

**TERMS OF REFERENCE
FOR
'EXPRESSION OF INTEREST' FOR ENGAGEMENT OF CREATIVE AGENCIES
FOR PREPARATION OF AUDIO-VISUAL MATERIALS ON
"FISHERIES FOR LIVELIHOOD IMPROVEMENT & NUTRITIONAL SECURITY"**

1. Background

Directorate of Fisheries, Odisha, Cuttack intends to come up with a promotional campaign. As a part of the campaign we have identified Audio-Visual creatives for **"FISHERIES FOR LIVELIHOOD IMPROVEMENT & NUTRITIONAL SECURITY"**. The quality of the audio-visual creatives is a key factor to ensure that the message is effectively communicated to the public with simple yet clear representation and content.

With this objective in mind Directorate of Fisheries, Odisha, Cuttack intends to 'engage' a Film's Production Agency having experience and competence of producing excellent quality of audio-visual content. Directorate of Fisheries, Odisha, Cuttack intends to produce several audio-visual media content for highlighting the theme **'FISHERIES FOR LIVELIHOOD IMPROVEMENT & NUTRITIONAL SECURITY'**.

The production of audio visual contents are on:

SUBJECT (Language – Odia)	DURATION
OVERARCHING FILM – Fisheries & ARD (with inputs from APICOL)	6 min
OVERARCHING TVC – Fisheries & ARD (with inputs from APICOL)	1 min
ANTHEM – Fisheries & ARD	3 min
FISHERIES – Overarching Film on Fish Farming in Odisha	6 min
FISHERIES – TVC on Fish Farming in Odisha	40 sec
FISHERIES – Short Film on Fish Farming in Brackish Water	3 min
FISHERIES – Short Film on Fish Farming in Inland Water	3 min
FISHERIES (Brackish Water) – Success Story on Cluster 1	1.5 min
FISHERIES (Brackish Water) – Success Story on Cluster 2	1.5 min
FISHERIES (Brackish Water) – Success Story on Cluster 3	1.5 min
FISHERIES (Inland Water) – Success Story on Mola Culture in Tribal Areas	2.5 min
FISHERIES (Inland Water) – Success Story on Mola as Nutritional Supplement for poor families as well as Anganwadis	2.5 min
FISHERIES (Inland Water) – Success Story on Agri Farmers shift to Pisciculture with Sustained Profitability	2.5 min

The agencies will have to submit a final script along with a concept note for the Subject. The videos will require shooting in different locations as required by Directorate of Fisheries, Odisha, Cuttack and it is the responsibility of the agency to successfully manage the shoot from pre-production to post production in these areas.

2. Eligibility Criteria

- a. The Agency should have a Registered Office.
- b. The Agency should have experience of producing creative, media, planning and video (film, documentary/TVC) content for Govt. Departments, Govt. of Odisha, and should provide us with their respective works. The agency should produce minimum of 5 work orders for their work of Govt of Odisha.
- c. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in English, Hindi and Odia.
- d. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required
- e. The Agency should have their in house Directors and should provide their resumes.
- f. The Agency should have adequate camera equipment setup and have their own Production House. The agency should provide photographs of their Production House and Equipments.
- g. The Agency should have an average turnover of minimum 1crore (Rupees One Crore) only during the last two financial years. The agency should submit their audited annual financial statement duly certified by a Chartered Accountant Firm.

Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing.

3. Method of Selection

All the proposals received will be scrutinized to assess their eligibility by a Technical Committee constituted under the Chairmanship of the Director of Fisheries. Those proposals which do not meet the qualifying criteria will be rejected forthwith or at any stage of detection. The agencies shall be shortlisted basing on the score secured as detailed below;

Technical Evaluation:

	Description	Maximum scores
1.	Work plan & activities to be undertaken	15
2.	Experience in similar works for Govt of Odisha	15
3.	Quality of materials / equipments / personnel / other services	20
4.	Award received if any(International/National)	10
5.	Presentation of concepts	40
	Total score (Technical)	100

The Technical Committee shall finalize the qualifying score for opening the financial bid.

Financial Evaluation:

The financial bid of the firm securing the highest score in Technical Proposal shall be opened by the Financial Proposal Opening Committee chaired by the Director of Fisheries, Odisha. The authority reserves the right to further negotiate the rate quoted.

4. Scope of Work

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

1. Designing and Production of quality creative, media planning and video (film/ documentary/ TVC/SRP) content on various themes as per the need of the Directorate of Fisheries, Odisha, Cuttack (mentioned at Para 1.)
2. Story boarding and script writing based on the content in the proposal and client's briefing.
3. 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.
4. 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
- 5 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.
- 6 Obtain prior approval for the script of the entire production from Directorate of Fisheries, Odisha, Cuttack.
- 7 Deliver animations in DVD/CD-ROM/BETA/VHS and other streaming formats which can be further uploaded on all the social media formats.
- 8 All the raw data, 3D visualization models and graphics with the final output shall be the ownership of Directorate of Fisheries, Odisha, Cuttack and the same has to be submitted along with the final submission.
- 9 Any other audio-visual content conceived by Directorate of Fisheries, Odisha, Cuttack

5. Terms of Contract

- a. The final work shall be presented before the Technical Committee under the chairmanship of the Director of Fisheries. The Committee shall accept the work/works and shall recommend for payment at the rate to be quoted by the Film Producing Agency.
- b. The entire production shall be made under close liaison with the departmental officials.
- c. Any mid-term correction suggested by the department shall be included by the agency
- d. No advance payment shall be made.
- e. 100% payments would be done within 30 days from the date of submission of Bills of accepted works.
- f. Payment will be by way of electronic transfer systems like RTGS /Cheque.

10.9.20

DIRECTOR

TECHNICAL PROPOSAL

The agency should submit their technical proposal in a sealed envelope super scribed as

“Technical proposal for Preparation of Audio-Visual creatives on Fisheries Sector”

List of documents to be submitted:

- a. Minimum of 5 films done for Govt. departments, Odisha have to be submitted.
- b. Photographs of production house and camera equipment.
- c. Resumes of in house Directors.
- d. Details of Key persons to be involved in the project.
- e. A detail technical proposal for making the documentary films.
- f. GSTIN of the agency
- g. PAN card details of the agency
- h. Details of Awards own (If any) to be provided.
- i. **A technical presentation of concepts to be provided on Dt:25.09.2018 at Conference Hall of the Directorate of Fisheries at 11.00 AM** or any such place suitable on prior information to the presenting agencies.
- j. Audited financial documents of last two financial years.
- k. Minimum 5 nos. of work orders of Govt of Odisha.

FINANCIAL PROPOSAL

The agency should submit their financial proposal in a sealed envelope super scribed as “*Financial proposal for Preparation of Audio-Visual creatives on Fisheries Sector*”

SUBJECT (Language – Odia)	DURATION	Rate in INR
OVERARCHING FILM – Fisheries & ARD (with inputs from APICOL)	6 min	
OVERARCHING TVC – Fisheries & ARD (with inputs from APICOL)	1 min	
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Total (Including Gst @ ___): In words:		

DIRECTORATE OF FISHERIES, ODISHA, CUTTACK

EoI No: 11431 Dated: 11/09/18

Expression of Interest

Directorate of Fisheries, Odisha, Cuttack invites Expression of Interest from reputed agencies for production of audio-visual creatives and allied works. Interested Agencies should submit their technical and financial proposal in two different sealed envelopes marked with "Technical proposal for Preparation of Audio-Visual creatives on Fisheries Sector" & "Financial proposal for Preparation of Audio-Visual creatives on Fisheries Sector" respectively and put the two envelopes in a single envelope super scribed as **"EOI for ENGAGEMENT OF CREATIVE AGENCIES FOR PREPARATION OF AUDIO-VISUAL MATERIALS ON "FISHERIES FOR LIVELIHOOD IMPROVEMENT & NUTRITIONAL SECURITY"**.

The detailed terms of reference may be downloaded from the website of the Directorate: www.odishafisheries.com.

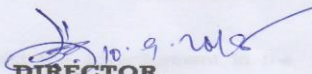
The agencies may submit their proposals in sealed cover on or before **(24.09.2018)** up to **3.00 PM** addressed to the

The Director of Fisheries, Odisha, Cuttack
Directorate of Fisheries, Odisha
Near Dry Dock Jobra,
Cuttack-753007
Telephone-0671-2414061
Email- director.odifsih@gmail.com

The EoI shall be opened on **24.09.2018** at **4.00 PM**.

Technical Evaluation shall be made on **25.09.2018** followed by financial evaluation.

Director of Fisheries, Odisha reserves the right to alter the date of opening of the EoI and also to reject any all the EoI's without assigning any reason whatsoever.


DIRECTOR