

Request for Expression of Interest (REOI) for Empanelment of Video Agencies

REOI/COMM/2022/30

Important Dates:

Date of commencement of REOI	01st September'22
Last Date and Time of Receipts of EoI	14 th September'22; 05:00 pm
Place of Submission and Opening of EoI	https://nsdc.eproc.in/

1. **Introduction:** National Skill Development Corporation (NSDC) is a not-for-profit public limited company incorporated under section 25 of the Companies Act, 1956 (corresponding to section 8 of the Companies Act, 2013). NSDC was set up by Ministry of Finance as Public Private Partnership (PPP) model. NSDC is a one of its kind, Public Private Partnership in India. It aims to promote skill development by catalyzing creation of large, quality, for-profit vocational institutions. It provides funding to build scalable, for-profit vocational training initiatives.
2. **Objective of empanelment:** NSDC is inviting Expression of Interest to empanel eligible event management agencies for the organising and managing various events like Rozgar Melas, Skill Competitions, Skill Pavilions, webinars as per Terms of Reference mentioned in this REOI at **Annexure-II**. Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.
3. Interested firms are required to furnish the information/documents as per the format given under Annexure-I (Eligibility Criteria)
4. **Duration:** Empanelment of research firms are for a period of 03 years from the date of issuance of letter of empanelment. However, the duration can be reduced or extended based on performance of firms. More firms can be added in the empanelled list provided they meet the conditions set out under this EOI.
5. Firms will be empanelled based on meeting eligibility criteria under this EOI. For any assignment, NSDC will share SoW separately to empanelled firms to seek quotation/proposal. Evaluation and selection criteria shall be mentioned in specific SOWs. Empanelled firms which will be selected under each assignment will be issued PO/Contract.
6. Empanelment does not guarantee that work will be assigned to each of the empanelled firm.
7. During the empanelment period, firms have to inform NSDC when firms undergo material changes (internal or external) which can impact the obligation.
8. NSDC reserves the right to reject any or all the proposals submitted in response to this EOI document at any stage without assigning any reasons whatsoever. NSDC also reserves the right to hold or withdraw or cancel the process at any stage under intimation to the applicants who submit the response to REOI.
9. Firms who fulfil all the eligibility criteria as mentioned in **Annexure-I** and interested in this assignment as per Terms of Reference may submit their application in the prescribed format along with relevant documents on NSDC website: <https://www.nsdcindia.org/active-tender> and NSDC eProcurement portal <https://nsdc.eproc.in> in accordance with the instructions enumerated in **Annexure -III** on or before last date and time of submission.
- 10. No Courier/Hand Delivery of physical documents is allowed.**

The Procurement Team
National Skill Development Corporation,
301, West Wing, Worldmark-1, Aerocity,
New Delhi - 110037
Website: www.nsdcindia.org
Email id: procurement@nsdcindia.org
Phone: 011-47451600

Eligibility Criteria:

SN	Parameters	Documents to attach
1	The agency must be a Company, Proprietorship /Partnership Firm must be a Registered legal entity in India; in existence and in business of Video Production from at least last 5 years from date of publish of this REOI.	Certificate of incorporation or any other registration certificate.
2	The agency should be registered under GST Act and with Income Tax department	GST Registration and PAN Card
3	The agency should have Minimum Annual Average Turnover of Rs. 50 Lakh last 4 financial years (2018-19, 2019-20, 2020-21, 2021-22).	CA certificate with UDIN
4	The agency should have experience of at least 5 years in video production (Shoot-based/Editing from footage).	Work order or Agreement or Letter from Client clearly mentioned the area.
5	The bidder should have a well-trained in-house production team for shoot based production as well as video editing from footage.	Self-declaration on letter head along with details of team members.
6	The agency must not have been blacklisted by Government of India, any State Government or by any multilateral Agency.	Affidavit on Non-Judicial Stamp Paper/ Undertaking on letter head of the agency.

Submission of all the valid/legal documents in context to above table is mandatory. Only those agencies whose proposals meet all the eligibility criteria will be shortlisted for empanelment.

Organisation Details
[On the letter head of firm]

Name of the Firm	
Date of Incorporation of Firm (DD/MM/YY):	
Place of Incorporation:	
PAN Card No. <i>(Copy of PAN card to be attached)</i>	
GSTIN <i>(Copy of GST certificate to be attached)</i>	
Registered Address	
Turnover of past 4 years	2021-22 - INR 2020-21 - INR 2019-20 - INR 2018-19 - INR
Telephone:	
Website:	
Concerned person's Name and Designation	
Mobile No:	
Email ID:	

Declaration

Date:.....

To whomsoever it may concern

I/We hereby solemnly take oath that I/We am/are authorized signatory and hereby declare that I / Our firm/ Agency/ Institute/Company/Organization do not face any sanction or any pending disciplinary action from any authority against our myself/ firm / Company /Organization or partners."

Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization.

In case of any further changes which effect of this declaration at a later date; we would inform NSDC accordingly.

Authorized signatory
(with seal)

Scope of Work

Video production agency									
NSDC and any other scheme/ program implemented by the Ministry of Skill Development & Entrepreneurship	<ol style="list-style-type: none"> 1. NSDC propose to engage one agency on retainership model for 1 (one) year. 2. Also, it intends to empanel multiple agencies on a rate card basis. 3. The agency(s) are required to produce the required audio-visual material to promote programs implemented by NSDC. The agency(s) proposed to be engaged, should be capable of handling the entire process of film production from scriptwriting to final film as per the requirement of the Corporation. 4. The agency/ production house shall be making films on various Skill India and NSDC programs, initiatives, and events, films on CSR projects, undertaking webcast of internal events, bio-sketch Audio Visuals, etc. both for the external and internal target audiences. 5. The approximate breakup of videos (under retainership) is as follows: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">24 videos (fresh shoot) – <i>Duration 2-3 min</i></td> <td style="padding: 5px;">Success stories for Skill India /NSDC and other initiatives</td> </tr> <tr> <td style="padding: 5px;">100 edits/repackaging <i>Duration 1.5 - 3 min</i></td> <td style="padding: 5px;">Skill India /NSDC and other initiatives</td> </tr> <tr> <td style="padding: 5px;">12 videos about demonstration of schemes, its features, portals, apps, software applications etc. <i>Duration – 1 to 3 minutes</i></td> <td style="padding: 5px;">Various portals / schemes under Skill India / NSDC</td> </tr> <tr> <td style="padding: 5px;">12 program videos <i>Duration – 1 to 3 min</i></td> <td style="padding: 5px;">Various programs under Skill India, NSDC and other initiatives</td> </tr> </table> 6. The Video Production Agency(s) should also be able to provide diverse voice over (VO) services in various languages as per the requirement. 7. The video production agency must have good visual / graphics services 8. The empanelled agency(s) must have the capacity to cover (shoot) pan-India and good network of videographers to manage short deadlines 9. The Retainership Agency would also be responsible to manage unmixed audio files like VO and music, raw footage, individual VFX files, storage in HD Drives, all backup in hard drive shall also be provided by the production house/ empanelled agency 10. The Retainership Agency will be required to maintain a repository / stock footage/ library of client work and shall be required to rehash / rework on the same from time to time 11. The Retainership Agency must have a strong network of on ground extended team beyond 4 major metros, having capability 	24 videos (fresh shoot) – <i>Duration 2-3 min</i>	Success stories for Skill India /NSDC and other initiatives	100 edits/repackaging <i>Duration 1.5 - 3 min</i>	Skill India /NSDC and other initiatives	12 videos about demonstration of schemes, its features, portals, apps, software applications etc. <i>Duration – 1 to 3 minutes</i>	Various portals / schemes under Skill India / NSDC	12 program videos <i>Duration – 1 to 3 min</i>	Various programs under Skill India, NSDC and other initiatives
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	<p>to carry out shoots across Tier II, III cities, villages and gram panchayats.</p> <p>12. Any additional video over any above the defined limit per month can be adjusted with subsequent months.</p> <p>13. In case, number of fresh shoots / edits /demo/ program videos exceeds beyond the defined number for a year, the additional work can be planned per rate card.</p> <p>14. The selection of agency in case of rate card for any AV work will be done depending upon the turnaround time quoted by the agency and quality standards as recommended by procurement.</p>
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Estimated Scope of work to be produced in a year				
Category	Skill India	NSDC	Schemes	Expected category wise rate
	(Skill India portal, ITI, JSS, Entrepreneurship etc)			
Success stories (end to end production from ideating, scripting, shooting, and editing) – fresh shoots	25	25	25	2-3 min shoot-based video
Editing and packaging of videos (Testimonials, video bytes)	50	30	20	30 sec editing rate excluding VO/Stock images/transcripts/music/animation
Demonstration videos (explaining portals/ programs requiring screen recording/VO, text, graphics, animation, etc)	20	20	20	Per second rate with and without voice over
Corporate/brand/explainer videos	20	20	10	

- Expenses towards travel, stay, meals for an outdoor shoot / outstation travel will be on actuals and prior approval of NSDC team. Prior approval must also be taken for number of people travelling for shoot.
- NSDC will not bear expenses for any equipment hire (camera, lights etc.) for any outdoor / outstation shoots
- Any purchase of stock footage / images should be on actual and with prior approval in writing from NSDC team. Invoice must be submitted for reimbursement of expenses for footage purchase.
- These purchases must be on best negotiated rates by the agency and with prior approval from NSDC.
- 30 sec editing rates should exclude VO/Stock Images / Transcription /Music and animation
- Cost approval of storage in hard disks must be taken by respective agency from NSDC in advance.

The above scope of work is mere indicative and not exhaustive and should not be taken as guaranteed in any form by the participating agencies.

Capabilities:

- The bidding agency must have its own production facility with a proper set up including editing studio, licensed Softwares, and a qualified pool of manpower on its panel for direction, cinematography, scriptwriter, animation, and other creative and technical personnel.
- The agency must have its own services or tie ups with other production houses to manage shoots on the latest technology in Camera, Sound, Light, Grip Equipment Transportation & Logistics, Creative and

Technical personnel, Director; Post-Production-Editing, Music, Voice Over, Graphics, Translation, Dubbing, and Mastering or any other arrangements to be made to deliver a final film as per requirement.

- The bidding agency must be able to provide a well-qualified, dedicated servicing and creative team, for undertaking the creative work and campaign of Ministry / NSDC. Such a team would work closely with NSDC and Ministry's Media Team.
- Preference will be given to agencies / bidders who have strong credentials/experience in handling video production for credible Indian/International brands/companies.

Principle Photography:

- **High-Definition camera set up** (For indoor shoots and Outdoor shoots- various locations pan-India including villages, tier 4,5,6 cities)
- **Lights** (For indoor shoots and Outdoor shoots- various locations pan-India)
- **Sufficient sound recording equipment** (For indoor shoots and Outdoor shoots, to record interviews, meetings, and to take sound bites)

Post-production:

A full-fledged editing studio comprising of the following:

- Computers
- Latest licensed editing software
- Voice over related facilities
- Storage (internet and storage backup)
- External Storage (if required, could be charged). Estimate to be raised separately for it.

DEFINITIONS:

1. C1 India Private Limited: Service provider to provide the e-Tendering Software and facilitate the process of e-tendering on Application Service Provider (ASP) model.
2. NSDC e-Procurement Portal: An e-tendering portal of National Skill Development Corporation (“NSDC”) introduced for the process of e-tendering which can be accessed on <https://nsdc.eproc.in>.

Pre-requisites:

- a) It is mandatory for all the bidders to have Class-III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) from any of the licensed Certifying Agency under CCA, Ministry of Electronics and Information Technology, Government of India to participate in e-tendering portal of NSDC. Bidders can see the list of licensed CA’s from the link www.cca.gov.in
- b) C1 India Pvt. Ltd. also facilitate Class III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) to the bidders. Bidder may contact C1 India Pvt. Ltd. at mobile no. +91-7291981138 for DSC related queries or can email at vikas.kumar@c1india.com.
- c) To participate in the online bidding, it is mandatory for the Applicants to get themselves registered with the NSDC e-Tendering Portal (<https://nsdc.eproc.in>)
- d) System Requirement/ Registration Manuals/ Bid Submission Manuals are available at the NSDC eTendering Portal (<https://nsdc.eproc.in>)
- e) For helpdesk, please contact Help Desk Nos. +91-124-4302033 / 36 / 37
- f) Participant are requested to email their issues to helpdesk at nsdcsupport@c1india.com. This will help serving the participant better
- g) The amendments/ clarifications to the tender, if any, will be posted on the NSDC eTendering Portal (<https://nsdc.eproc.in>)
- h) The Bidder may modify or withdraw their bid after submission prior to the Bid Due Date. No Bid shall be modified or withdrawn by the Bidder after the Bid Due Date and Time.
- i) It is highly recommended that the bidders should not wait till the last date of bid submission to avoid complications like internet connectivity issue, network problems, system crash down, power failure, browser compatibility issue, system compatibility issue, improper digital signature certificate problem etc. In view of this context, neither M/s National Skill Development Corporation nor M/s. C1 India Pvt. Ltd will be responsible for such eventualities.