

Heavy Engineering Corporation Ltd.
Corporate Marketing Division

Notice Inviting Tender for Development of Corporate Film of HEC

Open Tender Notice No.: HEC/CM/2018/350 Dated: 16.10.2018

Sealed Offers in the prescribed form are invited for the following work:-

1.0 Name of Work:

Development of Corporate Film for HEC

Description	Deliverable
Corporate Film of 3 minutes and 8-10 minutes including shooting for approx. 15 days at Ranchi as well as outstations.	Hi Definition video

2.0 Scope of Work:-

2.1 Preparing Script

- The bidder to suggest a contemporary style of rendition and outline the theme for presentation to HEC. Suggestions, if any, provided by HEC to be incorporated in the theme. Accordingly, the firm to prepare the script in consultation with HEC.
- The broad contents shall include a brief about the past, infrastructure, areas of expertise, achievements, business verticals, product portfolio, technology collaborators, awards and recognitions, customer satisfaction and future vision.
- The script of the proposed film should be written in English & Hindi by well known script writers either registered with Film Writers Association (FWA) or a National Film making Institute like FTII Pune / SRFTII Kolkata pass out script writer or equivalent.
- The script has to be approved by authorized HEC representatives from Corporate Marketing Department and any changes suggested by HEC have to be incorporated in the script

2.2 The successful bidder shall visit the sites as given below and capture videos and still photographs:-

- HEC manufacturing works at Ranchi including its three manufacturing units: Heavy Machine Building Plant, Foundry Forge Plant, Heavy machine Tools Plant for manufacturing facilities and processes
- HEC Headquarter Building and other Administrative Buildings at Ranchi for Project and Planning, Designing, Teamwork, Training, Safety, Environment, CSR etc.
- Two steel plants locations out of Bokaro Steel Plant, Durgapur Steel Plant, Rourkela Steel Plant, IISCO Steel Plant, Bhilai Steel Plant for capturing the operations of HEC supplied products' and the projects executed by HEC at these plants.

- Mining areas at two subsidiaries of Coal India Ltd. i.e. at Central Coalfields Ltd. for Electric Rope Shovels and at Northern Coalfields Ltd. for Dragline and Coal Handling Plants
 - Customer interviews - The film will incorporate clippings of interviews of few important clients in the above locations. (The clients contacts whose interview is to be taken shall be arranged by HEC)
- 2.3 An approximate total of 15 days of shooting including 7 days at HEC Ranchi, 1 day at CCL, 3 days at NCL, 2 days each at 2 steel Plants.
- HEC shall arrange for necessary permission from the concerned authorities, gate pass and accompany the successful bidder during shooting.
 - A schedule of shooting shall be made by successful bidder in consultation with HEC wherever possible.
 - The successful bidder shall depute necessary manpower / equipment for the same and shall arrange air/train tickets, hotel accommodation, local transport etc. of their own during their visit to different sites.
- 2.4 Technology to be used for the Production:-
- Format – Full High Definition (1920 X 1080)
 - Shooting – Raw footages in Hi Definition (1920 X 1080). Wherever needed, HD Drone camera also to be used
 - Editing and visual effects – Professional editing on present prevailing standard such as MAC “Macintosh Based Platform (Final Cut Pro)”, RETINA I MAGIC, Adobe Premier Pro etc.
 - Sound – Dolby 5.1
 - Graphics and Animation – Hi Definition (1920 X 1080) 2D and 3D
- 2.5 The successful bidder shall make a 2D/3D, SFX, VFX graphics of HEC’s logo and must be used in the film. The raw footages and mixed/unmixed edited film should be submitted in an external hard drive.
- 2.6 The whole film should be dubbed in English and Hindi version. The voice for the voice over in English/Hindi should be done by any renowned voice over artist
- 2.7 Appropriate 2 D and 3 D graphics and animations, including animated charts and diagrams, background music to be used in the presentation
- 2.8 Footage library - The 15 Day shot footage can be used as a footage library for HEC and can be used for creating future presentations. The footages and mixed/unmixed edited film should be submitted in an external hard drive. The footage library shall be the property of HEC.
- 2.9 The successful bidder has to show a rough cut of corporate film, to HEC management before finalization.
- 2.10 The successful tenderer shall furnish 50 copies of DVD each containing both English and Hindi Corporate film.
- 2.11 The successful bidder shall maintain confidentiality for the shooting carried out by him/them for making HEC’s corporate film and shall not use the same for any other purpose. The successful bidder must not share the raw video footages other than HEC and they have to submit a declaration for the same on company’s letter head duly signed and notarized. However, the successful bidder is free to use/share the purchase order placed on them by HEC.

3.0 Delivery and Stages of approval

3.1 Tentative production Schedule

- Script Development – 1 week
- Pre-Shoot Reccy – 1 week
- Shooting – approx. 15 Days
- Editing & Final Presentation – 2 weeks
- Contingency – 1 week

3.2 Stages of approval

- Concept
- Script
- Production plan and schedules
- First picture cut
- Final delivery

4.0 Eligibility Criteria:-

- 4.1. The bidder must be a company / firm registered in India and incorporated not later than 01.01.2014
- 4.2. Company must have executed at least 3 similar assignments in last three years as on 01.10.2018 for Government / Corporate Sector (organization with minimum turnover of Rs 150 Cr in last three years).

5.0 Application fee for Tender (Tender fee):-

- 5.1. The Tender fee of amount Rs 500/- (rupees five hundred only) in the form of Demand Draft in favour of “Heavy Engineering Corporation Ltd.” to be submitted along with the tender.

6.0 Earnest Money Deposit:-

- 6.1. Earnest Money (EMD) of Rs 30,000 (rupees thirty thousand only) should accompany the bid. The EMD shall be paid in the form of Demand Draft from a Nationalized bank/Scheduled commercial bank in favour of ‘Heavy Engineering Corporation Ltd.’, payable at Ranchi. Such EMD shall not carry any interest. Any bid not accompanied by requisite EMD shall be deemed to be invalid and will be summarily rejected by the Authority.

7.0 Performance Security Deposit (PSD):-

- 7.1. Once a bidder is declared successful, the EMD of the bidder shall be converted into Performance Security Deposit (PSD). The total security deposit shall be 10% of contract value and the successful bidder shall be required to submit the PSD of the remaining amount.
- 7.2. PSD shall not carry any interest and shall be returned on successful completion of contract and within 14 days of issue of the completion / commissioning certificate against a request letter.

8.0 Two-bid Tender:-

- 8.1. Two bid tender is to be submitted in separate envelopes super scribed over each as Techno-Commercial and Financial bid. The two envelopes should be enclosed in an outer envelope mentioning complete address of the bidder.

8.2. The Techno-commercial bid shall include:

- 8.2.1. Offer sent on letter head mentioning bidder's address and our tender reference number, duly signed (with company seal).
- 8.2.2. EMD of amount Rs 30,000/- only in the form of Demand Draft from a Nationalized bank/Scheduled commercial bank in favour of 'Heavy Engineering Corporation Ltd.', payable at Ranchi.
- 8.2.3. Certificate of Incorporation (COI) of the company / Registration certificate of the firm
- 8.2.4. Audited Balance sheet and Profit and Loss Statements for the Years 2015-16, 2016-17 and 2017-18
- 8.2.5. Information sought under clause 4.0 as per **Annexure – 1**, supported by documentary proof.
- 8.2.6. Copy of Purchase Orders placed on the firm, in support of Clause 4.2.
- 8.2.7. Details in support of Clause 9.4.
- 8.2.8. List of other references with details of order value, Client, scope, year wise in last three years.
- 8.2.9. Registration details of: GST, TAN, PAN etc.
- 8.2.10. Copy of Income Tax return for the last three years (2015-16, 2016-17 and 2017-18)
- 8.2.11. A copy of the NIT signed on each page as a mark that the bidder has gone through each point carefully.
- 8.2.12. A technical proposal detailing the theme-line / idea rendition for proposed work
- 8.2.13. The bidder will have to submit Project Synopsis, Timeline, Visual Style; Creative Approach, Central Theme and will have to make a presentation before the tendering committee formed by HEC before selection.

8.3. Financial bid shall include:

- 8.3.1. Based on the scope of work as elaborated above, the bidder to quote their price on turn-key basis as per Annexure – 2
- 8.3.2. GST and other taxes, if any, be clearly indicated in the quotation, otherwise it will be deemed that the rates quoted are inclusive of all charges. Income tax deduction, if applicable would be made from bill as per provision of the Income Tax Act & Rules.
- 8.3.3. No extra charges will be borne by HEC for boarding, lodging, food and transportation.

9.0 Date, time and place of Submission:-

Tender to be submitted with all relevant documents by **02-November-2018 by 15:00 hrs.** (Indian Standard Time) in sealed condition. The bidders should sign on each page, including supporting documents, along with their company seal and send to the following address:-

Manager
Corporate Marketing,
Plant Plaza Road,
HEC Ltd., Ranchi- 834004
Tel: 0651-2401249/2401176
Fax: 0651-2400579

The bidder is to ensure that the quotation should reach in due time. HEC will not be responsible for delay what so ever be the reason.

10.0 Procedure for opening of tenders:-

- 10.1. In the presence of authorized representatives of the tenderers who may choose to be present, Envelope superscribed as “Techno-Commercial bid” shall be opened immediately after the last date and time of receipt of tender.
- 10.2. Financial (Price) bid of only those bidders who have qualified in the Technical Evaluation shall be opened in the presence of representatives, who choose to attend. HEC shall inform the date, time and place of opening of the Financial (Price) Proposals to all eligible firms after completion of the evaluation of the Technical Proposals.

11.0 Selection Procedure:-

- 11.1. Only those Bidders whose Bids are found responsive in terms hereof and meets the eligibility criteria above shall qualify for evaluation. Bidders whose Bid do not meet the aforesaid qualification criteria shall be rejected.
- 11.2. Evaluation of the Bids found responsive will be based on marks allotted to Technical & Financial Bids. A total of 70 marks are assigned for Technical Bid and Maximum marks assigned for Financial/ Price Bid is 30 marks.
- 11.3. In order to select the Preferred Bidder, sum total of marks awarded to the Bidders based on their Technical & Financial Bids will be taken into account and Bidder obtaining maximum aggregate marks will be selected as Preferred Bidder.
- 11.4. A total of 70 marks are assigned for Technical Bid, which will be based on:
 - Work Experience: 25 marks
 - Bidder with maximum number of relevant experiences in last three years shall be awarded 20 marks. Other bidders shall be awarded marks on the percentile basis.
 - Additional 5 marks shall be given to the firms who have executed similar assignment in last three years for a public sector undertaking involved in manufacturing.
 - Self Turnover: 15 marks – Bidder with highest average turnover shall be awarded 15 marks. Other Bidders shall be awarded marks on the percentile basis.

- Presentation: 30 marks - Marks will be based on the presentation on concept, theme and the capability of the firm. Marks on the Presentation shall be decided by a panel of HEC management in front of whom the presentation will be made by the Bidder. The selected bidder shall have to abide by the approved concept, theme offered in its presentation to the Authority.

11.5. A total of 30 marks are assigned for evaluation of the Financial Bid. Bidder quoting least Quote shall receive 30 marks. Other Bidders shall be awarded marks in respect of their Financial Bid on percentile basis.

12.0 Payment terms:-

- 20% on approval of concept, script, production plan and schedules and submission of clear bill
- 30% on delivery of first picture cut and submission of clear bill
- 50% against final delivery and submission of clear bill
- Applicable Taxes shall be deducted from the bills as per the TDS under the Income Tax Act and GST.
- Payment shall be made after delivery of the subject work in good and acceptable condition duly certified by Chief of marketing/HEC and within 30 days from the date of bill.

13.0 Instruction to bidders:-

- 13.1. The EMD of successful bidder shall be retained towards making of the security for the performance of the contract and shall only be discharged after successful completion of event.
- 13.2. The bid shall remain valid for a period of two months from the date of the receipt of the bid.
- 13.3. Incomplete or conditional bids will summarily be rejected. The cost quoted shall be valid till the total completion of the job.
- 13.4. Quotation must be strictly as per the specification otherwise it is liable to be rejected.
- 13.5. The decision of HEC shall be final and binding on the parties.
- 13.6. Payment will be made after delivery of the subject work in good and acceptable condition that includes submission of all deliverables as under the Scope. Bill to be raised thereafter and payment will be made within 30 days of the date of bill.
- 13.7. The firm may be asked for some studio changes in clipping / voice over within a period of one year and the firm must agree to do it free of cost.
- 13.8. The footage including still photography is the property of HEC with no claim or right of the agency over it.

14.0 HEC reserves the right to:-

- 14.1 Postpone / change the date of submission of tender, modify the terms and conditions of contract, and include new terms and conditions of contract etc. as and when required.
- 14.2 Split the work on one or more bidders in its own interest.
- 14.3 Accept or reject any quotation received, at its discretion, without assigning any reason whatsoever.
- 14.4 Cancel the tender without assigning any reason whatsoever.

15.0 For any clarifications Ms Anjana Nidhi, Mgr./Corp. Mktg. may be contacted on 0651 2401176.

Format for Qualification Criteria

- a) Date of incorporation of the firm:

(Date of Incorporation / Registration certificate **to be enclosed.**)

- b) Details of 3 similar Assignments in last 3 years. (Copy of Purchase Orders
- to be enclosed**
-):

Sl. No.	Year of execution	Client and Client Turnover in last 3 years	Description	Value
1.				
2.				
3.				

- c) List of other similar assignments (excluding as mentioned in (b)) above executed in last three years.
- Please mention the assignment executed for Public Sector Undertaking involved in manufacturing, if any.**
- Refer Clause 9.4.

Sl. No.	Year of execution	Client and Client Turnover in last 3 years	Description	Value
1.				
2.				
3.				
4.				
5.				
6.				

Note: Bidder must provide documentary evidence against each of the information mentioned.

d) **Average turnover** (in Rs. Crores) of the firm / agency over last 3 years:

FY: 2015-16	FY: 2016-17	FY: 2017-18	Average

Balance sheet & Profit & Loss Statement of respective years. (**To be enclosed**)

Price – bid format

Description	Deliverable	Cost (in Rs) (To be filled by the bidder)
Corporate Film of 3 minutes and 8-10 minutes including shooting for approx. 15 days at Ranchi as well as outstations.	Hi Definition video	_____

In case of discrepancy between amount in words and figures, the former will prevail.

GST and other taxes, if any, be clearly indicated in the quotation.

No extra charges will be borne by HEC for boarding, lodging, food and transportation.

The rate quoted should be inclusive of all charges/ deposits the bidder shall be required to make with other Govt agencies, including provident fund, insurance and other statutory obligations etc.

The rate should be inclusive of all expenses for travel, accommodation, food etc.involved in execution of the work.