

GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION & CULTURAL AFFAIRS
AGARTALA, TRIPURA WEST

No.F.65 (339)-ICA/2018/Advt. (P-I)

Dated, Agartala, the 20/03/2021.

EMPANELMENT OF FIRMS/AGENCIES

On behalf of the Governor of Tripura, the undersigned invites Expression of Interest in sealed cover from bonafide, resourceful, reputed and experienced firms/agencies capable of making Short Ad films, Jingles and Documentary, Video Recording & Editing etc for empanelment of ad making Production Houses under the Information and Cultural Affairs department, Govt. of Tripura.

EOI in sealed cover will be received at the Directorate of ICA in all working days from the date of publication of notice. Last date and time of submission of sealed EOI is up to 3:00 P.M on 06-04-2021. for details visit www.ica.tripura.gov.in

SL No	Name of Work	Earnest Money	Duration of time			Budget Ceiling	Last date and time of Submission	Date and time of opening
1.	Jingles	Rs.5,000/-	20 Second	40 Second	60 Second	Rs.5,000/- (20 Sec) Rs.8,000/- (40 Sec) Rs.10,000/- (60 Sec)	06-04-2021	07-04-2021
2.	Short Ad film on development works	Rs.5,000/-	30 Second	60 Second	90 Second	Rs.10,000/- (30 Sec) Rs.13,000/- (60 Sec) Rs.15,000/- (90 Sec)	06-04-2021	07-04-2021
3.	Documentary	Rs.5,000/-	2 Minutes	5 Minutes	10 Minutes	Rs.20,000/- for (2 Min) Rs.25,000/- (5 Min) Rs.40,000/- (10 Min)	06-04-2021	07-04-2021
4.	Video Recording & Editing	Rs.5,000/-	1 Minute	5 Minutes	10 Minutes	Rs.2,000/- for (1 Min) Rs.8,000/- for (5 Min) Rs.15,500/- for (10 Min)	06-04-2021	07-04-2021

For and on behalf the Governor of Tripura

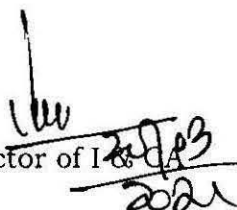
(Ratan Biswas)
Director

Information & Cultural Affairs
Government of Tripura

GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION & CULTURAL AFFAIRS
AGARTALA, TRIPURA WEST

1. **PNIEOI No.** : No.F.65 (339)-ICA/2018/Advt. (P-I), dated, 20/03/2021
2. **DNIEOI No.** : No.F.65 (339)-ICA/2018/Advt. (P-I), dated, 20/03/2021
3. **Title of EOI** : "Expression of Interest for Empanelment for preparation of Jingles, Short Ad film, Documentary and Video recording & Editing" under the Information and Cultural Affairs Department, Govt. of Tripura.
4. **Earnest Money** : Rs.5000.00(Rupees five thousand)only in the form FDR or DD
5. **Last date of collection documents** : 05/04/2021 up to 4.00PM
6. **Last date of bidding/dropping** : 06/04/2021 before 3.00 PM
7. **Website for downloading bidding document** : ica.tripura.gov.in
8. **E.O.I Opening date(Probable)** : 07/04/2021 at 3.00 PM
9. **No. of written pages incl. this page** :10(ten)

Signature of the Bidder


Director of I & C
2021

DECLARATION

(D.N.I.E.O.I No.: No.F.65 (339)-ICA/2018/Advt. (P-I), dated, 20 /03/2021)

Title of EOI: "Expression of Interest for Empanelment for preparation of Jingles, Short Ad film, Documentary and Video recording & Editing" under the Information and Cultural Affairs Department, Govt. of Tripura.


I do hereby declare that I have personally gone through the relevant Notice Inviting E.O.I and understood all the clause, specification of items, instruction of the DNIEOI and having been fully satisfied, I have shown my interest to be empanelled with the Information and Cultural Affairs department, Govt. of Tripura. If it is revealed after opening of the bid that any fact is suppressed by me, authority shall have the right to reject my submission along with other stern action against me as per terms & conditions of the EOI. I do affirm that all the terms & conditions of DNEOI are unconditionally accepted by me. I have no objection if any extra term condition, mutually accepted by me and Directorate of Information and Cultural Affairs Department is incorporated in to the agreement. And I do hereby also declare that I am not defaulted by any Directorate/agency of Central/State Government regarding substandard quality of work or any other reason in connection with the similar nature of work and there is no ongoing litigation with any Directorate/agency of central/state Government as on closing date of EOI. If subsequently it is revealed after opening of my submission of EOI that my declaration is false, my submission will be treated as cancelled, deposited earnest money will be forfeited and other penalty to be decided by the departmental authority will be imposed.

Date:

Place:

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Full name and signature of the bidder


Director of I & CA 20/03
2021

Empanelment of Firms/Agencies for making short Ad-Films


PROFORMA-A

- 1) Name and Address of the Film Maker/Bidder
 - i) Name :
 - ii) Firm :
 - iii) P.O. +P.S. :

 - iv) Phone :
 - v) Email/Phone :
- 2) Educational Qualification :
(Enclosed all the Mark sheets from Madhyamik onwards)
- 3) Experience (Certificate must be enclosed):
- 4) Synopsis of previous Experience and Capability for doing the work :
(in separate sheet with minimum 300 words)
- 5) The soft copy of a jingle, ad-films and documentary films have to be submitted
- 6) Description of Camera and other Equipments for shooting such short films:
- 7) Copy to be enclosed:-
 - i) Trade License
 - ii) Sales Tax Clearance Certificate
 - iii) Tax Clearance Certificate
 - iv) PAN Card with PAN No.

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Full name and signature of the Applicant/bidder


Director of I & P
2021

FINANCIAL BID

Empanelment of Firms/Agencies for making short Ad-Films

PROFORMA-B


1) Name and Address of the Film Maker/Bidder

- i) Name :
ii) Firm :
iii) P.O. +P.S :
iv) Phone :
v) Email/Phone:

Sl No	Name of the Work	Duration of Time	Bidding amount put by the agency	Budget Ceiling	
				Amount	Duration
1	Jingles	20 sec		Rs.5000/-	20 sec
		40 sec		Rs.8,000/-	40 sec
		60 sec		Rs.10,000/-	60 sec
2	Short Ad films on development of works	30 sec		Rs.10,000/-	30 sec
		60 sec		Rs.13,000/-	60 sec
		90 sec		Rs.15,000/-	90 sec
3	Documentary	2 min		Rs.20,000/-	2 min
		5 min		Rs.25,000/-	5 min
		10 min		Rs.40,000/-	10 min
4	Video Recording & Editing	1 min		Rs.2,000/-	1 min
		5min		Rs.8,000/-	5 min
		10 min		Rs.15,500/-	10 min

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Full name and signature of the Applicant/bidder


Director of I & CA 20/03
2021

DETAILED NOTICE INVITING EXPRESSION OF INTEREST


Government of Tripura
Directorate of Information & Cultural affairs
Agartala, West Tripura

No.F.65 (339)-ICA/2018/Advt. (P-I)

dated 20 /03/ 2021

On behalf of the Governor of Tripura, the undersigned invites Expression of Interest in sealed cover from bona fide, resourceful, reputed and experienced firms/agencies capable of making Short Ad films, Jingles and Documentary, Video Recording & Editing etc for empanelment of ad making Production Houses under the Information and Cultural Affairs Department, Govt. of Tripura.

The procedure for submission of Expression of Interest, general terms & condition etc. in hard copy can be collected from the office of the Directorate of Information and Cultural Affairs Department, Govt. of Tripura, Agartala on or before 05/04/2021 during office hours on all working up to 4.00PM. The same may be downloaded from the website of ica.tripura.gov.in. Last date and time of submission of the offer is on 06/04/2021 before 3.00 PM and will be received at the Directorate of Information and Cultural Affairs Department, Govt. of Tripura, Agartala. The bid will be opened first by the Directorate of Information and Cultural Affairs Department, Govt. of Tripura on 07/04/2021 at 3.00 PM, if possible, wherein the participant or their authorized representative may also remain present. If the office happen to be closed on the date of receipt/opening, the offer will be received/opened on the next working day at the same time & same venue. In case of offer sent by Registered post, offer must be reached to the office of the Directorate of Information and Cultural Affairs Department, Govt. of Tripura and Agartala before 3.00 PM on 06/04/2021. Any offer received after the specified time and date of submission of offer will be summarily rejected.


(Ratan Biswas)
Director
Information and Cultural Affairs
Government of Tripura

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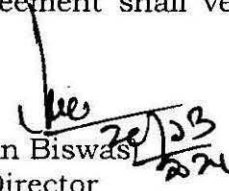
Full name and signature of the Applicant/bidder

Terms & Conditions:

1. The local Firms/Agencies with reputation to promote the state will be given preferences, so that local skills can be developed.
2. Defective or incomplete applications of Expression of Interest for empanelment in any respect shall not be considered.
3. Earnest money will have to deposit at the shape of demand draft on any nationalized bank. A Rs.5,000/- (five thousand) only for each application have to be deposited at the time of submission of quotation in favor of Director, Information and Cultural Affairs, Government of Tripura. Earnest money will be released to all unsuccessful bidders after arriving a decision on the matter.
4. Lowest 5 bidders will be selected for empanelment but in-case the requisite criteria are not met than House/Houses with all the matching criteria shall be selected and in that case the lowest bidder may be less than 5 or as per availability.
5. The bidder shall have a Registered Production House.
6. The bidder shall have own Production House with Recording & Editing Studio facility.
7. Application has to submit a synopsis describing previous experience and capability for doing the works in about 300 words.
8. Necessary contents will be supplied by the various State Government Department to selected agencies who will prepare short Advertisement film, Jingles, Documentary and Video recording etc.
9. For making a "Jingle" of 20 sec, 40 Sec and 60 Sec, the bidder should not bid more than Rs.5,000/-, Rs.8,000/- and Rs.10,000/- respectively. Similarly, for "short ad films" of 30 Sec, 60 Sec and 90 Sec, the bidder should not bid more than Rs.10,000/-, 13,000 /- and Rs.15,000/- respectively and for making "documentary films" of 2 minutes, 5 minutes and 10 minutes the bidder should not bid more than Rs.20,000/-, Rs.25,000/- and Rs. 40,000/-. In case of preparation of short ad films exceeding 90 Sec, the amount for every extra sec will be calculated Rs.150/- and for documentary exceeding 10 minutes, the amount will be calculated as Rs.5,000/- for every extra minute. For making a "Video Recording and Editing" the same of 1 minute, the bidder should not bid more than Rs.2000/-. Similarly, the amount for every extra minute video recording and editing, will be calculated Rs.1500/-.
10. **Screening Committee:** The bids submitted directly to the Directorate shall be screened by a screening committee constituted by the Director, ICA comprising Officers from ICA department as well as other State/Central Government departments to be notified separately. The recommendation of the screening committee with financial rate as quoted against the selected bidders will be sent to the Government for approval.
11. Sales Tax, Professional Tax Clearance Certificates and copies of Trade License and PAN Card should be enclosed along with the bid.
12. Analysis of rate (quoted by the party) may be sought for and it will be mandatory for the party to give analysis of the rate.
13. Bid should be submitted in 2(two) separate sealed cover and on the cover of the first envelop must be written-"Empanelment for preparation of Jingles, Short Ad film, Documentary and Video recording & Editing-Technical Bid" and over the cover of second envelope must be written-"Empanelment for Preparation of Jingles. Short Ad film, Documentary and Video recording & Editing-Financial Bid".
14. The maximum time for completion of "Jingles" should not exceed 5(five) days," Short ad films" should not exceed 10(ten) days," documentary" should not exceed 15(fifteen) days and "Video Recording & Editing" should not exceed 2(two) days or

the time as fixed by the Department. Further if the document/film as mentioned does not satisfy the undersigned/competent, shall be rejected forthwith and the agency concerned shall have to be replaced the rejected films/documents articles within a specified period positively and no extra charge/payment will be given for the unfinished work.

15. The bidding amount must be written in figure as well as in words.
16. The bidder shall have to submit updated and clear documents.
17. All films are to be shoot in Hi-Definition digital format with 50 MBPS recording bit rate and 4:2:2 color depth. In exceptional cases, proposal for shooting of films on SD Video formats can be considered.
18. Empanelled firms shall render their services of "Video Recording & editing" etc. in different parts for different Departments/PSU's/Bodies/Institutions etc. under the State Government in Tripura.
19. Films have to be produce in Bengali/Kokborok/Hindi/English etc. as per given work order/instruction.
20. The empanelled agency will be invited for making Government film as and when necessary. And in case of any violation of the contract and provision of the guidelines by the selected firms, the ICA Department shall have the full rights to debar on getting report from the concerned department.
21. Copyright and all other right of film produce in this agreement shall vest in the ICA/concerned Department.


(Ratan Biswas)

Director

Information & Cultural Affairs
Government of Tripura

Full name and signature of the Applicant/bidder

Government of Tripura
Directorate of Information & Cultural affairs
Agartala, West Tripura

Press Notice Inviting Expression of Interest

No.F.65 (339)-ICA/2018/Advt. (P-I),

dated, 20 /03/2021


On behalf of the Governor of Tripura, the undersigned invites Expression of Interest in sealed cover from bona fide, resourceful, reputed and experienced firms/agencies capable of making Short Ad films, Jingles and Documentary, Video Recording & Editing etc for empanelment of ad making Production Houses under the Information and Cultural Affairs Department, Govt. of Tripura bearing D.N.I.E.O.I. No. No.F.65 (339)-ICA/2018/Advt. (P-I) dated, 19 /03/2021.

Earnest Money:-Rs.5000.00 (Rupees Five Thousand) only for each item.

Last date for collection of bidding document:- 05/04/2021 Up to 4.00 Pm

Last date of Bid submit:-06/04/2021 Up- to 3.00 PM

For details please contact to the Assistant Director, Advertisement Section in the Directorate of Information and Cultural Affairs Department, Govt. of Tripura, at Gandhighat Agartala.(Mob-9402596919) or visit the website ica.tripura.gov.in


(Ratan Biswas)

Director

Information & Cultural Affairs
Government of Tripura

CHECK LIST

(CHECK LIST TO BE FILLED UP BY THE BENEFICIARY AT THE TIME OF SUBMISSION OF EOI)

Sl. No	Particulars	Remarks of the Bidder	Remarks of the officer scrutinized the bid
1	All the pages of the bidding document sign by the bidder after going through		
2	EMD in proper shape and for requisite amount attached with the bid		
3	The name of the beneficiary has been written clarity indicating detained address, telephone no.		
4	Whether the bidder is defaulter in the Directorate or any other Directorate in Tripura and any Court case pending with him		
5	PROFORMA-A for Technical bid		
6	PROFORMA-B for Financial bid		

Date:

Place:

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Full name and signature of the Applicant/bidder


 Director of I & CA