

**Gujarat CSR Authority  
GSFC Building, opp. Drive in Cinema,  
B/h Reliance Mart, Bodakdev, Ahmedabad- 380054**

**TENDER NOTICE FOR ENGAGING PRODUCTION HOUSE FOR MAKING  
SHORT VIDEOS OF PROJECTS/EVENTS FOR GCSRA**

Gujarat CSR Authority (GCSRA) invites Open Tender from the Experienced Agencies for making short videos of projects and events for Gujarat CSR Authority.

The last date for submission of tender document is 21 days from the date of publishing of the same.

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**GSFC Building, opp. Drive in Cinema,**  
**B/h Reliance Mart, Bodakdev, Ahmedabad- 380054**  
**Tender Notice No. GCSRA/TENDER/10/2018-19 (File No. GCSRA/DAG/OTR/108/2016)**

**Date: 1<sup>st</sup> February,2019**

## **TENDER NOTICE**

Gujarat CSR Authority (GCSRA) is established under the administrative control of Industries and Mines Department (IMD), Government of Gujarat in April 2015. GCSRA has identified different thrust areas namely, tackling malnutrition, improving sanitation, developing low cost initiatives on health for poor, improving livelihood opportunities, developing rural and urban entrepreneurs. GCSRA is organises a chain of programs, seminars, meetings, major minor events, etc. throughout the Gujarat State. The Authority is website driven initiative, So that it requires digital aspects to show its activities and get it published. The Authority is in need of video monitoring of ongoing projects on regular basis. Also the documentation of best CSR practices in Gujarat is one of the objectives for video coverage of each and every activity of Gujarat CSR Authority. The agency is expected to go through specific work description mentioned as follows:

### **Job Specification:**

- Videography/ Short Video expected edited and high quality digital format (**HD 1080P**) which can be used for telecast purposes and can be also in uploaded on **Youtube**.
- Each video has to be of 2 to 3 minutes duration.
- The voice recording should be covered in both the language i.e. Gujarati & English.
- The editing, incorporating background commentator, credit, animated titles, preparing final cut and presenting it properly for records.
- The production house is expected to go to the project location to cover all aspects pertaining to the preparation of short video.
- Videography/ Short Video should cover the effects of the projects, seminars, events or any program along with beneficiaries' review and interviews of local people as to how the project helps them.
- The ownership of the video and the entire shoot/ raw stock, music, mixed/ unmixed version will at all times rest with the Gujarat CSR Authority and the production house will have no proprietary.
- Minimum 35 units (Video clips) required to be produced per year. It is expected that for every unit at least 1 day field based video-shooting will be required.

## Guidelines for Submission:

Interested production houses with requisite experience, may submit required documents for Technical Bid and Financial Bid separately in a sealed cover which should carry the name, address, telephone number, e-mail address of the film production house and send the same to Gujarat CSR Authority. The important dates and schedule is as follows:

Pre Bid Meeting	11 <sup>th</sup> February, 2019
Last Date of Submission of Bid	21 <sup>st</sup> February, 2019
Bid Submission Address	GCSRA office, 3 <sup>rd</sup> Floor, GSFC Building, Drive-in Road, Near Reliance Mart, Bodakdev, Ahmedabad -380054
Venue for Technical Bid Opening	GCSRA office, Ahmedabad
Authorised Nodal Point of Contact for this Project	Ms Denisha Agravat (079-40192052)

- Please address all queries and correspondence to the Gujarat CSR Authority, Ahmedabad through email [denisha@gcsra.org](mailto:denisha@gcsra.org)
- Technical evaluation has 60% weightage and 40% weightage for Financial Bid

### A. Technical Bid

1. The technical bids shall comprise of sample of short videos containing technical specification in a sealed cover and superscribed as **“Videography of Projects/Events for GCSRA” (Technical Bid)**.
2. Tender Document Fee of Rs. 1000/- in the form of Demand Draft from a scheduled Bank drawn in favour of the Gujarat CSR Authority, Ahmedabad
3. Tender not accompanied by EMD are liable to be summarily rejected and no communication will be entertained by GCSRA in this regards.
4. EMD of unsuccessful applicants will be returned without interest after the finalization of the tender.
5. Format for Technical Bid is given as **Annexure-I**.

### B. EMD:

EMD of Rs. 10,000/- only in form of cheque/bank draft drawn on ‘Gujarat CSR Authority’ and payable in Ahmedabad

### **C. Financial bid**

1. The financial bid (separately) shall comprise rate required including cost of Recording, editing, Mixing, Travelling, Accommodation & delivery to GCSRA office as per Annexure II in a sealed cover superscribed as “**Videography of Projects/Events for GCSRA**” (**Financial Bid**).
2. The rate should be for 2 to 3 minutes per short video, 10 seconds for animation, back ground commentator.
3. The rate should be clearly indicated in words and figures. There should not be any overwriting cutting in the rates quoted and the terms and conditions other than these shall not be considered and shall be rejected forthwith.
4. The rates quoted should be inclusive of all the taxes & duties.
5. Format for financial bid is given in **Annexure-II**.

### **D. Security Deposit:**

Successful bidders will have to deposit Security Deposit of Rs. 50,000/- only within a week period of awarding Work Order. The said Security Deposit will carry no interest & will be refunded on or within 2 months of after successful completion of the contract.

### **E. Key Dates**

1. The last date for receipt of tender is on or before 21 days after issuing the tender 21<sup>st</sup> February, 2019.
2. The tenders received after the stipulated date and time will not be considered and rejected summarily.
3. The Bid documents shall be send by Speed-Post/ Courier at following GCSRA office address :

**To.**  
**Chief Operations Officer,**  
**Gujarat CSR Authority**  
**3<sup>rd</sup> Floor, GSFC Building,**  
**Opp. Drive-in-Cinema, B/H Reliance Mart,**  
**Bodakdev, Ahmedabad-380054**

### **F. Approvals & Delivery Schedule**

1. All necessary permission for the shoot of the said project/event will be obtained from Gujarat CSR Authority in writing by the production house.
2. The overall work of production of minimum 35 clips will be assigned to the agency in phased manner spreading over a year. The agency will undertake due care and timeliness in the delivery of the video films. It is anticipated that after the issuance of the directions from GCSRA. The shoot will be completed within 10 days of receipt of such direction and a rough cut of the film shall be submitted to GCSRA for scrutiny and approval.
3. After obtaining approval on the rough cut, the production house will submit the final version within one week, incorporating voice over, music track, etc. for final preview and approval.

4. GCSRA will appoint a nodal point of contact for this project and after the award of work the selected agency will be communicating with the nodal point of the contact on all aspect of the work order such as directions for video shoots, submission of the invoices, approval of video clips etc.

**G. Terms of Payment:**

1. No advance payment will made by GCSRA for any work.
2. The payment will be made to the agency in phased manner.
3. At the time of submission of rough cut of a video shoot 50% amount will be released and after submission of final stuff the remaining 50% amount will release in favour of the agency.

**H. Action on Default:**

1. Penalty @ 2% per week of Overall Contract Value in case of delay, limited to 10% of total financial bid for assigned video shooting assignment.

**I. Validity of the agreement:**

Successful bidder will be offered work order for a period of 1 year, extendable for other years based on satisfactory performance.

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**ANNEXURE-I**  
**TECHNICAL BID FORMAT**

To  
Chief Operations Officer,  
Gujarat CSR Authority,  
3rd Floor, GSFC Tower,  
Opp: Drive-In Cinema, Bodakdev,  
Ahmedabad

Sir/Madam,

- **Pre qualification requirement:**

The bidders are expected to submit 2 video monitoring assignments completed in last 3 years.

- **Technical Evaluation Pattern:**

The qualification criteria for Technical Evaluation are includes below mentioned objects:

- a) Details of the production house along with audited balance sheet, profit and loss account statement, copy of PAN card, service tax and other tax details and contact persons details. In case of association, details of all members will be required.
- b) The production house should give the list of clients for video monitoring activities in last 3 years.
- c) The production house is expecting to provide the details of facilities for editing, voice over, animation work.
- d) Details of approaches and methodology used by agency for the production purpose.
- e) One sample of work having the persons whose voiceover is proposed to be used and if out sourced, please mention.
- f) CV of videographer and a social worker who will accompany the team to field and help in editing should be included.

- **Additional Information to be Supplied:**

- a) Details of the organisation ( Including its Statutory Status- Company, Society, Firm)
- b) Audited Balance Sheet for last 3 financial years and Profit and Loss Account statement.
- c) Photocopy of PAN No. issued by Income – Tax Department.
- d) Photocopy of Service Tax Registration, and other relevant details.
- e) Detail of contact person to communicate for further procedure.

**ANNEXURE-II**  
**FINANCIAL BID FORMAT**

To  
Chief Operations Officer,  
Gujarat CSR Authority,  
3rd Floor, GSFC Tower,  
Opp: Drive-In Cinema, Bodakdev,  
Ahmedabad

Sir/Madam,

I/We hereby submit our financial bid for providing the service as per the Terms of Reference given under this Tender Document issued by GCSRA, Ahmedabad within the time specified and in accordance with the specifications and instructions.

The cost details should be given in the following format in Indian Rupees only, involved in shooting, editing, mixing and preparing dvd's/cd's/pen drives mentioned as under:

<b>Particulars</b>	<b>Total Amount (Rs)</b>	<b>Total Amount in Words</b>
Cost per unit of video production (Including all type of Expenses, Travelling expenses and other relevant expenses) + GST as applicable		

We confirm that-

- a. In the event of discrepancy in the financial quote between the words and the figures the quote indicated in words will be considered final.
- b. Validity of this offer is for 90 days.