



Bidding document for making a video shoot on Agro and Food Processing Sector in Punjab.

GENERAL MANAGER  
PAIC, Chandigarh



PUNJAB AGRO INDUSTRIES CORPORATION LIMITED

Plot No. 2A, Sector-28A, Madhya Marg, Chandigarh – 160002  
Phone - 0172-2651561, 2657472 , CIN: U51219CH1966SGC002630  
Website: www.punjabagro.org.in

NOTICE INVITING BIDS

Bid Number-1

Tender bids are invited from eligible professionals for filming of a Corporate Video.  
The project/works details are as under:-

Name of Project/ Works	Earnest Money (Rs.)	No. of location to be covered	Brief scope of work
Making video shoot on Agro and Food Processing Sector in Punjab	Rs.25,000/-	10-12	1.Video shooting and post production in 4K (including drones) 2.Preparation of script, story board etc. 3.Dev. of audio-visual content, scene coverage, editing, voice-overs ,text inputs, color grading/correction, motion graphics, GFX etc.

Last date for submission of sealed tenders is 25.10.2019 upto 12.00 Noon. Technical bids will be opened on the same day. The date for opening of financial bids will be intimated after evaluation of technical bids. The details of the tender can be downloaded from PAIC's website. For any clarification, please contact at: 0172-2651561.

General Manager, PAIC



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## Bidding Document

### Important dates:

Last date & time for submission of sealed tender (hard copy).	25.10.2019 upto 12.00 Noon
Opening of tender (technical bid)	25.10.2019 at 03.00 PM
Opening of financial bid	To be intimated later after evaluation of technical bids

### Detailed scope of work

The detailed scope of work/project is as follows:

1. Collection & Compilation of information and material available with PAIC and other relevant departments of Punjab Government.
2. Video shoot (in 4K technology) has to cover all the prominent Food Processing Plants in Punjab, Mega Food Parks, Centres of Excellence, Animal husbandry units, PAU, GADVASU, Organic farms, Plantations, Road & Railway network etc. PAIC is looking at about 10-12 locations shoot.
3. Preparation of script and receiving the approval of PAIC.
4. Presentation of story board
5. Development of Audio-visual Content, scene coverage, editing , voice overs & text input to explain the importance of the topics.
6. Video shooting (Including Drone Shots in 4K technology)
7. Post production on 4K platforms Final delivery of Video will be on 4k resolution
8. Video Editing
9. GFX and Voice Over
10. The bidder should also provide necessary color grading/correction, motion graphics and music tracks.

### Bid security/EMD

An amount of Rs.25,000 (Rupees Twenty Five Thousand only) must be submitted by demand draft in favor of Punjab Agro Industries Corporation payable at Chandigarh. Bids not accompanied by EMD shall be rejected. EMD amount of the unsuccessful bidders will be returned without any interest. EMD amount of the selected bidder shall be returned after successful completion of the work.

Method of Selection:

Selection of the bidder will be a two stage process. The bids should be submitted in two envelopes i.e. technical and financial.

- A) In the first stage, technical bids will be screened based on the pre-qualification and the technical information as per the selection criteria defined in the document.
- B) Financial bids of only the technically qualified bidders will be opened for further assessment. The bidder with lowest quote will be selected. In case of tie in the financial bid, the bidder with better score in technical bid will be selected.

Documents to be submitted by the bidder:

a) Technical bid envelope:

All documents are mentioned in Annexure 1 under the head of Technical bid along with supporting documents with signature, name, designation and seal of the authorized representative of the bidder on each page.

b) Financial bid envelope

Financial bid in a sealed envelope are mentioned in Annexure-II. The bid should be inclusive of all taxes, including GST and travel expenses.

General Conditions:

- The bidder has to complete the work within a period of one month from the award of tender.
- In case video clip is found below specifications/requirement, the bidder shall immediately modify the same till the satisfaction of PAIC.
- PAIC reserves the right to delete or add any video clip, music track, voice over etc.
- At any time prior to the deadline of submission of bids, PAIC may have any reason or at its own initiative or in response to the clarification requested by the prospective bidder, can modify the terms and conditions, which will be duly notified on the website. In order to affect such amendments, PAIC will be at liberty to extend the deadline for the submission of bids.
- Any corrigendum to the Tender shall be published on the above website only.

- PAIC reserves the right to call for any document from the bidder at any stage. The vendor shall be responsible for a good quality of the video. In case of any default or any action is taken by the govt./ authorities, he shall be responsible for the same which include criminal proceedings or any compensation and legal expenses etc.
- For any clarification the bidder can submit any query/clarification in writing delivered by hand or by email not later than 18.10.2019.
- MD PAIC reserves the right to accept or reject any bid and to annul the bidding process and reject all the bidders at any time prior to the award of the contract job without assigning any reason

Payment terms:

Particular	Percentage of total fee
Advance	50%
After final receipt of the corporate video	50%

Arbitration Clause

In the event of any question, dispute or difference arising between the parties in relation to this agreement or in connection therewith the same shall be referred to the sole arbitrator to be appointed by the Managing Director, Punjab Agro Industries Corporation Limited. The award of the Arbitrator will be final and binding upon both the parties. The Arbitrator proceedings will be governed under the Arbitration and Conciliation Act, 1996 and the seat of the Arbitrator will be at Chandigarh.

General Manager, PAIC

## TECHNICAL BID (Annexure -I)

The technical bid will be evaluated on the basis of following criteria:

1. The bidder should have office in Punjab or Chandigarh.
2. Bidder should have produced a full-length documentary/short film/corporate film for Punjab Government or it's Corporation/Board/PSU.
3. EMD of Rs.25,000/- in the form of demand draft in the name of Punjab Agro Industries Corporation payable at Chandigarh.
4. Acceptance of terms and conditions as mentioned in the bidding document/tender.
5. The team of the bidder should have following experience & should submit the resume of the following personnel:

Designation or its equivalent.	Minimum Experience	Minimum Qualification
Overall project supervisor	Minimum of 15 years experience in brand communication and minimum one full-length documentary/ short film/ corporate films for Punjab Government or its Corporation/Board/ PSU.	Minimum Post Graduation in Advertisement & Communication or Mass Communication
Technical team leader	Minimum 5 years experience in reputed brands/corporate entities.	Minimum Graduation in the stream of Multimedia or Advt. & Comm. or Mass Comm.
Voice over artist	Should have minimum 5 years of experience.	-
Story boarding artist/professional	Artist should have minimum 5 years of experience.	-

## FINANCIAL BID (Annexure-II)

Description	Amount (in Rs.) inclusive of GST & Travel Expenses
Making of a video shoot on Agro & Food Processing sector in Punjab	