

Reference No. QCI/NBQP/1223/252

**Request for Proposal
for engagement of agency for production of videos**



**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 **“Request for Proposal for engagement of agency for production of videos”**.
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 Technical and Financial Proposals may be submitted at the following address on or before **December 13, 2023, by 2 PM via post/by hand** to:

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

In addition to the above, a copy of only technical proposal, in the PDF format, is required to be submitted to procurement@qcin.org on or before December 14, 2023, by 12 Noon. Non-submission of technical bid through e-mail in the stipulated format will lead to rejection of the bid.

Tender Summary

S. No.	Particulars	Details
1	Project Scope	Engagement of agency for production of videos
2	Contract Period	4 weeks
3	Last date of submission of bid	December 13, 2023, 2 PM
4	Performance Bank Guarantee	5% of the contract value

I. Introduction: Quality Council of India (QCI)

The Quality Council of India (QCI) is an autonomous body set up jointly by Ministry of Commerce and Industry, Government of India and 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.

II. Background:

Quality Council of India for 26 years has done some phenomenal work. Over years QCI has contributed to better the quality of life for Indian citizens. With its motto of Creating an Ecosystem of Quality, QCI is now looking to take the quality movement to the masses in order to create an organic demand for Quality in every walk of life. For this, it needs a highly engaging outreach program.

III. Objective:

The objective of this Request for Proposal (RFP) is to solicit proposals from qualified and experienced agency to create engaging video for Quality Council of India. In the present scenario videos have become an integral part of all communications whether its social media, exhibitions, conferences or other platforms. With the evolution of technology, Video format seems to be the most formidable attention grabbers and a perfect medium to deal with the time constraint and shorter attention span of people.

IV. Scope of Work:

The proposed scope of work under this contract includes the following deliverable elements for 3 Videos as per the details given below:

Video-1: Quality Times

1. To create an engaging video format bulletin for Quality Council of India with a stipulated frequency that will deliver and showcase its activations, actions, contributions.
2. **PRE-PRODUCTION:** (Initial strategy discussion & planning):
 - a) To conceptualise the entire strategy and schedule its execution by mapping and planning the finalised theme.
 - b) **COVERAGE:** Coverage shall be provided in towns mentioned in the attached list for professional video coverage of the events, bytes, testimonials etc.
 - c) **POST PRODUCTION & FINAL OUTPUT:** After performing coverage of these activities, agency will provide 4-7 min. capsule presented by an anchor/host.
 - d) To provide all the necessary elements for the news capsule that will include all production related services like Scripting, Direction, Shooting, Editing, Anchoring, GFX, VFX.
3. **NO. OF SHOOT DAYS:** Max. 3-5 days
4. **DURATION OF EPISODE/CAPSULE:** Approx. 4-7 min or as per requirement.
5. **Anchor Shoot** will be for maximum One day.
6. **HOURS/DAYS OF SHOOT:** Max Eight hours of shoot per day

Video-2- Two videos for the Scheme for Made in India

Launch video (English and Hindi)

Label video (English and Hindi)

The proposed scope of work includes the following deliverable elements for 2 videos.

1. To create an engaging video to be displayed during the ceremony of Made in India,
2. **PRE-PRODUCTION:** (Initial strategy discussion & planning):
To conceptualise the entire strategy and schedule its execution by mapping and planning the finalised theme.
3. **POST PRODUCTION & FINAL OUTPUT:** After performing coverage of these activities, agency will provide 4-7 min. capsule.
To provide all the necessary elements for the news capsule that will include all production related services like Scripting, Direction, Shooting, Editing, Anchoring, GFX, VFX.
4. No. Of Shoot Days: Max. 3-5 days
5. Duration of Episode/Capsule: Approx. 4-7 min or as per requirement.

I. Pre- Qualification Criteria:

S. No	Basic Requirements	Specific Requirements	Documents Required
1	Registration	<p>The Bidder(s) interested in participating in the Selection Process must be a duly registered legal entity in India, under any one of the following categories:</p> <ul style="list-style-type: none">• A Limited Liability Partnership (“LLP”) registered under the LLP Act, 2008;• an Indian Company (“Company”) registered under the Companies Act, 1956/ 2013 or any previous Companies’ Act;• a “Partnership Firm” registered under the Indian Partnership Act, 1932; <p>With minimum Seven (07) years of existence at the time of submission of the bid.</p>	<p>Registration documents of the Bidder as a company/firm or any legal entity along with:</p> <ol style="list-style-type: none">i. Incorporation Certificate of the company, orii. Certified copy of registered Partnership Deed; copy of Statement filed in the Register of Firms disclosing names, addresses and relevant details of ALL partners of the Partnership Firmiii. MSME Certificate (if applicable)iv. Any other supporting document, as may be required
2	Turnover	<p>Average Annual Turnover of the applicant during the last Three financial years, i.e., FY 2020-21, 2021-22, 2022-23 (as per the last published audited balance sheets), should be around 40 lakhs.</p>	<p>Audited Financial Statements or CA Certificate certifying the turnover with CA’s Registration Number, FRN, UDIN</p>

3	Technical Capability & Experience	The Bidder(s) must have relevant experience in production of videos for at least 03 (three) projects/ contracts with each project/ contract having a minimum contract value of ₹ 10 (Ten) Lakhs for Central or State Govt., Union Territory, PSU, CPSU, SPSU, Central universities, national institutes in the last 05 (five) Financial Years	Copy of Work order/ Agreement/ Work Completion Certificates from the client
4	Office	The applicant must have an office in Delhi NCR Area.	Valid proof of address (any one) <ul style="list-style-type: none"> • Rent Agreement/Lease • GST • Electricity Bill, Water bill, etc.
5	Non-Blacklisting	The bidding entity must not be blacklisted / terminated / debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last three (3) years.	Undertaking to be submitted on letterhead as per the format given in Form-D

II. Evaluation Criteria

Evaluation of the bids will be done in two-stages namely Technical Evaluation (comprising pre-qualification check and technical presentation) and financial evaluation based on QCBS basis. The technical evaluation shall be based on the following criteria:

S. No.	Criteria	Maximum Marks
1	Brief about the understanding of the mentioned scope of work	25
2	A description of the approach and methodology for performing the assignment	25
3	Relevant Industry Experience: Case study for previous 3 assignments completed successfully for minimum 5 assignments in India in past 5 years. Note: <ul style="list-style-type: none"> • 6 marks shall be counted for each completed assignment performed. 	30
4	<ul style="list-style-type: none"> • Profile of proposed resources as well as the team composition by area of expertise, years of experience, the position that would be assigned to each resource, and their tasks along with timelines for completion 	20
Total		100

Minimum marks required for technical qualification is 70 out of 100.

During Technical Evaluation, the Technical Presentation Round will focus on the clarity of understanding, the approach & methodology and details of experience of the participating bidders. Firms who qualify the pre-qualification criteria shall only be called for the technical presentation round.

III. Method of Selection

1. The bids shall be evaluated on Quality and Cost Based Selection (QCBS).
2. In deciding the final selection of the service provider, the technical bid of the proposal will be given a weightage of 70% and the financial bid will be given a weightage of 30%.
3. The financial bids of only those bidders who qualify for the technical evaluation will be opened.
4. The proposal with the lowest cost will be given a score of 100 and the other proposals will be scored on a pro-rata basis, inversely proportional to the offered cost i.e., lower marks for higher priced offers.
5. **TOTAL SCORE:** (on QCBS basis)
 - i. The total score shall be obtained by weighing the quality and cost scores and adding them.
 - ii. $\text{Total Score} = [\text{Normalised Technical Score} * 70 \text{ (Weightage given to technical criteria)}] + [\text{Financial Score} * 30 \text{ (Weightage given to financial criteria)}]$

IV. General Terms and Conditions

1. **Contract Period:** The contract shall be valid for four weeks from the date of award of work. Quality Council of India reserves the right to further extend the contract for executive search services for more than one position based on performance of the selected firm by up to two more years.
 Note:
 - i. If a bidder withdraws its bid during the period of bid validity.
 - ii. Bidder does not respond to requests for clarification of its Proposal.
 - iii. Bidder fails to provide required information during the evaluation process or is found to be nonresponsive.
 - iv. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.
2. **Performance Bank Guarantee:** QCI shall require the selected agency to provide a Performance Bank Guarantee, within 30 days from the notification of award, for a value equivalent to 5% of the contract value. The Performance Guarantee shall contain a claim period of three months from the last date as per the contract duration. The selected bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the submission of deliverables. In case the selected bidder fails to submit a Performance Guarantee within the time stipulated, the purchaser at its discretion may cancel the order placed on the selected bidder without giving any notice. Purchaser shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period or purchaser incurs any loss due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.
3. **Presentation:** As a part of evaluation of proposals submitted by the applicants, QCI shall seek further information or a presentation from the organisations for evaluation purposes. QCI may call for such information/ presentation at a short notice. The presentation link shall be sent to only those bidders who qualify the prequalification criteria.
4. **Professional liability:**
 - i. The consulting firm is expected to carry out its assignment with due diligence and in accordance with the prevailing standards of the profession. The consulting firm shall provide detailed reports / presentations in line with deliverables. The reports/

presentations shall be reviewed by QCI for validation of the suggestions/ progress made. QCI may also at times engage any other party for validation of the recommendations made by the consulting firm.

- ii. In case, any deficiency is observed or the recommendations suggested by the consulting firm is not appropriate, the report/presentations shall not be accepted and the consulting firm would be required to make a fresh report/presentations. Such delays in the final acceptance of the consulting firm's report/presentation after every stage shall be considered as deficiency in service. To avoid deficiency in service and delays arising out of such events, it shall be the endeavour of the consulting firm to hold mutual discussions with QCI at every stage in order to complete the activities as scheduled.

5. **Right to implementation:** QCI shall be at its liberty to modify/implement the suggestions/strategies arising out of the engagement of the selected bidder either directly or through any other party.
6. **Subcontracting:** There must be no further subcontracting without prior written consent of QCI.
7. **Payment Schedule:**

S. No.	Milestone	Time Schedule	Payment
1.	Upon issuance and acceptance of work order		20%
2.	Upon completion of work		80%

Payment shall be made within twenty (20) days of receipt of the proper invoices and necessary supporting documents for processing the bills.

8. **Maintenance of Confidentiality:** The service provider 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 service provider 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 service provider must comply with these conditions. Confidentiality clause shall survive the termination of contract or contract expiry period.

The selected service provider will be required to sign a mutually agreed Non-Disclosure Agreement (NDA) with QCI.

9. **Conflict of Interest:** Prohibition of Conflicting Activities: Neither Service Provider nor their Personnel shall engage, either directly or indirectly, during the term of this work, any business or professional activities which would conflict with the activities assigned to them under this contract.
10. **Settlement of Disputes:**
 - i. **Amicable Settlement:** The Parties shall use their best efforts to settle amicably all disputes arising out of or in connection with this Work order or its interpretation.
 - ii. **Disputes Settlement:** Any dispute between the Parties as to matters arising out of and relating to this Work Order that cannot be settled amicably within thirty (30) days after receipt by one Party of the other Party's request for such amicable settlement may be

submitted by either Party for settlement in accordance with the provision specified in the RFP or all disputes shall be finally settled by Secretary General, QCI.

11. **Termination of Contract**

i. **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 service provider fails to perform any obligation(s) under the contract and if service provider, does not cure his failure within a period of 30 days (or such longer period as QCI may authorize in writing) after receipt of the default notice from QCI.

ii. **Termination for Insolvency**

QCI may at any time terminate the contract by giving written notice without compensation to the service provider if the service provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of 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.

iii. **Termination for Convenience**

QCI may, by written notice sent to the service provider, terminate the contract, in whole or part, at any time for its convenience, by giving 15 days' notice. However, the payment shall be released to the extent to which the performance of work executed as determined by the service provider till the date upon which such termination becomes effective.

iv. The service provider may terminate this contract, or any particular Services, by giving 15 days' written notice to QCI if the service provider reasonably determines that the service provider can no longer provide the Services under applicable law or professional obligations.

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, floods, earthquakes, strikes, lockouts, epidemics, pandemics, riots, civil commotion etc., provided on the occurrence and cessation of any such events. The affected party thereby shall give 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 may then mutually decide about the future course of action.

Force Majeure shall not include:

- i. Any event which is caused by the negligence or intentional action of a Party or by or of such party's agents or employees, nor any event which a diligent Party could reasonably have been expected both to consider at the time of the signing of the contract and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.
- ii. Insufficiency of funds or human resources or inability to make any payment required for the execution of services under this contract.

13. **Removal of Data:** The service provider must ensure that its employees/ professional's subcontractors and/ personnel do not:

- i. remove any data or allow any Data concerned with this contract to be removed from the places as notified / directed by QCI; or
- ii. take any Data or allow any Data to be taken outside of India, without the QCI's prior written consent

14. **Indemnity:** Service Provider undertakes to indemnify QCI from and any losses that QCI may incur due to any deficiency in services rendered by service provider or any instance of corruption or improper payment.
15. **Written Undertaking:** QCI may at any time require the service provider and its employees/ advisors/ professionals/ Contractors, to whom confidential information may be disclosed in the course of execution of contract, to give a written undertaking in the form of a deed reasonably accepted to QCI and relating to the use and non-disclosure of the confidential information relating to QCI or any Government Department or relating to any Ministry and or such other information that QCI suggests to be confidential. Upon receiving a request aforesaid the service provider must promptly arrange for all such undertakings to be given to QCI.
16. **Intellectual Property Rights:** QCI will own all the intellectual property resulting out of services being performed under this contract. To the extent, documents are provided by QCI with respect to the methodology, survey response data etc. The service provider shall keep them confidential and return the same post the closure of the project. Such material shall not be provided by service provider or any or its employees or contractors to any other party unless otherwise approved in writing by QCI.
17. **Amendments:** 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. Any such amendment shall be communicated to the service providers through e-mail.
18. **Disclaimer:**
 - i. The QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered.
 - ii. The QCI reserves the right:
 - a. To reject any/all applications without assigning any reasons thereof.
 - b. 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.
 - c. To include any other item in the Scope of work at any time after consultation with applicants or otherwise
 - d. To adopt method deemed fit to evaluate the proposals
 - e. To award the contract to more than one agency depending on the requirement of the assignment

V. Submission of Proposals

The intending bidders are expected to prepare proposals covering the following aspects:

1. **Technical Proposal:**

- i. All the supporting documents mentioned in the pre-qualification criteria.
- ii. Organization Profile
- iii. Project plan along with details of the proposed professionals to be deployed and timelines.
- iv. Duly stamped and signed Form-A, B, C, D
- v. Any other details that the service provider may like to provide.
- vi. The Supporting documents mentioned above in the pre-qualification criteria.

2. **Financial Proposal:**

Particulars	Cost (₹)*
Creation of Quality Times Video	
Creation of Two Made in India Video	
Total Cost (₹) *	

*Exclusive of taxes

3. **Submission Details:**

Interested parties may send the technical and financial proposal in two separately sealed envelopes inside a larger sealed envelope super-scribing “**Engagement of agency for production of videos**” to Deputy Director (Finance & Accounts), Quality Council of India, Institution of Engineers Building, 2nd Floor, 2, Bahadur Shah Zafar Marg, New Delhi-110002 latest by **December 13, 2023, by 2 PM**.

In addition to the above, a copy of only technical proposal, in the PDF format, is required to be submitted to procurement@qcin.org on or before December 13, 2023, by 2 PM. The financial bid should not be shared on e-mail.

For any queries, you may please contact the below:

Procurement Cell, QCI

Email id: procurement@qcin.org

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

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

To,

Deputy Director (Finance & Accounts),

Quality Council of India,

Institution of Engineers Building,

2nd Floor, 2, Bahadur Shah Zafar Marg, New Delhi-110002

Subject: Submission of proposal in response to the RFP for “_____”.

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated ____ for “_____”, in full conformity with the said RFP document.
2. We attach our technical response and our financial quotation 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 dedicated 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 bid response for a maximum period of THREE MONTHS from the date fixed for bid 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 bids 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 bid 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 bid 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 2023 (Signature) (In the capacity of)

Duly authorized to sign the Bid Response for and on behalf of: (Name and Address of Company)

Seal/Stamp of Bidder

{Place}

{Date}

Form B: Relevant Project Experience

S. No.	Name of the Project/ Engagement	Client Name	Duration (Period)	Approximate value of the assignment

Form C: Details of the responding firm

S. No.	Particulars	Details to be furnished	
1.	Details of responding Company		
	Name		
	Address		
	Mobile	Fax	
	E-mail	Website	
2.	Information about responding Company		
	Status of Company (<i>Public Ltd. / Pvt. Ltd etc.</i>)		
	Details of Registration (<i>Ref e.g. ROC Ref #</i>)		Date
			Ref #
	Details of Service Tax Registration		Date
			Ref #
3.	Current Year Turnover (Rs Crores) from _____ Services in India;		
4.	Company Profile (Operations in India)		
4.1	Average turnover from Indian Operations from _____ services in last three years	(Turnover in Rs Crores)	
4.2	Full-time professional staff engaged in similar projects	(Number of Staff)	
4.3	Extent of operations in India (national spread) i.e. number of offices in India (client specific / project specific offices should not be considered)	(Number of Offices in different cities/towns and their address)	

Form D: Format for Non-Blacklisting Undertaking

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

To,
Deputy Director (Finance & Accounts),
Quality Council of India,
Institution of Engineers Building,
2nd Floor, 2, Bahadur Shah Zafar Marg,
New Delhi-110002

Subject: Non-Blacklisting declaration in connection with RFP Ref. No. _____ dated _____ for _____

Dear Sir,

This is to notify you that our Firm/Company/Organisation _____ intends to submit proposal in response to invitation for Tender Ref. No. _____ for <>. In accordance with the above, we declare that:

- a. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this agreement
- b. We are not blacklisted by any Central/ State Government/ agency of Central/ State Government of India or any other country in the world/ Public Sector Undertaking/ any Regulatory Authorities in India or any other country in the world for any kind of fraudulent activities.

Dated this Day of (Year)

(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 Bidder