

**RFP for Production of video films on Success stories and new initiatives**

**For**

**PUNJAB WATER SUPPLY AND SEWERAGE BOARD**

**Request for Proposal [RFP]**

**PUNJAB WATER SUPPLY AND SEWERAGE BOARD**

**Plot-1B, Sector 27A, Madhaya Marg, Chandigarh**

## **INSTRUCTIONS TO AGENCIES**

### **General**

Punjab water supply and sewerage board is a department under local government of Punjab mainly responsible for drinking water supply and sewerage system related works in the urban areas of the Punjab. The department has recently made some innovative projects for the effective operation and maintenance of drinking water supply and sewerage system and some innovative projects regarding mechanization of sewerage cleaning and maintenance. PWSSB proposes to appoint an agency for the shooting, editing and final production of 10 videos (2-3 minutes each) on above mentioned topics for showcase on its website and for promotion in social media.

The Agency should have proven expertise on preparation of corporate films of similar nature. It needs to have a strong team in place for shooting of videos, editing and giving it an attractive audio-visual rendition, 2D and 3D animation. Prior experience of handling a similar project(s) will be an added advantage. Comprehensive details on present clientele and past work undertaken must be included. Agencies are also required to provide a sample video (s) of similar work done in the past.

The creative/production Agency would be appointed on a project basis for the said project.

Interested agencies are invited to submit their proposals for the assignment, which must include the following, as detailed subsequently in this document:

- A Technical Proposal and
- A Financial Proposal

It may be noted that

- The costs of preparing the proposal are not reimbursable and
- PWSSB is not bound to accept any of the proposals submitted.

Agencies are required to provide professional, objective and impartial service and at all times hold PWSSB's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of PWSSB, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.

Agencies must observe the highest standards of ethics during the selection and execution of the contract. IBEF may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

### **Minimum Eligibility Criteria**

The Agency should have demonstrated experience in handling projects of comparable stature. Agencies must have a capable team for shooting videos, editing them and producing quality films including 2D and 3D animation. Ideation to the brief is a critical criterion for the selection of the agency. It should have a local team presence/associate network(s) for shooting the videos, at the least in the Chandigarh, Mohali, Panchkula or nearby. The Agency team would work closely with PWSSB.

### **Scope of Work and Deliverables**

**Rationale of the project:** Through these video interviews, PWSSB aims to provide a vivid showcase of the new initiatives in technology and mechanization taken by the department for the betterment of the state and spread awareness in the society. They will also feature their views of the public benefited with these initiatives.

**Scope and Deliverables:** The scope of project covers the production of 10 films including video shooting, photo shoot, editing, and supers and designing of opening and closing visuals with attractive animation, 2D and 3D animation and background score (the actual interview sessions will be conducted by PWSSB). The video films must be of exceptionally high quality with voice over in Hindi/Punjabi & with English subtitles.

### **Preparation of Proposals**

Agencies are required to submit a Technical proposal and a Financial Proposal as specified below.

#### **(a) Technical proposal**

The agencies are expected to provide the Technical Proposal as specified in the RFP Document.

#### **The Technical Proposal shall contain the following:**

1. A letter of Technical Proposal Submission.
2. A concept note on how the agency plans to execute the production of the films
3. A sample video in a data storage device that show cases the creative rendition that the agency has in mind in accordance with the objectives elaborated to demonstrate the project deliverables.
4. Comprehensive details on present clientele and projects of comparable stature.
5. The details of the creative team that will be assigned for the project and of arrangements to shoot videos in various locations in Punjab and Chandigarh.
6. Client testimonials supported by completion of works statements from clients.
7. An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency will undertake the assignment, in accordance with the **Scope of Work and Deliverables** detailed in the RFP document and at the cost submitted by the Agency in the financial proposal (**the cost is not to be indicated in the undertaking**). The above undertaking submitted by the agencies would be binding on the Agency.

**The Technical Proposal shall not include any financial information.**

#### **(b) Financial Proposal**

In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document.

Letter of Financial Proposal should include:

1. Total cost of the project
2. Break-up of costs for each of the items of work listed in the Scope of work and Deliverable (Para of this RFP Document) are to be submitted.

3. Cost for any other element, which is not specified in the scope of work and deliverables and is considered relevant by the RFP participant must be specified highlighted separately.
4. The scope of work can be increase upto 20-30% depending upon mutual agreement. Taxes/GST as applicable will be paid as per actual and required to be indicated in the financial bid.

The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by PWSSB. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

### **Submission of Proposals**

The original proposal (Technical Proposal and Financial Proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be authenticated by the persons or person who sign(s) the proposals.

The Technical Proposal should be placed in a sealed envelope and super scribed “**Technical Proposal for Production of video films on Success stories and new initiatives by Punjab water Supply and sewerage Board**”.

The Financial Proposal shall be placed in a sealed envelope and super scribed “**Financial Proposal for Production of video films on Success stories and new initiatives by Punjab water Supply and sewerage Board**”.

If the Financial Bid is not submitted in a separate sealed envelope duly super scribed as indicated above, this will constitute grounds for declaring the Bid non-responsive.

Both the sealed envelopes should be put into an outer envelope and sealed. The outer envelope shall be super scribed “**Production of video films on Success stories and new initiatives by Punjab water Supply and sewerage Board**” with the due date for submission. The Bottom Left corner of the outer cover should carry the full name, address, and telephone numbers, e-mail ID etc. of the agency submitting the Proposal.

The outer envelope containing the sealed Technical and Financial Proposals should be

addressed to:

**Mr Mohit Verma**  
Executive Engineer (QC)  
Punjab Water Supply and Sewerage Board  
Plot-1B,Sector-27A, Madhya Marg  
Chandigarh  
Email: [eeqc.pwssb@punjab.gov.in](mailto:eeqc.pwssb@punjab.gov.in)

The Proposal should be submitted on or before February 25, 2020.

No Proposal will be accepted after the deadline for submission and in the event of any proposal being received after the closing time for submission of proposals, the same shall be returned un-opened.

### **Opening of Proposals and Selection Process**

The two bid system will be followed. The technical bids will be opened at first instance. It is clarified that prospective bidders with 60% and more than 60% in Technical Proposal will deem to qualify for the second stage.

At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted. Should it be deemed necessary, the Evaluation Committee may invite some of the agencies, after initial short listing of technical proposals, for a presentation of their proposal?

From the time the Technical Proposals are opened to the time the contract is awarded, if any Agency wishes to contact PWSSB on any matter related to its proposal, it should do so **only** in writing or email.

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*This RFP is not an agreement and is neither an offer nor invitation by PWSSB to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in preparing their proposal pursuant to this RFP (the "Bid"). This RFP includes statements, which reflect various assumptions and assessments arrived at by PWSSB in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for PWSSB, its employees to consider the investment objectives, financial situation and particular needs of each party who reads or uses*

*this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.*

*PWSSB may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.*

*The issue of this RFP does not imply that PWSSB is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and PWSSB reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.*

*Further, all information/data/reports/pitches/data or other material submitted to PWSSB under this Tender/RFP/RFQ by the Applicant shall become the property of PWSSB. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to PWSSB. The Applicant further agrees and undertakes that PWSSB may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in PWSSB using the same.*

## **Annexure 1**

### **Technical proposal**

1. Completeness of proposal – 5%
2. Clarity on the objective of the proposal – 5%
3. Design and rendition, Project execution - 70%
  - Concept note for the project
  - Proposed execution plan in accordance with objectives as detailed in scope
  - Creative rendition through sample video
  - Proposed team for the project, including arrangements for the locations mentioned in scope
4. Agency Credentials – 10%
  - Profile
  - Samples of similar projects handled in the past
  - Client testimonials
  - Suitability for execution of the project
5. Discipline and commitment to timelines supported by completion of work statements from clients– 10%
6. At the second stage, the financial bids of only technically qualifying bidding parties will be opened and the L1 bid from among the technically qualifying bidder will be accepted.
7. It is clarified that prospective bidders with more than 60% in Technical Proposal will deem to qualify for the second stage.

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**Annexure 2**

**Financial Proposal – L1 bid from among the technically qualifying bidders will be accepted**

- Total cost of project: This will include video shooting, editing, supers and designing of opening and closing visuals with attractive animation 2D /3D and background score for 5 videos.
- Breakup cost for all elements specified in scope of work and deliverables are essential, including cost per video.
- Cost for any other element, which is not specified in the scope of work and deliverables, and is considered relevant by the RFP participant may be highlighted separately.

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