organization * (As appearing on PAN Card)	
	2.	Registered Office Address *	
	3.	Address for Billing Office & Address *	
		Name of Contact Person *	

		Contact No. *	
		Mobile No.	
		E mail ID *	
	4.	Name of Contact Person (Finance & Accounts) *	
		Contact no.	
		Mobile no.	
		E mail ID *	

II	STATUTORY DETAILS:		
	1.	GST Details: -	
		Whether Registered Assessee (Yes or No)	
		If Yes: -	
		GSTIN Number # *	
		Type of Assessee	
	2.	MSME	
		Whether Registered under MSME (Yes or No) *	
		If Yes: -	
		MSME Registration No. and validity date # *	
	3.	Permanent Income Tax No. (PAN) # *	
	4.	<u>NATURE OF ENTITY: *</u> PROPRIETOR/PARTNERSHIP/ LPP/ PRIVATE LIMITED /PUBLIC LIMITED/GOVERNMENT	

	5.	WHETHER FUNCTIONING IN A SPECIAL ECONOMIC ZONE. (SEZ) (YES/ NO) *	
--	----	--	--

III	BANK DETAILS: -		
		Name of Bank	
		Address of Bank	
		Bank Account No.	
		IFSC Code	
		SWIFT CODE (If party's billing address is outside India)	

Declaration by Director/ Proprietor/ Partner:

I/We declare that the information furnished above are correct to the best of my/our knowledge / belief. I/We undertake to inform you of any change in above particulars at the earliest.

Date:

Place:

Signature

Name & Designation

Annexure A: Technical Proposal Format

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
- 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.

Annexure B: Financial Proposal Format

S. No.	Product Description	Unit	Per Unit Cost	Total Cost	Cost inclusive of taxes
1	Films on award winning cities of 2-5 minutes version under the Safaimitra Suraksha Challenge 2021	5			
2	10 minutes short overall film of Safaimitra Suraksha Challenge-2021 to be created post completion of the survey. This would include combining shots from all the award-winning cities along with the collaterals collected from the field	1			

Please mention the following in preparing your bid:

- Dated this [date / month / year]
- Authorized Signatory (in full and initials)
- Name and title of signatory
- Duly authorized to sign this proposal for and on behalf of [Name of Vendor]
- Name of Firm
- Address