

Government of West Bengal
Panchayats and Rural Development Department
Joint Administrative Building, Floor-8th B & 9th B,
Block- HC-7, Sector- III, Salt Lake City, Kolkata- 106

Notice inviting Expression of Interest for production of Bengali fiction film/TVC of 60 second duration

Memo No. 2563-RD./PH&S/S/1P-1/2010 (Pt-I)

Dated: 17.04.2018

The P&RD Department invites proposals for making one (01) short TVC/fiction film of 60 seconds duration in Bengali with English subtitles for generating awareness among the people on the harmful effects of plastic on environment as well as on human health. Focus of the proposed TVC would be on motivating the people on the principles of 'Reduce, Refuse, Reuse, Recycle and Remove plastic waste' as the principles to be followed in the day to day behaviour of the individual and the community.

Aspiring applicants/producers may submit proposals to produce the short film with budget details.

Eligibility Criteria:

1. The producer/production company must be empanelled with DAVP/ I&CA Department of the State Government at the time of submission of the proposal. A certificate to the effect should be attached to the proposal.
2. The producer should be an Indian entity (individual, proprietorship, partnership, company, society, trust etc.)
3. The producer must have experience of at least three (03) years of production of audio visual television commercials/ fiction film for broadcaster (s) at least 25 hours of factual documentary programming in any Indian language including Bengali that has been telecast in the last 3 financial years.
- Consortium shall not allowed in any form
- An order blacklisting a producer passed by the Central/State Governments / any PSU should not be in operation at the time of the submission of the proposal
- Relevant documents in support of the above should be submitted along with the proposal

Submission of the proposal:

The proposal should include the following:-

- Concept note
- Detailed treatment proposed
- The producer shall submit a fresh show of reel work carried out by the production unit in the last three (03) financial years (of upto 10 minutes duration on DVD/Pen drive)
- The format will be XDCAMHD MPEG 4:2:2 on PFD 23/PFD 50/PFD 100 Optical Disc format or any other format prescribed by the Doordarshan as per the technical standards.

Last date for submission of the proposal:

The proposal will be accepted till 2 PM of 10 May 2018 at the following address:-

Panchayats and Rural Development Department, Joint Administrative Building, Floor- 9th B, Block- HC-7, Sector- III, Salt Lake City, Kolkata- 106.

Opening of the Proposal (Technical Part) : Same day

Scrutiny:

Each proposal received will be initially scrutinized to ascertain eligibility on the basis of submitted documents. In case of non-submission of any of the required documents, the P&RD Department reserves the right to summarily reject the proposal.

Technical Assessment of proposals:

- Evaluation would be done in a transparent manner by constituting a committee. The composition of the Committee shall be decided by the Department.
- The P&RD Department may ask the applicant/ producer to make a presentation on the basis of the proposal submitted by him/her. In such an event the applicant /producer must present himself/herself in person before appropriate authority along with the director/ script writer and make such presentation at his/her/their own cost. Presentation by a person other than the applicant /producer will not be allowed.
- Each proposal will be assessed on the basis of the following criteria :-

Sl No.	Evaluation Criteria	Sub Criteria	Scoring Marks	Max Marks
1	Experience	Number of Hours of production	Upto -25 hours of fictional films : 10 marks	15
			More than 25 hours upto 50 hours of fictional film : 15 marks	
2	Awards won	National Awards	10	10
3	Treatment	Script /concept	25	55
		Experience of the crew	15	
		Production and technical value of previous productions	15	
4	Presentation/reel show	Presentation by the applicant/producer	20	20
Total				100

Qualifying benchmark

Proposal which secures 60% and above marks will be considered for the next stage.

Financial assessment formula:

- The technical aspects (eligibility criteria /content /quality) of the proposal will have a weightage of 70%, while the financial part (budget/cost) will be allotted 30% weighted.
- For financial assessment weighted point calculation formula will be adopted.

Final scoring:

- Total score, both for the technical aspects (eligibility criteria / content / quality) and the financial aspect (budget/cost) shall be obtained by weighing the two scores and adding them up.
- On the basis of the combined weighted score for the technical aspect (eligibility criteria / content / quality) and the financial aspect (budget/ costs), the proposals will be ranked. The proposals obtaining the highest total score in assessment of the technical aspect ((eligibility criteria / content / quality) and the financial aspect (budget/cost) taken together will be ranked as H1 followed by the proposals securing lesser marks as H2, H3 etc. The proposal securing the highest combined marks and ranked as H1 would be recommended for selection.

Quality Control:

It will be ensured that quality control is exercised at each stage of release of the payment and at the stage of rough-cut and the final product. A preview committee constituted for the purpose will do the requisite certification before the programme is released.

Production :

- The production would conform to the technical formats and technical standards as indicated in the tender notice.
- The producer shall produce the fiction film/TVC and supply the same within **21 days** of the receipt of the work order.
- The script and Discs (rough cut, final master) submitted by the producer would be previewed by the preview committee.
- If the preview committee suggests any changes/amendments in the style or content at any stage of production, the producer shall carry out the same within the shortest possible time at his/her own cost.
- All dialogues/ pictures /contents in the TVC shall conform to the Broadcasting Code and Advertising Code of Doordarshan.
- On completion, the final product shall become the property of the P&RD Department, for which the following are to be transferred to and /or handed over to the Department:
 - All scripts and versions of the fiction film
 - All master, shooting tapes/Disc along with unedited materials, preview cassettes, publicity materials, photographs, promo materials and recordings of songs, if any pertaining to the fiction film.
- During production process, highest technical standards shall be maintained so that the delivered product is of required standard. Technical specifications stipulated should be maintained throughout the entire production process i.e. during production, post-production and delivery, thereby ensuring format compatibility and sustainability in archival standard.
- Graphics, captions and action shall be within the safe areas.
- The film in above genres have to be submitted in HD format : XDCAMHD MPEG 4:2:2 on PFD 23/PFD 50/PFD 100 optical Disc format or any other format compatible with the Doordarshan standard.

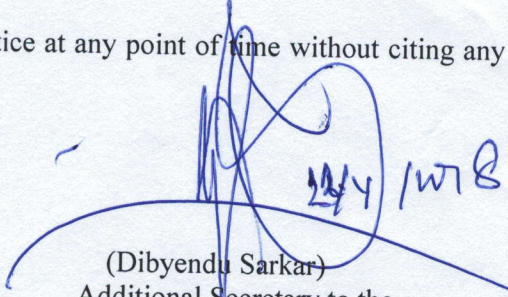
Payments:

Payments shall be made in the following manner

Sl No.	Stage	Amount to be paid
1	On approval of concept and story line	30 % of the total budget
2	On approval of rough cuts of the film	30 of the total budget
3	On approval of the final product	40% of the total budget

Others:

- All Rights pertaining to the production of the fiction film (pre, during and post production) shall remain vested with the P&RD Department in perpetuity .
- The decision of the P&RD Department in any dispute pertaining to the above shall be final and binding to the applicants/producers.
- The P&RD Department shall cancel the tender notice at any point of time without citing any reasons whatsoever.


(Dibyendu Sarkar)
Additional Secretary to the
Government of West Bengal