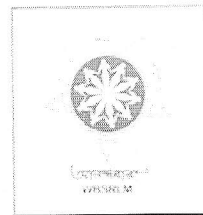


Anandadhara

West Bengal State Rural Livelihoods Mission (WBSRLM)

(A Society under the Panchayats & Rural Development Department, Govt. of West Bengal)



Memo No: 894/WBSRLM/Trng/14T-07/2015

Dated: 27.08.2015

NOTICE

Price rate quotations are invited from reliable local Agencies for development of Audio-Visual Material/Short film for dissemination of information about the activities & achievements of WBSRLM Anandadhara during various programs/in various forums. The selected Agency will be required to develop the following initially: -

1. One (01) short film of on the initiatives /specific interventions of Anandadhara & the way of strengthening SHG & federated bodies of SHGs for empowerment of poor women in West Bengal.
2. One (01) theme song/jingle on Anandadhara which may be used for various Audio Campaigns like Radio Spots, Call Centre, Meetings, etc. The song / jingle may be used the Background Score for the Film also.

A. Details of the materials for the said works :-

Short Film	i. 5-6 minutes duration ii. In both English & Bengali (content being the same) iii. Should be in High Definition / Standard Definition iv. Final Output is to be provided in High Definition (HD) or Digital Video (DV) format. v. The bidding agencies have to submit the cost of production for HD and DV formats separately. vi. WBSRLM will decide the mode of Final Output (HD or DV) before giving the final order of execution/ production. vii. Uncompressed version of Final Output as well as Shooting Rush has to be provided by the agency to the WBSRLM. viii. Delivery of final output has to be done in Master DVD & in MP4 formats.
Song / jingle	i. approximately one(01) minute long ii. In Bengali Language iii. WAVE / WAV version has to be provided by the agency apart from common formats like MP3.

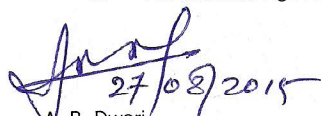
B. Following would be the deliverables of selected Agency to take up the production and delivery of the said audio visual materials:

• Pre-Production – Discussion with WBSRLM officials, Research, Concept Development, Scripting & Story Board.
• Production – Directorial, Camera & allied equipment for Shooting, other Technical & Creative resources.
• Post Production – Editing (including arrangement of Manpower & Facilities for editing), Voice over Script & Artist, Graphics & Animation, Background Music, Music Mixing to final Output.

C. Interested Agencies are requested to drop their price rate quotations in a sealed cover in the Tender box kept at the above office address along with the following information/ documents within 7 (seven) days from issue of this Notice:-

- (a) PAN Number
- (b) VAT Number
- (c) Service Tax No.
- (d) Credential certificates showing similar nature of works from reputed organization/government offices.

D. The selected Agency will be required to deposit 2% Earnest Money before issuing work order from this end.


A. B. Dwari
Procurement Consultant
For and on behalf of
WBSRLM

Anandadhara State Office: Saltee Tech Park, 11th Floor, Block DN-18, Sector-V, Salt Lake, Kolkata-91
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