

**Security Printing and Minting Corporation of India Ltd.
16th Floor, Jawahar Vyapar Bhawan, Janpath, New Delhi 110001**

Note: This notice is being published only as an abundant precaution and it's not an open invitation to quote in the Tender. Participation in this tender is by invitation only and is limited to the selected SPMCIL's Registered Bidders for the item, who have been sent this Tender by Post/Courier. Unsolicited offer are liable to be ignored.

LIMITED TENDER ENQUIRY

Sub: Limited Tender Enquiry for preparation and submission of SPMCIL Corporate Film.

Last date of receipt of Quotation	26.07.2017 at 1500 Hrs.
Opening of Tender & Price Bid	26.07.2017 at 1530 Hrs.

Introduction

Security Printing & Minting Corporation of India Ltd (SPMCIL), wholly owned company of Government of India, was incorporated in January 2006 with its headquarter at New Delhi. It is a Mini Ratna status central public sector undertaking under the administrative control of Department of Economic Affairs of Ministry of Finance. SPMCIL is engaged in the manufacture of security paper, printing of currency and bank notes, non-judicial stamp papers, postage stamps, travel documents, minting of coins, etc. There are nine units under the control of SPMCIL viz. four Mints, two Bank Note Printing Presses, two Security Printing Presses and one Security Paper Mill.

1. Scope of work:

1.1 Invitation of Technical and Financial Bids to make SPMCIL Corporate Film. (10 minutes duration) from empaneled agencies to:

- a) Highlight significance of SPMCIL during remonitisation phase of the country.
- b) Enhancing the Company's corporate image.
- c) Covering financial and physical performance of the Company.

1.2 Locations:

The Agency will have to visit following locations for the purpose of preparing the Film:

- a) ISP, Nashik
- b) CNP, Nashik

- c) IGM, Mumbai
- d) SPM, Hoshangabad

1.3 Target Audience

- a) Government/Ministries/PSUs/CPSEs/Autonomous Bodies
- b) Media representatives
- c) General public

1.4 Film visuals may include:

- a) To showcase SPMCIL's role in remonitisation in the country
- b) Message from dignitaries viz. Ministers, Secretary (DEA), CMD, Directors of the Company
- c) Audio visual clippings of SPMCIL products as per the approved script

1.5 Mode/Channel to reach SPMCIL's target audience

- a) The film may be telecast through SPMCIL's corporate website, and other social media accounts of SPMCIL
- b) The film will be shown at events/fairs organized by SPMCIL in India or abroad
- c) The film will be shown during meetings addressed by senior officers of SPMCIL and/ Government Officials.

1.6 Duration and Language

- a) Duration of the Film shall be ten (10) minutes approximately.
- b) Language:
 - (i) Master Production in English
 - (ii) Dubbing Language in Hindi
- c) The film is to be shot in full resolution High Definition format
- d) The shooting format shall be in "DIGITAL"

1.7 Deliverables

- a) On completion of the project, the contractor will submit the following :
 - Master Copy (One) in full resolution HD format (.MOV file) in a professional Hard Disk and,
 - Two copies in DVD/ Complete film (both languages) to be submitted in full resolution High Definition format in external Hard Disk.
 - Un-mix masters of film including the dubbed masters in HD format (.MOV file) in professional Hard Disk
 - Copies of the final scripts in print form (both English & Hindi languages)
 - Synopsis of film (word doc or rtf format as well as hard copy)

- Compressed files (small sized files) of film including (both languages) to suit website/mobile phones/social media upload.

1.8 Completion Time

Making the film and delivery of the same to SPMCIL should be completed in all manners within 45 days from the date of Letter of Award. The final film incorporating necessary changes as suggested by SPMCIL to be submitted not later than another two weeks.

1.9 Script

The bidder is required to finalise the draft script after discussions with the senior management of SPMCIL. Post discussions, the Bidder will submit the draft script for the approval of SPMCIL within one week of the award of the work. The film should be made based on the approved script of SPMCIL.

1.10 All other and intermediate activities which are required for smooth functioning of the project are treated as part of the scope of work.

2. Stages:

There will be three stages in preparing the film as below:

- (i) Pre-Production – Writing and Finalization of the script, location and equipment. The script to be approved by SPMCIL.
- (ii) Production - Shooting at Units and Corporate Office of SPMCIL
- (iii) Post- Production - Editing, voiceover and music.

3. Specifications:

- (i) Creating / Acquiring necessary 3D graphics and animations for the theme wherever required.
- (ii) The Film shall broadly cover the Financial and Physical Performance of the company as well as other information as provided by the company.
- (iii) All the footage (Raw stock) and exposed Betas shall be submitted to SPMCIL, and it cannot be reproduced without the written consent of SPMCIL
- (iv) For voiceover (both for female and male voice), an option of 3 (three) different voices along with a cassette/CD of their recorded voices shall have to be submitted for scrutiny.

4. Work Schedule:

The work schedule will consist of the following steps: -

- (i) The Contractor's team will visit SPMCIL's operational areas as detailed above to collect all relevant photographs and other data, required for preparation of the Film.

- (ii) Bidder is required to finalize the script after discussion with Senior SPMCIL Officers and submit the draft script for the approval of SPMCIL. The film should be strictly in accordance with approved script of SPMCIL
- (iii) After completion of the shooting, the Contractor will give the Draft of the Main Film for approval.
- (iv) The Contractor will submit the final Film within two weeks of the presentation of the draft Film after incorporating SPMCIL's comments/views.

5. Payment Schedule (*All banking charges will be to the bidder's account.)

Payment would be made progressively as under:

- (i) 25% after completion of Pre-Production Stage (Approval of script)
- (ii) 25% on completion of Shooting
- (iii) Balance 50% payment would be made on delivery of the completed film to the Company.

6. Validity Period

Validity of tender is 4 months from the date of submission of tender.

7. EMD (Earnest money deposit) and processing fee/tender cost

- (i) EMD of ₹50,000/- in form of Demand Draft/Banker Cheque/FDR/Bank guarantee in favour of SPMCIL payable at New Delhi is to be submitted at the time of submission of the tender. Bids without tender cost and EMD shall be treated as void and will not be considered for opening. EMD shall remain valid for a period of 45 days beyond the final tender validity period.
- (ii) EMD is non-interest bearing.
- (iii) The successful bidders' EMD will be discharged upon expiry of Offer Validity Period or upon receiving of Performance Guarantee. EMD of unsuccessful bidders shall be refunded after finalization of Tender.
- (iv) EMD will be forfeited:
 - If a bidder withdraws his bid during the period of validity or
 - In case of a successful bidders, if the bidder fails to sign the contract in accordance with terms and conditions.

8. Payment Terms:

Payments due under this contract shall be made as per the payment terms described below:

- (i) Vendor will raise an invoice of the payment due and SPMCIL shall release the payment on receipt of invoice

- (ii) All payments due to vendor will be subject to tax deduction at source as per prevailing Income Tax Act and other applicable levies as per State/ Central Government.

9. Liquidated Damages:

Timely completion of all the work/job and providing the required personnel/material/equipment/services covered in the contract, as per the schedule of the exhibition, shall be essence of the contract. In the event of your failure to execute the contract within the scheduled time, liquidated damages will be levied @ 0.5% per week or part thereof, subject to a maximum of 10% of the stage wise payment.

10. Liability:

Except as otherwise expressly provided, neither Company nor its servants, agents, nominees, shall have any liability or responsibility whatsoever to whomsoever for loss or damage to the equipment and/or loss or damage to the property of Contractor and/or its sub-contractors, irrespective of how much loss or damage is caused unless caused by willful and gross negligence of Company and/or its servants, agents, nominees, assignees. The Contractor shall protect, defend, indemnify and hold harmless Company from and against such loss or damage and any suit, claim or expense resulting there from.

Neither Company nor its servants, agents, nominees, assignees, sub-contractors shall have any liability or responsibility whatsoever for injury to, illness, or death of any employee of the Contractor irrespective of how such injury, illness or death is caused unless caused by willful and gross negligence of SPMCIL and/or its servants, agents, nominees, assignees. The Contractor shall protect, defend, indemnify and hold harmless the Company from and against such loss or damage and any suit, claim or expense resulting there from.

11. Eligibility/evaluation criteria

- a. The Agency should have capability of producing HD films. Minimum 5 minutes content produced in-house should be enclosed.
- b. The bidder should have capabilities to shoot in HD format
- c. The bidder should have in house production & post production facility to complete the film. The list of hardware & software together with ownership proof should be enclosed.

For evaluation, a Combined Quality Cum Cost Based System (CQCCBS) evaluation method will be followed, wherein a weighted composite success score will be calculated based on separate evaluations of the Technical Bid (70% weightage) and the Commercial Bid (30% weightage). The Official Committee will oversee the evaluation process.

Technical Bid Criterion & Weightage – 70% (marks between 0-100 will be assigned and 70% weightage will be accorded for calculating the technical marks). The technical marks will be calculated on following parameters as indicated below, based on the weightages indicated against each parameter:

S.N	Criteria	Guidelines for scoring/ evaluation	Proof to be submitted	Max. Marks
(i)	<p>Experience : The agency must have executed Corporate/ Documentary/Video Spot for Central or State Governments Ministries/ Departments/ PSUs /Autonomous Bodies etc.</p> <p>Atleast 4 Government films made in last 3 financial years/as on date 4-8 Govt. films made in last 3 FY/as on date 9-12 Govt. films made in last 3 FY/as on date 13-16 Govt. films made in last 3 FY/as on date 17-20 Govt. films made in last 3 FY/as on date</p>	<p>7 marks 12 marks 16 marks 20 marks</p>	<p>Please attach specimens of Work Orders duly attested by authorized signatory of the agency.</p>	20
(ii)	<p>Production Facility/ arrangement - Such as latest HD Camera, Lights, HD Video editing, FCP, sound recording, mixing & editing, synthesizer keyboard, software, etc.</p>	<p>Maximum 10 marks for fully owned by the agency (In-house)</p> <p>5 marks for outsourced production facility as mentioned.</p>	<p>If ownership then, submit proof of ownership and List of Machinery/ equipment as mentioned in the agency's Balance Sheet duly certified by the CA</p>	10
(iii)	<p>Concepts/Script/Story Board: Parameters - Creativity, Innovativeness, and relevance of concept, etc. as mentioned in the scope of work. Marks will be assigned by the official committee on parameters mentioned above.</p>	<p>Maximum 20 Marks</p>	<p>Submit Concepts/ Script/ Story Board</p>	20
(iv)	<p>Presentation on the Concept/Script/Story Board submitted as mentioned in the point no.3 above. Marks will be assigned by the official committee on the quality and relevance of concept, treatment, innovativeness, etc.</p>	<p>Maximum 50 Marks</p>	<p>Presentation by agency before official committee</p>	50
Total Marks				100

Financial Bid Criterion & Weightage – 30%

For evaluation of the commercial bid, the lowest bidder will be given marks of 100. The marks of other bidders will be proportionately scaled down as per the following:-

$$\text{(Lowest bidder price / Quoted price of the bidder) x 100}$$

For example, if the lowest bid price is ₹100, the lowest bidder will get a score of 100. If the second lowest bid is ₹150, the bidder will get a score of $(100 / 150) \times 100 = 66.66$. The scores will be calculated up to 2 decimal places.

Calculating the composite final Marks

The composite final marks will be calculated from the technical and commercial scores as shown in the illustrative example below. The short-listed firms will be ranked as L1, L2 etc. (marks calculated up to 2 decimal points), based on decreasing order of composite final marks and L1 (highest composite final marks) will be declared as the Lowest Bidder. In case the highest composite mark is the same for more than one bidder, the bidder whose marks are the highest mark in commercial bid will be awarded the contract.

Illustrative Example (for any 1 item):

Bidders A, B and C with technical bid marks of 80, 85 and 90 respectively, The commercial bids of the 3 bidder are as follows: A= ₹5 lakh, B= ₹7.5 lakh and C= ₹10 lakh. The composite final marks for A, B and C will be calculated in the following manner:

1	2	3	4	5	6	7
Bidder	Technical marks	Weighted technical marks (column 2 x 70%)	Commercial Bid quote (in ₹ Lakhs)	Proportionate commercial marks (lowest quote/bidder's quote) x 100	Weighted commercial marks (column 5 x 30%)	Final composite marks =column3 +column6)
A	80	56.00	5	100.00	30	86.00
B	85	59.50	7.5	66.67	20	79.50
C	90	63.00	10	50.00	15	78.00

Since bidder A has the highest composite final marks (S=86.00), they will be declared as L1 i.e. Lowest Bidder.

For further details, the bidder shall refer to our website:

- (i) <http://www.spmcil.com/spmcil/uploaddocument/GIT.pdf>
- (ii) <http://www.spmcil.com/spmcil/uploaddocument/GCC.pdf>

12. Rejection of bid

A bid that does not meet all qualification criteria or is not responsive shall be rejected by SPMCIL and may not be subsequently made responsive by correction or withdrawal of the non-conforming deviation or reservation by the Bidder.

The Agency should fulfill the following criteria:

- Offers received after the bid closing date and time will be rejected.
- Offers received from unsolicited parties shall not be considered and rejected.
- Offers not offering firm price / with adjustable price shall be treated as nonresponsive and rejected.
- Offers with inadequate validity will be rejected.
- Offers not duly signed by the authorized signatory will be rejected.
- Offers containing interlineations, erasures or overwriting except corrections made by the bidder duly initiated will be liable for rejection.
- Offers are liable for rejection in case the bidder does not comply with the Enquiry stipulations or the goods offered do not conform to the required specifications indicated in the enquiry
- Any offer containing incorrect statement and incomplete information will be liable for rejection.
- SPMCIL will reserve the right to accept / reject any offer either in full or in part or accept any offer other than the lowest offer without assigning any reason whatsoever.

13. Performance Security

- (i) Performance security @10% of the order value have to be deposited by the successful bidder within 21 days after the award of work in form of DD/Banker Cheque or Bank Guarantee from a scheduled commercial banks in favour of SPMCIL and it should remain valid for a period of 60 days beyond the date of completion of all contractual obligation of the contract. Performance Security shall be refunded to the contractor without any interest after completion of the contract. But not later than 60 days of completion of all such obligations under the contract.

EMD shall be refunded immediately after receipt of Performance Security.

14. Indemnification

- a) The Bidder/Service Provider shall indemnify SPMCIL against any claims, damages, loss or penalty including costs thereof in case of liability arising out of any accident/incident involving manpower deployed by him/it.
- b) SPMCIL will not be responsible for any injury sustained by Bidder/Service Provider's personnel during the performance of its/their duties and also any damage or compensation due to any dispute between them and its personnel. Any expenditure incurred by SPMCIL to handle the situation arising out of the conduct of personnel deployed by the bidder/service provider will be made good from Security Deposit/Bills of the bidder/service provider.
- c) The bidder shall indemnify SPMCIL against payment of penalty/third Party claims/damages/loss of property of SPMCIL/penalty due to mishandling on the part of personnel provided by the SPMCIL. In case, any such amount is not deposited/paid to SPMCIL, the same shall be deducted from the bidder's monthly bills/security deposit/future payments due to the bidder. In such cases the party shall make the security deposit amount equal to original within 10 days of such deductions/adjustment.
- d) In case of injury or loss of SPMCIL staff due to any act or deed of successful bidder's employee or due to an accident, the successful bidder shall arrange to pay SPMCIL employee or his legal heirs as per existing Government rules and regulations. The insurance claim settlement shall be the sole responsibility of the successful bidder. The legal costs will also be borne and paid by the successful bidder.
- e) The service provider shall indemnify SPMCIL against third Party claims arising out of equipment malfunctioning/mishandling on the part of personnel provided by the Service Provider. The Service Provider shall also indemnify to reimburse any.

15. Submission of Bids

- a) Offer should be sent in sealed envelope
- b) The sealed cover should be superscribed with the following details on the left hand top corner:
 - (i) SPMCIL's Enquiry No.....
 - (ii) Bid closing date :

- (iii) Brief description of work
- (iv) Bidder's Name

c) The sealed envelope containing offer should then be put in another envelope bearing the following address by :

Deputy Manager (Human Resources)
Security Printing & Minting Corporation of India Limited
1st Floor, Jawahar Vyapar Bhawan, Janpath
New Delhi 110001

d) The tender shall be submitted in two parts, viz., technical bid and financial bid. Both the technical and financial bids should be sealed in separate envelopes. Financial bid of the shortlisted bidders shall be opened after evaluation of the technical bid. All the pages of the bid being submitted must be signed and sequentially numbered by the bidder irrespective of the nature of content of the documents before sending.

ANNEXURE
OFFER FORMAT

To

SPMCIL

Enquiry No.....

The cost for making the movies should be quoted as per the following tabulation.

Sl No	Item Description	Cost in Rs
A	Cost of making corporate film of SPMCIL in HD (10 mins)	
B	Any other charges	
C	TOTAL	

The cost of making the film should include the following.

- a. All Pre-production, production & post-production charges
- b. All taxes and service charges, etc.

- To and fro travel, boarding/lodging and local transport will be provided by SPMCIL at its locations.
- The crew members for each location should not exceed six in number. The presence of the film Director during the entire shoot is mandatory

Signature & Seal of Tenderer

Full

Name..... Address.....

..... Date.....