

**National Mission for Clean Ganga (NMCG)**  
**Department of Water Resources, River Development & Ganga Rejuvenation**  
**Ministry of Jal Shakti**

1st Floor, Major Dhyan Chand National Stadium,  
India Gate, New Delhi – 110002

F.No: Co-15/1/2021

Date: 28<sup>th</sup> June 2022

**REQUEST FOR EXPRESSION OF INTEREST**  
**(Consulting Services – Firm Selection)**

<b>Assignment Title</b>	<b>Selection to hire a Film/Advertisement Production House/Film-maker for Kartavya Ganga Campaign and Television Commercials (TVCs)</b>
<b>Reference No. (as per Procurement Plan)</b>	IN-NMCG-293466-CS-QCBS
<b>Loan No./Credit No./ Grant No.:</b>	IBRD-91360

1. The National Mission for Clean Ganga (NMCG), has received financing from the World Bank toward the cost of the Second National Ganga River Basin Project, and intends to apply part of the proceeds for the subject consulting services.
2. NMCG now invites eligible Firm (“Firm”) to indicate their interest in providing the services, as mentioned in the ToR herein.
3. Eligibility: The Firm should be eligible as per applicable Procurement Regulations of the World Bank.
4. Qualification: Interested consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short-listing criteria are:

**A. Technical Criteria:**

- i. Firm’s Experience of the Company/Firm since its existence. The company/Firm should have been in existence for a minimum of 10 (Ten) years.
- ii. The Firm should have experience of working with Top 20 advertising agencies (as per ET: Brand Equity Ranking) that are also empanelled with DAVP.
- iii. The Firm should have completed at least 15 assignments of similar nature (Production of Films and TVCs) for State/ Central Government/ PSUs/ Multilateral organizations / Corporate Brands.
- iv. The Firm should be registered with Production Association. (Indian Motion Picture Producers’ Association IMPAA)
- v. The Firm should have its head/branch office in Delhi NCR region/ Mumbai.

**B. Financial Criteria**

- i. The average annual turnover of the Firm during the last three financial years (FY 2018-19, FY2019-20, and FY 2020-21) should be more than Rs.5 crore.
  - ii. The Firm should be a profit-making in each of last three financial years (FY 2018-19, FY2019-20, and FY 2020-21). Copies of the Audited Balance sheet and profit and loss account for the above years must be submitted.
5. The EOI documents must be signed by the authorized signatory of the applicant and a power of attorney in this regard shall be submitted by the applicant.
  6. The applicant shall submit requisite documents as sought in this REOI. In absence of requisite documents, the application of the entity shall be liable for rejection. However, NMCG reserves the right to seek clarifications and/or supporting documents from the applicants, if NMCG considers it necessary for proper assessment of the EOI.
  7. NMCG reserves the right to cancel the REOI at any time or amend / withdraw any of the terms and conditions contained in the REOI at any stage without assigning any reason thereof.
  8. The attention of interested Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of the “World Bank Procurement Regulations, 2016” for IPF Borrowers (Revised November 2020), setting forth the World Bank’s policy on conflict of interest.
  9. A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method as set out in Section VII, paragraph 7.3 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016, revised November 2020 (“Procurement Regulations”).
  10. JV or Consortium is not allowed.
  11. Interested consultants shall submit ‘Expression of Interest’ through e-procurement portal (<https://etender.up.nic.in>) **on or before IST 15:00 Hrs. on 19<sup>th</sup> July 2022** and will be opened on the same day at IST 15:30 Hrs.

National Mission for Clean Ganga  
1st Floor, Major Dhyan Chand National Stadium,  
India Gate, New Delhi - 110002.  
T: +91 11 2307 2900  
E: [tl.procurement@nmcg.nic.in](mailto:tl.procurement@nmcg.nic.in)  
W: [www.nmcg.nic.in](http://www.nmcg.nic.in)

## **Terms of Reference**

### **Background**

National Mission for Clean Ganga, Ministry of Jal Shakti, had launched the ‘Kartavya Ganga’ multimedia campaign to create awareness and engender public participation in the efforts to clean and rejuvenate the Ganga. This 360-degree multi-media and outdoor publicity campaign was creatively conceptualized, designed and rolled out by a leading advertising Firm. The Kartavya Ganga campaign anthem with tagline ‘Nahi Rukenge Swachh Kareng’ (penned by renowned poet, lyricist & musician Shri Prasoon Joshi and sung by famed singer Shri Shanker Mahadevan) was especially well received by audiences. Outdoor materials prepared under the Kartavya Ganga campaign were prominently located in the major towns and cities along the Ganga and received wide coverage and publicity through various print, electronic, social media forums and other mediums. The campaign also reached out directly to thousands of people in the Ganga Basin through a wide array of ground activation activities and vigorous public. In short, the Kartavya Ganga campaign contributed significantly to NMCG’s efforts to forge a Jan Andolan (a people’s movement) around the objective of rejuvenating the river by reiterating individual commitment (‘Kartavya’) towards the revered river and strengthening the people-river connect.

### **The Assignment:**

NMCG now intends to take forward the Kartavya Ganga campaign through the development of four television commercials, whose scripts had been prepared and cleared under phase one of the campaign. NMCG is therefore seeking to hire a film/advertisement production house/film-maker to turn these scripts into effective and engaging TVCs.

### **Proposed Television Commercials: Four themes have been shortlisted for production of TVCs**

- i. Ghats Cleaning activity
- ii. Treatment of Factory Effluents
- iii. Individual Household Connections
- iv. Harmful effect of Pesticide

## **1. Technical Requirements/Specifications and Deliverables**

### **1.1 Overview:**

#### Key Personnel

- Director – Responsibility for Pre-Production, Filming and Post-Production: planning and organising production schedules. He/she will supervise the actors and other staff during the preproduction, production and post-production phases and coordinate with NMCG for creative inputs. Minimum ten years’ experience directing films/television commercials of similar profile.
- Editor - Professionally qualified and minimum five years’ experience.

- Producer - Minimum five years' experience producing films/television commercials of similar profile.
- Script Supervisor–Minimum three years' experience.

## 1.2 Outcome:

Following the photo shoot, the production house will provide the client with the following for 4 TVCs:

<b>Particulars</b>	<b>Deliverables</b>
Duration of Digital Master in Hindi	120 sec
Duration of TVC Master	60 sec
Number of Edits/Cut Downs	2 shorter edits (30 sec or 45 sec)
Language Dubs	
Mutes	5 sec, 4 sec, 3 sec, 2.5 sec, 2 sec
Unmixed Audio (VO & music)	Unmixed wave file
Usage Rights	Across all mediums including TV, Cinema, Radio, Digital, Mobile etc. for perpetuity.
Usage Market	India
Format	HD and SD (appropriate for TVC, Cinema & Digital)
Output	Dolby music and cinema material

## 1.3 Services

The cost shall include:

- Director and assistant director(s), producer and production team, location manager, line producer, DOP & DOP assistant fees, camera hire charges, camera lenses & accessories, grip equipment hire and attendants' charges, lights and light men charges, monitors and other accessories hire charges, production and other shooting related material, technical staff wages, studio & location hire charges, casting directors and cast/actors' cost, production designer & art directors fees
- Edit suite hire charges, editor fees, online compositing, computer graphics, music director fees, sound studio & engineers' fees, voice-over artist fees, language supervisor, post-production supervisor/s, Firm hard disk and other related material and miscellaneous cost etc.
- Master edit and shorter edits in Hindi and Bengali only
- PPM and one round of presentation in Delhi
- Shoot will be in Ganga Basin States (Uttarakhand, UP, Bihar, Jharkhand and West Bengal) of India & Post-production Globally, if required

## 1.4 Usage

Rights across all mediums for perpetuity including TV, Cinema, Radio, Digital will rest with NMCG.

## 1.5 Terms and conditions:

- The work and material that is subject of this agreement shall be work made for hire, and the IP in the film and all its elements shall vest with NMCG.
- Information shared by NMCG pursuant to this agreement shall be kept confidential and not disclosed to anyone except for the purposes of this agreement
- The Production House shall obtain all consents, licenses and assignments necessary to ensure NMCG the right to free and unhindered broadcast and use, and to ensure the IP produced pursuant to this agreement is free of all claims and does not infringe upon any person's personal rights or moral rights
- This estimate is valid only for 60 days from the date mentioned above & supersedes any other estimate given for the above-mentioned TVC
- Production house will do 2 set of edit changes (offline & online edit) post client presentation. However, it does not include re-shooting the film or any portion of the film or re-doing the music track

**3. Duration of the Assignment:** 6 months.

**4. Monitoring and Reporting:** The Firm will report to the Project Director, unless specified otherwise. The Firm will be required to submit periodic progress reports to this effect. The format and the frequency will be decided in consultation with the NMCG.

## 5. Facilities provided by NMCG:

NMCG shall provide the consultant access to documents, datasets, reports, and staffs needed for the timely delivery of the program activities.

Terms of Payment: The payment milestones shall be as per the below and also based on certification of the individual deliverables from NMCG.

S.No	Deliverable/Milestone	% of Contract Value
1	Story Board Presentation	10%
2	After Completion of Shooting	30 %
3	Rough Cut of TVCs	20%
4	Final Submission with Master unmixed files	40%

**Evaluation Criteria:**

<b>S. No</b>	<b>Parameter</b>	<b>Max Marks (Total Marks-100)</b>
1	Turn Over (Required Turn Over in Crore: Minimum Rs 5 Crore each financial year i.e., 2018-19, 2019-20 and 2020-21 Rs. 5 Crore =5 Marks Rs.5-10 Crore= 10 Marks Rs. 10-15 Crore= 15 Marks	15
2	Experience/existence of Firm / production house: Minimum required experience / existence in years =5-10 years. Existence/Experience of 5 years or more= 5 Marks Existence/Experience of 10 years or more = 10 Marks	10
3	Creative Presentation: <ul style="list-style-type: none"> <li>• Understanding of scope of work</li> <li>• Creative approach and treatment</li> <li>• Sample Reference</li> <li>• Past executed work samples (documentary proof to be submitted)</li> <li>• Experience in working with celebrities (documentary proof to be submitted)</li> </ul>	50
4	Awards winning advertising films/commercials - National/international repute such , IIFA, ABBY, Cannes Lion , Peppers Award or equivalent. Have to produce documentary evidence. (Maximum 3 marks for each National Award-winning Commercial and maximum 2 marks for each International Award-winning Commercial )	15
5	Experience of the Director Experience directing films/television commercials of similar nature for Government of India Programmes 2 Marks for Each TVC	10

**Annexure-I****Format for Letter of Application***[On the Letterhead of the Applicant]*

Date: .....

To,  
The Director General  
National Mission for Clean Ganga  
1<sup>st</sup> Floor, Major Dhyan Chand National Stadium,  
India Gate, New Delhi - 110002.

Sub : Expression of Interest for Selection to hire a Film/Advertisement Production House/Film-maker for Kartavya Ganga Campaign and Television Commercials (TVCs)

Ref : EOI No. Co-15/1/2021

Dear Sir,

Being duly authorized to represent and act on behalf of .....  
(Hereinafter referred to as “the Applicant”), and having gone through and fully understood all of the eligibility and qualification requirements and information provided, the undersigned hereby apply for Expression of Interest for the captioned project.

We are enclosing our Application for Qualification with the details as per the requirements of the EOI Document, for your kind evaluation.

Yours faithfully,

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(Signature of Authorised Signatory)

(Name, Title and Address)

**Annexure-II****Details of Applicant**

<b>S.No.</b>	<b>Particulars</b>	<b>Details</b>
1.	Name of applicant with full address	
2.	Telephone No.	
3.	Fax No.	
4.	Email	
5.	Year of Incorporation. (Copy of incorporation/registration certificate to be attached)	
6.	Name and address of the person holding the Power of Attorney.	
7.	(i) Place of Business.	
	(ii) Date of Registration.	
8.	GST Registration Number (copy to be attached).	
9.	Are you presently debarred / blacklisted by any Government Department /Public Sector Undertaking /Any Employer? (If Yes, please furnish details)	
10.	Name and details (Tel ./ Mobile / E mail) of Authorized Signatory	

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

**Annexure-III****List of Similar Assignments\* Completed in Last 5 Years**

<b>S. No.</b>	<b>Description of Project / Scope of the work</b>	<b>Location of the work/ shooting done</b>	<b>Name of the Client</b>	<b>Duration of the TVC</b>	<b>Fees for the Assignment</b>	<b>Any other Relevant information</b>	<b>Aired on TV (Yes/ No)</b>

**\*Similar assignments:** Production of Films and TVCs for State/Central Government /PSUs/ Multilateral organisations/Corporate Brands

**Note:**

The list of assignments mentioned should be substantiated with documentary evidence such as work orders/relevant pages of the contract agreement/project completion certificates. Assignments which are not supported by documentary evidence shall not be considered for evaluation.

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:  
Signatory  
Date:

Signature of the Authorized

**Annexure-IV****Format for Financial Strength of the Applicant***Rupees.*

<b>S. No.</b>	<b>Financial Year</b>	<b>Turnover (INR)</b>
1		
2		
3		

Note:

Copy of audited balance sheet and profit and loss account for the above three financial years must be submitted.

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name &amp; Designation with Stamp

**Annexure-V****Declaration**

*[On a Stamp Paper of relevant value]*

1. I/ We hereby certify that my/our Agency/ Firm/ Company has not been debarred/ blacklisted by any State Government/Government of India/Govt. Departments and/or agencies such as UN/bilateral/ multi-lateral funding/partner agencies and corporate including CPSEs, at any time for services of any description. We undertake that, in the event of us or any of our promoters/directors being blacklisted / barred at any time post the date of this declaration, we shall intimate NMCG of such blacklisting. We further confirm that we are aware that our application for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of the EoI Document at any stage of the bidding process.
2. I/ We hereby declare that, no relevant information has been omitted/ withheld in the process of furnishing the information with respect to this REOI.
3. We understood that NMCG is not bound to short-list/ accept any proposal received in response to this REOI.
4. I/We have read and examined this REOI document while submitting our response. Further, it is understood that this REOI is only an exercise for possible selection for the future work(s); however, it does not confer any right to any party submitting EoI for further consideration in the process or work allotment.
5. We hereby declare that all the information and statements made in this EoI are true and accept that any misrepresentation contained in it may lead to our disqualification.
6. I/we understand that if we use any unfair means with regard to this EoI, our EoI/proposal shall be liable for cancellation at any time.

Place:

Signature of the Authorised Signatory

Date:

Name & Designation with Stamp

**Annexure-VI**

**Format for Power of Attorney for Signing of Proposal**

*(On Non – judicial stamp paper of Rs 100/- or such equivalent document duly attested by notary public)*

**Format for Power of Attorney for Signing of EoI**

Know all men by these presents, We, ..... (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize..... (Name), son / daughter / wife of ..... and presently residing at ....., who is presently employed with us and holding the position of ....., as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our application for “**Expression of Interest (EOI) for Selection to hire a Film/Advertisement Production House/Film-maker for Kartavya Ganga Campaign and Television Commercials (TVCs)**”, including signing and submission of all documents and providing information/responses to NMCG, representing us in all matters before NMCG, and generally dealing with NMCG in all matters in connection with or relating to or arising out of our bid for the said Project.

We hereby agree to ratify and confirm all acts, deeds and things lawfully done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our aforesaid Attorney shall and shall always be deemed to have been done by us.

For.....

(Signature, name, designation and address)

Accepted

Notarised

.....

(Signature, name, designation and address of the Attorney)

Witnesses:

- 1.
- 2.