

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
BUREAU OF OUTREACH AND COMMUNICATION
Soochna Bhawan, C.G.O. Complex, Lodhi Road, New Delhi – 110003

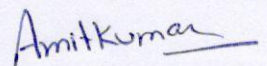
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Date: 20/07/2018

REQUEST FOR PROPOSAL

Invitation of Rates for formulation of rates for e-Books, Virtual Tour and Animation work for Bureau of Outreach and Communication (BOC)

1. Proposals on Rates for 'e-Books', 'Virtual Tour' and 'Animation' are invited from agencies empanelled with BOC as Print Media Creative Agencies (only for e-Books), Multi Media Creative Agencies (for e-Book, Virtual Tour and Animation) and AV Producers (only for Virtual Tour and Animation), for and on behalf of DG, BOC. **Interested BOC empanelled agencies as mentioned herein above, must submit their proposals to BOC latest by 6:00 PM on 3rd August, 2018**, in sealed envelopes clearly mentioning the above title, file number, agency name, category of empanelment of the agency and present contact details.
2. **Proposals are invited for formulation of rates for the mentioned works to be executed through BOC as and when required. Proposals are not invited for selection of agency for assigning any specific jobs.** It may be noted that only those agencies which respond to this RFP, will be eligible to carry out these works as and when they arise. It is therefore in the interest of all empanelled agencies in respective categories to submit their proposals.
3. This RFP is being issued with no financial commitment and BOC reserves the right to change or vary any part thereof at any stage. BOC also reserves the right to withdraw the RFP at any stage.
4. The detail information regarding the scope of work, submission of proposal, format for submission and other terms and conditions are mentioned in Annexure-I and Annexure II.
5. This issues with approval of the competent authority in BOC.



(Amit Kumar)

Deputy Director

011-24369364

e-mail: production.davp@gmail.com

Part – I: General Information

1. Last date and time for submitting the Proposals:

03/08/2018 – up to 06:00 PM

The sealed Proposals should be deposited / reach to BOC by the due date and time. The responsibility to ensure this lies with the agency.

2. Manner of depositing the Proposals: Sealed Proposals should be submitted at the following address, by hand or by registered post so as to reach by the due date and time:

Sh. Kailash Chander

Campaign Officer (AV-Production)

Bureau of Outreach and Communication (BOC)

Room no: 280, 2nd floor, Soochna Bhawan, CGO Complex, New Delhi - 110003

Late proposals will not be considered. No responsibility will be taken by BOC for postal delay or non delivery / non receipt of proposals. Proposals sent by FAX or e-mail will not be considered. Only those proposals which are submitted to the mentioned address within due date and time will be opened.

3. Time and date of opening of Proposals:

06/08/2018 – 11:30 AM

(If due to any exigency, the due date for opening of the proposals is declared a closed holiday, the proposals will be opened on the next working day at the same time or on any other day/time, as intimated by the BOC.)

4. Place of opening the Proposals & Presentation:

Conference Room, 2nd Floor, BOC, Soochna Bhawan, Lodhi Road, New Delhi -110003

The interested agencies may depute their representatives, duly authorized in writing, to attend the opening of proposals on the due date and time. **This event will not be postponed due to non-presence of representative of any agency.**

5. Forwarding of Proposals: Proposals should be forwarded by the agencies under their original memo/letter pad inter alia furnishing details like PAN Number, GST Number etc. with complete postal & e-mail address of their office and the telephone / mobile number on which the agency can be contacted.

6. Modification and Withdrawal of Proposals: An agency may modify or withdraw their respective proposal after submission provided that the written notice of modification or withdrawal is received by BOC prior to deadline prescribed for submission of proposals. **No proposal shall be modified after the deadline for submission.**

7. Clarification regarding contents of the Proposals: During evaluation and comparison of proposals, BOC may, at its discretion, ask the agency for clarification of their respective proposal. The request for clarification will be given in writing and no change in prices or substance of the proposal will be sought, offered or permitted. **No post-proposal clarification on the initiative of the agency will be entertained.**

8. **Rejection of Proposals:** Canvassing by the Agency in any form, unsolicited letter and post-submission correction may invoke summary rejection of the proposal. **Conditional proposals will be rejected.**
9. **Preparation of Proposal:** The Respondent shall comply with the following related information during preparation of the proposal-
 - a. The Proposal shall conform to provisions of this RFP. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
 - b. The Proposal shall be typed or written in indelible ink (if required) and shall be signed by the Respondent or duly authorized person(s). The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
 - c. Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposal shall be taken as valid.

Part II: Essential Details and Terms & Conditions

1. **Aim & Objective:** BOC is examining the specifications and components involved in making of e-Books, Virtual Tour and Animation. **The proposals invited through this RFP, will be examined and considered for formulation of rates for e-Books, Virtual Tour and Animation jobs, to be executed through BOC, as and when required. The rates formulated in this process will be applicable only to the agencies who submit their proposals in response to this RFP within the given time period.**
2. **Eligibility Criteria:** The agencies must be empanelled with BOC for submission of proposals as mentioned below:

For e-Books:	'Print Media Creative Agency' and 'Multi Media Creative Agency'
For Virtual Tour:	'Multi Media Creative Agency' and 'AV Producer'
For Animation:	'Multi Media Creative Agency' and 'AV Producer'
3. **Scope of Works :**

e-Book: Development of format with flipping option and sound, content development, copy editing, photograph placement, language adaptation and capacity to embedding / linking / integration of audio-visuals and social media, if needed. It will not involve production of audio-visual spots / films / jingles to be linked / embedded in the e-Book.

Virtual Tour: Scripting / conceptualization, creation of virtual reality through artificial simulation or shooting or capturing of location, 360^o photo stitching, editing, graphics, music, sound effects and capacity to embedding / linking / integration of social media, if needed.

Animation: Motion graphics, 2D & 3D character animation and fusion animation (i.e. 2D / 3D character animation merged with AV Spot / Live action); involving scripting / conceptualization, sketching, modeling, skinning, rigging, movement/ motion control, lighting, render setting and mastering in required / compatible formats.

4. The Agency shall bear all the costs associated with the preparation and submission of its proposal, and BOC will in no case be responsible or liable for these costs, regardless of conduct or outcome of the process.
5. The Agency has to examine all instructions, forms, terms, conditions and specifications mentioned in this RFP. Failure to furnish all information or submission of a proposal not substantially responsive to the RFP in every respect will be at the Agency's risk and may result in rejection of its proposal.
6. Amendment of RFP (Corrigendum)
 - a. At any time prior to the deadline for submission of proposals, BOC may, for any reason, whether at its own initiative or in response to the clarification request by a prospective agency, modify the RFP.
 - b. In order to allow prospective agencies reasonable time to take into consideration the amendments while preparing their proposals, BOC, at its discretion, may extend the deadline, for the submission of proposals.
7. **Evaluation of proposals:**
 - The proposals will be opened and considered by a Committee constituted by DG, BOC.
 - The agencies are required to submit their respective proposal of unit wise rates (in INR) for each of the deliverables (for which the agency is eligible as per conditions mentioned in para 2 of part II) as listed in the format given in Annexure II.
 - If an agency is eligible for more than one of the three components / formats i.e. 'e-Book', 'Virtual Tour' and 'Animation' then one single proposal should be submitted clearly mentioning the components as given in the format in Annexure II.
 - The rates quoted in the proposals should not include GST.
 - The lowest rates for each unit of deliverables of the respective components / formats will be recommended for formulation of rates.
8. **Offering of rates:** Final rates formulated in the process and as approved by DG, BOC will be offered to the agencies who submit their proposals in response to this RFP. Rates formulated in the process will be valid for an interim period of maximum up to 6 months and applicable only for the respondent agencies, for execution of jobs of e-Books, Virtual Tour and Animation, through BOC, as and when required. Offering of rates doesn't guarantee assignment of any job.
9. **The decision of DG, BOC will be final and binding in case of any dispute or disagreement. BOC reserves the right to accept or reject a proposal without assigning any reason thereof.**

Rate Proposal Format: The Rate Proposal format is given below and interested agencies are required to fill this up correctly with full details on their letter heads indicating Rs. in figure.

Sl. No.	Media	Deliverables	Per Unit Rate (in INR)
i	e-Book (Development of format with flipping option and sound, content development, copy editing, photograph placement, language adaptation and capacity to embedding / linking / integration of audio-visuals and social media, if needed. It will not involve production of audio-visual spots / films / jingles to be linked / embedded in the e-Book)	One e-Book of up to 16 pages	
		Per additional 4 pages of one e-Book	
		Language adaptation of per page of one e-Book	
ii	Virtual Tour		
	a) Virtual Reality Based (completely created through artificial simulation / modelling of the location)	Per second of one tour of one location *	
	b) Augmented Reality Based (including scripting, photography / shooting, editing, graphics, music, sound effects, linking of audio-video and SM integration, if needed)	360° photo stitching Video Stitching - Shooting with Surface / Rotator Camera - Shooting with Drone Camera (Both Rates should be separately indicated)	
iii	Animation		
	a) Motion Graphics	Per 10 seconds	
	b) 2D Character Animation (including scripting / conceptualization, sketching, skinning, movement / motion control, lighting, render setting and mastering in required / compatible formats) Rates for 'up to 3 characters' and 'each additional character' should be separately indicated	Up to 30 seconds - Up to 3 characters - Each additional character	
		31 – 60 seconds - Up to 3 characters - Each additional character	
		61 – 90 seconds - Up to 3 characters - Each additional character	
		91 – 120 seconds - Up to 3 characters - Each additional character	
Additional per 10 seconds			

<p>c) 3D Character Animation (including scripting / conceptualization, sketching, modelling, skinning, rigging, movement/ motion control, lighting, render setting and mastering in required / compatible formats)</p> <p>Rates for 'up to 3 characters' and 'each additional character' should be separately indicated</p>	<p>Up to 30 seconds</p> <ul style="list-style-type: none"> - Up to 3 characters 	
	<p>Each additional character</p>	
	<p>31 – 60 seconds</p> <ul style="list-style-type: none"> - Up to 3 characters - Each additional character 	
	<p>61 – 90 seconds</p> <ul style="list-style-type: none"> - Up to 3 characters - Each additional character 	
	<p>91 – 120 seconds</p> <ul style="list-style-type: none"> - Up to 3 characters - Each additional character 	
	<p>Additional per 10 seconds</p>	
<p>d) Fusion Animation (AV Spot / Live Action + character animation)</p>	<p>With one 2D character</p> <ul style="list-style-type: none"> - Up to 30 seconds - 31 – 60 seconds - 61 – 90 seconds - 91 – 120 seconds - Additional per 10 seconds 	
	<p>With one 3D character</p> <ul style="list-style-type: none"> - Up to 30 seconds - 31 – 60 seconds - 61 – 90 seconds - 91 – 120 seconds - Additional per 10 seconds 	

* **One tour of one location** will mean the entire work related to a job order. For example: if a virtual tour on monuments of India / or a city is to be made, then one tour of one location will mean one virtual tour covering one monument / the concerned city. Different parts / places / angles of the same monument / city will not be considered as different locations. Same will be applicable for all virtual tours.

Note: Rates should not include GST.

(Signature of Authorized signatory with date and Seal)