

National Mission for Clean Ganga
(Ministry of Water Resources, River Development & Ganga Rejuvenation)
1st Floor, Major Dhyan Chand National Stadium
India Gate, New Delhi-110002

Request for Expression of Interest (REOI)
Engagement of Media Agency for TVC Production for
Kartavya Ganga Campaign Song
(Consulting Services – Firms Selection)

Reference No.:IN-NMCG-70149-CS-CQS

Date: August 14, 2018

1. The Government of India has received financing from the World Bank towards the cost of Mission Clean Ganga related activities under NGRB Project at the level of institutional development, operational and implementation support and in four sectors, namely wastewater collection and treatment, industrial pollution control, solid waste management and riverfront development. At National level, National Mission for Clean Ganga (NMCG) is implementing the project and there are State Program Management Groups (SPMGs), registered as societies in the respective states, namely in Uttar Pradesh, Uttarakhand, Bihar and West Bengal while Jharkhand has dedicated nodal cell.
2. NMCG aims to strengthen its capacity in generating mass awareness and public participation in cleaning river Ganga. The Consulting service (“the Services”) involves production of Television Commercial (TVC) for Kartavya Ganga Campaign Song. The detailed Scope of Work is enclosed.
3. NMCG now invites ‘Expression of Interest’ from eligible Media Agencies (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they are qualified to perform the
4. The technical criteria are as follows-
 - A. Technical Eligibility Criteria:
 - i. The bidder should be an Indian company/ partnership firm/ proprietary firm registered under the respective acts of India. Copy of registration document or other relevant documentary proof shall be submitted.
 - ii. The bidder should have experience of working with Top 20 advertising agencies (ET: Brand Equity Ranking) empanelled with DAVP.
 - iii. The bidder should have completed at least 15 assignments in similar nature (Production of Films and TVCs) for State/ Central Government/ PSUs/ Multilateral organizations / Corporate Brands.
 - iv. The bidder should be registered with Production Association.
 - v. The bidder should have PAN and GST registration number. The documentary proof of such registrations shall be submitted.
 - vi. The bidder should have its head/branch office in Delhi NCR region/ Mumbai.
 - vii. The bidder should not have been blacklisted by Central/ State Governments & PSU’s

B. Financial Eligibility Criteria

- i. The average annual turnover of the Bidder during the last three financial years (FY 2013-14, FY2014-15, and FY 2015-16) should be more than Rs. 10 crores.
 - ii. The Bidder should be a profit making company or firm in each of last three financial years (FY 2013-14, FY2014-15, and FY 2015-16). Copies of 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 paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers, January 2011 (Revised 2014), setting forth the World Bank's policy on conflict of interest.
9. A Consultant will be selected in accordance with the "Selection Based on the Consultants' Qualifications (CQS)" method set out in the Consultant Guidelines.
10. Further information can be obtained at the address given below during office hours (09:30 AM- 6:00 PM)
11. Expressions of interest must be delivered in a written form (one original and one copy) to the address below by **03:00 PM; 21st August 2018**.

Procurement Wing,
National Mission for Clean Ganga,
1st Floor, Major Dhyan Chand National Stadium,
India Gate, New Delhi-110002
Tel:+91-11-23072900-01
Fax: +91-11-23049567
E-mail: hirdesh@nmcg.nic.in

Director General
National Mission for Ganga

Terms of Reference

1. Technical Requirements/Specifications and Deliverables

1.1 Overview:

1.2 Outcome:

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

| Particulars | Deliverables |
|-------------------------------------|--|
| 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/models 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, agency 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 anywhere in India & Post-production Globally, if required

1.4 Usage

Rights across all mediums for perpetuity including TV, Cinema, Radio, Digital

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 PH 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 30 days from the date mentioned above & supersedes any other estimate given for the above-mentioned TVC
- This quotation has been worked out on the basis of the script as of above date and the treatment given by the director any further changes in script imply a change in cost and timelines
- 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 or CG.

Format for Letter of Application
[On the Letterhead of the Applicant]

Date:

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

Sub : Expression of Interest for Engagement of Media Agency for TVC Production for Kartavya
Ganga Campaign Song
Ref : EOI No.IN-NMCG-67698-NC-RFQ

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 in one (1) original and one (1) copy, with the details as per the requirements of the EOI Document, for your evaluation.

Yours faithfully,

(Signature of Authorised Signatory)

(Name, Title and Address)

Details of Applicant

| S.No. | Particulars | Details |
|-------|---|---------|
| 1. | Name of the Bidder | |
| 2. | Address of the Bidder | |
| 3. | Incorporation status of the Bidder (Company or Firm) (Relevant Certificate to be submitted in Technical Bid) | |
| 4. | Year of Establishment | |
| 5. | Valid GST registration No. (Copy of certificate to be submitted) | |
| 6. | Permanent Account No. (PAN) (Copy of PAN Card to be submitted) | |
| 7. | Name and Designation of the contact person to whom all references shall be made regarding this Bid | |
| 8. | Telephone No. (with STD Code) | |
| 9. | E-mail id of the Contact Person | |
| 10. | Fax No. (with STD Code) | |
| 11. | Website (if any) | |

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

List of Similar Assignments* Completed in Last 5 Years

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

*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:

Signature of the Authorized Signatory

Date:

Format for Financial Strength of the Applicant*Rupees.*

| S. No. | Financial Year | Turnover (INR) |
|---------------|-----------------------|-----------------------|
| 1 | FY 2014-15 | |
| 2 | FY 2015-16 | |
| 3 | FY 2016-17 | |

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 & Designation with Stamp

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

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 authorise Mr. /Ms (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 Engagement of Media Agency for TVC Production for Kartavya Ganga Campaign Song”**, 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.