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THE ODISHA STATE COOPERATIVE BANK LTD.
Pandit Jawaharlal Nehru Marg,
Bhubaneswar – 751 001

Ref. No. OSCB/ RR&BDD/ 1139 / 2018-19

Date: 18/5/18

**Notice inviting Tender (NIT) for empanelment of Creative Agencies
for preparation of Audio-Visual Materials**

Department of Cooperation, Government of Odisha intends to come up with a promotional campaign "Cooperatives at your doorstep". As a part of the campaign, the following Audio Visuals creatives have been identified :

- 1) Dispensation of Crop Loans at 1% interest.
- 2) RuPay Kisan Cards.
- 3) E-auction facilities in RMC.
- 4) Minimum Support Price for farm produce.
- 5) Godown facilities at PACS level.
- 6) Cooperatives at your doorstep.

The quality of the audio-visual creatives is a key factor in ensuring that the message is effectively communicated to the public with simple yet clear representation and content.

With this objective in mind, the State Level Committee constituted by the Cooperation Department for implementation of the State wide campaign "Cooperatives at your doorstep" authorized the Odisha State Cooperative Bank to float Tender for selection of a film production agency having experience and capability of producing excellent quality of audio-visual content.

The agencies will have to submit a final scripts alongwith a concept note for the subject. The videos will require shooting in different locations as would be required for disseminating the message intended for the areas.

The videos produced will be a maximum of 1 to 2 minutes duration except for Sl. No.6, which would be of 5 to 7 minutes duration.

Expression of Interest

Odisha State Cooperative Bank invites Expression of Interest for empanelment from reputed agencies for production of audio-visual creatives and allied works. Agencies with proven track record of having delivered services to large business houses / Government organizations/ PSUs, etc. on major national/ international projects in audio-visual content creation are invited to participate in this empanelment process.

Pre-bid meeting will be held on 24.05.2018 in the premises of the Odisha State Cooperative Bank at Pandit Jawaharlal Nehru Marg, Bhubaneswar – 751001 at 11.30 AM.

RRBDD



The agencies fulfilling the eligibility criteria may submit their quotation in sealed cover addressed to the **Managing Director, Odisha State Cooperative Bank Ltd., Pandit Jawaharlal Nehru Marg, Bhubaneswar – 751 001** on or before **26.05.2018 up to 2.00 PM**. The applicants must clearly mention on the envelope **“Quotation for Empanelment of Production Agency for audio-visual creatives”**.

The EOI would be opened on **26.05.2018 at 3.00 PM**.

Odisha State Cooperative Bank reserves the right to alter the date of opening of the bids and also to reject any all the Eoi's without assigning any reason whatsoever.

Eligibility Criteria

The Agency should have a minimum of 5 years' experience of producing creative, media planning and video (film/ documentary/ TVC) content. A minimum of 3 work orders from the Govt of Odisha for each of the 5 years which the applicant might have executed must be enclosed.

- i. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in at least English, Hindi and Odia.
- ii. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required
- iii. The agency must have an average annual turnover of minimum Rs.3 Crore from production of corporate videos related jobs during the last three financial years. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years
- iv. The Agency should have a minimum of 5 years' experience of producing creative, media planning and video (film/ documentary/ TVC) content. A minimum of 3 work orders from the Govt of Odisha for each of the 5 years which the applicant might have executed must be enclosed.

Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing. Self-attested documents against each parameter must be submitted by the applicant. All documents must be properly indexed and referenced for the convenience of evaluation. Odisha State Cooperative Bank reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them.

List of documents to be submitted with Quotation

In addition to the documents mentioned in Clause (iii) (Eligibility Criteria) of the EOI document, applicants should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.

- (i) Profile of the Agency.



- (ii) Proof of ownership or tie ups of production facilities.
- (iii) Organization setup in terms of technical staff indicating their qualifications and competencies.
- (iv) Sample creatives of various kinds.
- (v) Self-Certificate stating that the agency has not been blacklisted in the past.
- (vi) A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by any Department of Government of Odisha and EMD or performance security deposit or both of such agencies shall be forfeited.
- (vii) Applicant agency must furnish a copy of their GSTIN Registration certificate.

Method of Selection

All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.

Scope of Work

The scope of work for the assignment shall include one or more of but not limited to, the following:

- i) Designing and Production of quality creative, media planning and video (film/ documentary/ TVC/ SRP) content on various themes as per the need of the Odisha State Cooperative Bank.
- ii) Story boarding and script writing based on the content in the subjects and client's briefing.
- iii) Video post-production services should include non-linear editing and post production finishing / 2D and 3D images compositing as outlined below:
 - a. Editing Services: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) SD video, high definition (SDI-HD) video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional, commercial and industrial post production services.
 - b. Composition Services: including color correction, transitions, Chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics. The vendor shall have the ability to provide video image processing with the following operational requirements: 2D & 3D compositing, Key frame animation, Motion Graphic Creation, Painting & Re-texturing, Input and output files in SD and HD resolutions.



- iv) Custom made renderings and animations with actual high resolution videos shoots including aerial photography via drone camera to demonstrate complete details and layout of the finalized area options
- v) The final submission shall be in the form of a documentary/ animated movie / virtual tour with VFX effects and voice over in Odia and English languages.
- vi) Obtain prior approval for the script of the entire production from Odisha State Cooperative Bank.
- vii) Deliver animations in DVD/ CD-ROM/ BETA/ VHS and other streaming formats which can be further uploaded on all the social media formats.
- viii) All the raw data, 3D visualization models and graphics with the final output shall be the ownership of Cooperation Department and the same has to be submitted along with the final submission.
- ix) Any other audio-visual content conceived by Cooperation Department.

Terms of Contract

All the films shall be delivered in the Odisha State Cooperative Bank on or before **28.05.2018 before 2.00 PM.**

Payment against work shall be made at the rate to be quoted by the Film Producing Agency and approved by the Odisha State Cooperative Bank.

100% payments should be done within 15 days from the date of submission of Bills of accepted works.

Payment will be by way of electronic transfer systems like RTGS / Cheque.



Managing Director

[Handwritten signature]
25/5/18