

**Indira Gandhi National Centre for the Arts
Janpath Building (near Western Court)
Janpath, New Delhi – 110001**

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

RFP Ref No: IGNCA/1/ITPO/2023

Dated: 31st July, 2023

Issued by:-

Indira Gandhi National Centre for the Arts
Janpath Building (near Western Court), Janpath, New Delhi – 110001
Email: directoradmn.ignca@gmail.com
Website: www.ignca.gov.in and eprocure.gov.in

IMPORTANT DATES

Date of Uploading RFP: 1st August, 2023

Date of submission of Pre-bid query: 7th August, 2023 (5.00 PM)

Last Date of Submission of RFP: 21st August, 2023 (11.00 AM)

Date of opening of RFP: 22nd August, 2023 (11:00 AM)

Date of Presentation: 23rd August, 2023 (03:00 PM)

REQUEST FOR PROPOSAL

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

The Indira Gandhi National Centre for the Arts, is visualised as a centre encompassing the study and experience of all the arts forms with its own integrity. It partakes of the holistic worldview articulated throughout Indian tradition. The arts are understood here to comprise the fields of creative and critical literature, written and oral; the visual arts, ranging from architecture, sculpture, painting and graphics to general material culture, photography and film; the performing arts of music, dance and theatre in their broadest connotation; and all else in fairs, festivals and lifestyle that has an artistic dimension. The IGNCA seeks to place the arts within the context of the natural and human environment.

The Indira Gandhi National Centre for the Arts (IGNCA), under the aegis of the Ministry of Culture, Government of India has been entrusted with the responsibility of developing interesting educational material on India -the Mother of Democracy to be displayed in the ITPO Complex for the G20 summit.

The Complex will have special display areas pertaining to Indian history and its relevance in democratic governance. These displays will serve as the window to the World about India's belief and practice of democratic values since the very beginning. Different visual mediums will be used depicting India's role as 'mother of democracy'.

Interested bidders may peruse the details of RFP hosted on IGNCA website www.ignca.gov.in and CPP portal on eprocure.gov.in

INSTRUCTIONS TO THE BIDDERS

IGNCA would be detailing the minimum pre-qualification requirements and the process of selection by the RFP.

- The designated Committee constituted for the purpose by IGNCA would evaluate the eligibility of Bidders on the criteria mentioned in this RFP based on their proposals. The eligible bidders would be called to present a PPT before the designated Committee at IGNCA, New Delhi.

- The bidders shall submit their offers strictly in accordance with the Terms & Conditions of this RFP document. Any bid that stipulates conditions contrary to the conditions given in the RFP document will be disqualified.
- The bids should be submitted online on the CPP portal.
- The document should reach to this address latest by **11.00 A.M.** on **21.08.2023**. The technical bids will be opened on **22.08.2023 at 11.00 A.M.**
- The technical presentation will be held on **23.08.2023 at 03.00 P.M.**
- The bidder should upload/ submit all documents with proper indexing and pagination.
- The bidder shall have to submit Earnest Money Deposit (EMD) of Rs. 30,00,000/- (Rupees Thirty Lakh only) in the form of Demand Draft of any scheduled Bank in favour of “IGNCA, New Delhi”. The scanned copy of the draft may be uploaded along with the Technical Bid forms. The original Demand Draft shall be submitted before opening of the Technical Bids.
- The bidders registered with MSME will be exempted from submission of EMD. The EMD of unsuccessful bidders shall be returned after finalization of the successful bidder and award of the work. EMD of the successful bidder shall be returned immediately after receipt of Performance Security Deposit. No interest shall be paid on EMD in any case. In the event of non-accepting the contract by the successful bidder by the stipulated date, the deposited amount towards EMD shall be forfeited.
- The successful bidder will have to deposit Performance Security equal to 5% of the value of the work either by way of Demand Draft or Bank Guarantee in favour of “IGNCA, New Delhi” as interest free security deposit for ensuring good performance within 15 days after acceptance of the contract. The performance security deposit shall be released after two months of successful completion of the contract. In case of any violation of contract during the contractual period, the security deposit will be liable to be forfeited. No interest shall be paid on security deposit in any case.
- The bidder shall bear all costs associated with the preparation and submission of the bid.

- The bidders may carefully read the RFP document and accordingly submit the requisite information along with documents. Incomplete bids or bid not on the prescribed proforma (attached) without requisite details/EMD will be summarily rejected.
- IGNCA also reserves the sole right for carrying out amendments/modification/changes including any addendum to this RFP. Such amendments/modification/changes including any addendum to this RFP shall be notified on the IGNCA website www.ignca.gov.in and CPP portal and these will be binding on the agencies.
- IGNCA reserves the right to accept/reject any bid before the award of work. IGNCA also reserves the right to re-issue the RFP at any stage before awarding the work and overrule the objection of bidders. IGNCA also reserves the rights to extend the validity period.
- IGNCA reserves the right to extend the deadline without assigning any reasons thereof. Intimation of the same shall be notified on the IGNCA website www.ignca.gov.in and on the eprocure.gov.in.
- The Technical bid will be opened on date, time and venue specified above in the presence of the bidders or their authorized representative who may wish to be present. The technical presentation will be held on the date and time mentioned in the RFP. In case of exigency, it can be held on later date and time under intimation to the concerned bidders.
- The financial bids of the only technically qualified bidders will be opened on the date and time which will be communicated to the technically qualified bidders separately.
- IGNCA will be free to award whole or part of the work to one or more qualified bidders.
- In case of deviation in quantum of work, the payment will be made on proportionate basis.

Scope of Work and Specifications

Please see this at Annexure I

Timeline

In view of the project being of national importance, the work has compelling timelines. The timeline is 1 year from the date of award of the work. The delay in satisfactory completion of work attract penalty as mentioned in the RFP document.

QUALIFYING CRITERIA

IGNCA shall evaluate the capabilities of the bidders based on their profile also keeping in view of the following criteria.

Minimum Eligibility criteria:

#	Criteria	Basis of Evaluation	Documents Required
1	EMD	Submission of EMD	Receipt of payment/DD or MSME certificate in case of availing MSME exemption.
2	Legal Entity	The Bidder should be any sole Company / firm that submits a Proposal pursuant to this RFP Document and should be in existence for at least five years as on 31st March 2023. People and resources of the subsidiary companies (bidder owns more than 51% shareholding) can be included in the bid process.	Certificate of Incorporation of Bidder and the subsidiary companies (if included) - GST Registration Certificate of Bidder and the subsidiary companies (if included) - Copy of PAN of Bidder and the subsidiary companies (if included)
3	Authorized Signatory	The Signatory signing the Bid on behalf of the Bidder should be duly authorized by the Board of Directors/Partners of the Bidder to sign the Bid on their behalf.	Power of Attorney/Board Resolution to authorize the signatory

4	Turnover	The bidder must have income from Creative Services (excludes media pass-through cost) of at least 10 Crore in each of the last three financial years ending at 31/03/2023.	Income Certificate from a Chartered Accountant mentioning UDIN, for the last three financial years ending at 31/03/2023 along with copy of GST return for 2022-23 for verification.
5	ITR and Balance Sheet	Submission of ITR along with CA Certified Balance Sheet for the last three financial years ending at 31/03/2022.	The bidder must provide Income Tax Return along with CA Certified Balance Sheet for the last three financial years ending at 31/03/2022.
6	Experience	The bidder must have a minimum 5 years of similar work experience with Ministries	Copy of the Work Order/ Contract/Release Order
7	Net worth	The net worth of the bidder, as on FY 31.03.2023 should be positive.	CA Certificate mentioning UDIN

Technical Proposal and Presentation

IGNCA shall evaluate the capabilities of the bidders based on their profile also keeping in view of the following criteria.

Sr. No.	Subject	Criteria for Technical Evaluation	Marks
A	Relevant Experience for Assignment		60
1	Number of years of the Agency Experience.	<p>Number of years the Agency has been in existence.</p> <p>Support Documents / Material required:</p> <ul style="list-style-type: none"> • List of Clients with whom the Agency is engaged with along with one sample contract, e mail or Purchase Order in past one year. • List of Clients to be self-certified by MD/CEO/ Authorized Signatory 	<p>15 marks</p> <p>(3 marks for every 5 years of existence)</p> <p>- Eg. 9 marks for 15 years of existence</p> <p>- Eg. 12 marks for 20 years of existence</p> <p>- Eg. 15 marks for 25 years of existence</p>
2	Agency experience in Primary and Desk Research	<p>Number of Researchers on staff with 5 or more years of research experience.</p> <p>Support Documents/Material required:</p> <ul style="list-style-type: none"> • List of Employees with their CVs attached (CVs to be certified by MD/CEO/ authorized signatory) • CVs of Language Experts 	<p>15 marks</p> <p>(3 marks for every research personnel)</p>

3	Experience with projects related to cultural aspects of the country and/or projects relating to an entire sector (eg. Banking, Agriculture, MSME etc.) floated by Central Ministries and Regulators/ autonomous bodies over the last two years	Number and types of projects done for Ministries/Regulators in the last two years Support Documents/Material • List of Projects along with one sample contract, Purchase/ Work Order in past two years. • List of Clients to be self-certified by MD/CEO/ Authorized Signatory	15 marks (3 marks for each project) (e.g. 3 for 1 project, 6 for 2 projects)
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4	Revenue from creative Services (excludes media pass-through cost)	Revenue from Creative Services (excludes media pass-through cost) as on 31.03.2023 i.e. for the Financial Year 2022-23 Support documents /Material required: • CA certificate for the revenue from Creative Services (excludes media pass-through cost) of the Agency for the financial year 2022-23	10 marks (3 marks for first 10 Crore Revenue from Creative Services (excludes media pass-through cost) and 1 mark for every additional 5 Crore Revenue from Creative Services (excludes media pass-through cost) (e.g. 6 marks for 25 Cr. Revenue from Creative Services – 3 marks for 10 Crore revenue and 3 marks for the additional 15 Crore
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			revenue. 8 marks for 35 Crore Revenue from Creative Services)
5	Experience in handling languages listed in the scope of work excluding English and Hindi in the last two years	Number of assignments in Global translations involving minimum of two foreign languages excluding English and Hindi as per the scope of work in the last two years. Support Documents: • List of projects with whom the Agency has engaged with, along with Purchase/Work Order for the past two years.	5 marks (2.5 marks for each assignment)
B	Understanding of Task		40 Marks
	Understanding of task and ideas for the same	Share a Presentation with some expressions of creative concept/ideas as per the Scope of Work • Presentation to be self-certified by MD/CEO/ Authorised Signatory.	40 Marks

Bidders are required to submit all the documents required as per the Technical Evaluation criteria. In case of non-submission of any document the bid may be rejected and will not be considered for further evaluation.

Bidder must have attained minimum 70 marks to become technically eligible.

Terms and Conditions of the Contract:

- 1) The rates quoted by the successful bidder shall remain applicable till completion of the work without any escalation of the rates what so ever the reason.
- 2) The rates quoted by the bidders shall be valid for 60 days for acceptance of the IGNCA from the date of opening of Financial Bid.
- 3) The bidders who shall qualify in the Technical Bid will only be considered for opening of Financial Bid.
- 4) Canvassing in any form will be viewed seriously and, if any bidder is found to be resorting to such practices, the bid of such bidder will be rejected.
- 5) The bidder shall have to confirm the terms and conditions and other requirements of the RFP by signing all the required documents.
- 6) Time schedule for the completion of the work should be strictly adhered to by the bidder. If work is not completed according to the specifications mentioned in the RFP, within the stipulated period, penalty will be imposed @ 2% of the value of work for every week or part of week subject to maximum 10% of the value of the work.
- 7) In case of any abnormal irregularity noticed in the work, the maximum penalty up to 10% of the value of work can be levied by the IGNCA, which will be final and binding on the firm.
- 8) The Performance Security Deposit will be liable to be forfeited/ adjusted, if the successful bidder fails to execute the work in time/complete the work satisfactorily.
- 9) The IGNCA reserves the right to terminate the contract at any time without assigning any reasons and also forfeit part or whole of the performance security deposit, if the bidder fails to comply with the provisions of the RFP or complete the work satisfactorily within the schedule provided to the bidder.
- 10) In case, the successful bidder fails to complete the assigned job in part or in whole as the case may be, the contract of the bidder shall be cancelled and the assigned job will be got carried out from open market at the risk and cost of the bidder by the IGNCA and the penalty as deemed fit shall be imposed on the bidder or the excess amount if any involved

towards completion of the work shall be charged from the bidder by the IGNCA.

11) The IGNCA reserves the right to accept fully or partially or reject any/all bids without assigning any reason(s) whatsoever. Bids not on the prescribed proforma, without requisite details, without EMD, bids received after the closing date & time and conditional bids will be rejected summarily.

12) In case of any dispute arising out in relation between the parties, the matter will be referred to the Arbitrator appointed by the IGNCA whose decision will be final and binding on both the parties.

13) Any dispute arising out in relation between the parties, will be subject to the jurisdiction of Delhi Courts only.

14) Any dispute between the agency and its employees / artists will be resolved by the agency itself without involvement of the IGNCA in any manner.

15) Payment:

(i) The payment will be made on receipt of bill in duplicate on a printed bill form indicating PAN and GST number of agency and IGNCA may also be mentioned on the bill. The bill should be certified by the Chartered Accountant. A completion certificate of the work may be enclosed with the bill.

(ii) No advance will be given to the bidder for executing the work without bank guarantee of the matching amount.

(iii) Counter conditions by the bidders in matters concerning payment of bills shall not be acceptable.

(iv) Tax deduction at Source (TDS) and other applicable taxes will be deducted from each bill by IGNCA.

Other Terms and Conditions

1. All Intellectual property rights of the provided / installed work shall be vested with the IGNCA / Government of India. The IGNCA / Government of India will be free to utilise the content in any form and agency will have no claim that includes the right of reproduction on the content provided under this contract. There will be no responsibility of the IGNCA / Government of India for any dispute in this regard.

2. The bidder should provide detailed explanation of the originality, relevance, significance and meaning of provided work.
3. The bidder will be responsible for the warrantee of the originality of the work. The bidder should ensure that provided work is original and not the copy of any other work.
4. It should be ensured that integration of people and culture without any discrimination should be reflected in the provided work and it may show the inclusiveness of integration of Indian culture.
5. The IGNCA will have the power to reject any art work at any stage which is against the national interest and national integrity etc.

Price Schedule:

The bidder must quote the lowest rates in the prescribed proforma of Financial Bid only appended at FORM -IV. The bids will be evaluated on Quality and Cost Based Selection method (QCBS) basis as per GFR with 70% weightage on technical score and 30% weightage on financial score.

The bidder with the highest composite score will be declared as the successful bidder. In case of tie in the highest composite score of multiple bidders, the bidder with higher technical score will be declared as the successful bidder.

Note: Technical marks are the marks scored by the bidder in the technical bid as mentioned in the evaluation table in the section **Technical Proposal and Presentation** above.

Award of Work

The IGNCA will award the work to the successful bidder. The successful bidder needs to enter in a separate agreement with IGNCA on award of the work.

Annexure I

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

Scope of Work

The selected Agency has to undertake the following task for the G20 Summit:

1. Documentary Film(s)
2. Multilingual content in 16 languages for exhibition panels (linked with QR code) and website
3. Design and printing of a brochure (in 16 languages)
(the languages include English, Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)
4. Website design, development, domain registration, hosting and maintenance

The scope of work for this assignment includes but is not restricted to the following:

1. Documentary Film:

- i. An overarching Five-minute film on Bharat: The Mother of Democracy
- ii. A five-minute film to be played in a loop, including
 - 90 seconds derivative from the film "Bharat - the mother of democracy"
 - A 3-minute and 30-second component on Indian Tourism, Monuments, Fairs and Festivals, Science and Technology, Digital India, Start-Up India etc.
- iii. For the above film, subtitles in 16 languages i.e. English, Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla.

2. Development of Content:

- i. The textual content for 25 Panels (and another set of 7-8 panels derived from the above content) with audio and supporting visuals that establish the narrative of "Bharat - the mother of democracy", in 16 languages.
- ii. A brochure of 25 exhibits on "Bharat - the mother of democracy" in 16 languages in English, Hindi, Russian, Mandarin, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla.

iii. Web content for 25 panels in 16 languages.

3. Website:

- A website to be designed to display the content for the G20 Summit on "Bharat - the mother of democracy".
- Users can access the web content either through the QR code or a registered web domain.
- This website will have the above-mentioned 5-minute film on Bharat: The Mother of Democracy, brochure and web content of the 25 exhibits.
- The agency will register the web domain and design, develop, host and maintain the website for 5 years

The number of unit/s may change as per the requirement of IGNCA.

The design/creative, audio and video shall be submitted in a suitable electronic form to IGNCA, for approval.

**Request for Proposal for Research, Development and Submission of
Creative/ Digital Content on Bharat-the Mother of Democracy for the G20
Summit at International Exhibition-Convention Centre, Pragati Maidan
Complex in New Delhi**

FORM I
TECHNICAL BID
(On Bidder's letter head)

Dated:

To,

Director (Admn)
IGNCA
Janpath, Delhi – 110001

**Sub: Request for Proposal for Research, Development and Submission of
Creative/ Digital Content on Bharat-the Mother of Democracy for the G20
Summit at International Exhibition-Convention Centre, Pragati Maidan
Complex in New Delhi**

Dear Sir/ Madam,

1. With reference to your RFP document dated....., we (name of vendor with address) _____, having examined the Bidding documents and understood their contents, hereby submit our unconditional Proposal for the aforesaid Assignment.
2. All information provided in the Proposal and in the Appendices is true and correct and based on documents and records.
3. This statement is made for the express purpose of qualifying as a Bidder for undertaking the Assignment.
4. Any additional information if asked for from us, shall be made available to IGNCA to finalize the bid.
5. IGNCA can reject / accept proposal at any stage without assigning any reason or otherwise before finalisation.

6. We certify that, we have neither been penalised for defiant for the assigned work during the last 5 years by any agency, nor have we faced any arbitration proceedings, nor our contract terminated for violation of agreed terms. We have neither been debarred or blacklisted by any state/central Govt. agency for any breach or deliberate defiant.

7. We declare that:

a. We have examined and have no objections to the RFP Documents, including any Addendum issued by the IGNCA.

b. We do not have any conflict of interest with the content of the RFP document;

c. We have not directly or indirectly or through an agent engaged or indulged in any corrupt, fraudulent, coercive, undesirable or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with the IGNCA or any other public sector enterprise or any government, Central or State; and

d. We hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has been engaged.

8. We declare that we are not a member of any other firm or consortium submitting a Proposal for this assignment.

9. We as individual or our company (name of company) _____ certify that in regard to matters including security and integrity of our country, we have not been convicted by any Court of Law or indicted or adverse orders passed by a regulatory authority.

10. We further certify that we as individual and our company (name) _____ are not facing any investigation by any agency, nor any criminal proceedings are pending in any court against us.

11. We undertake that in case due to any change in facts or circumstances during the Bidding Process, affecting us adversely which may otherwise render us disqualified in the bidding process, we will intimate the IGNCA with these developments immediately.

12. We hereby reserve any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the IGNCA in connection with the selection of the Bidder, or in connection with the Bidding Process itself, in respect of the above-mentioned Assignment and the terms and implementation thereof.

13. We hereby reserve our right to object as and when required, any conditions of RFP are altered without intimation to us considering our valid view point before finalising the bid.

14. The amount has been quoted by us after taking into consideration all terms and conditions stated in the RFP.

15. We agree and understand that the Proposal is subject to the provisions of the Bidding Document. In no case, we shall have any claim or right of whatsoever nature if the assignment is not awarded to us.

16. We agree to keep this offer valid for 60 (sixty days) from the Proposal Due Date specified in the RFP.

17. We agree and undertake to abide by all the terms and conditions of the RFP document. In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

(Signature of the Authorized signatory)

(Name of the Authorized signatory)

Name and seal of Bidder

Dated:

Place:

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

FORM II

Particulars of the Bidder

1. Name of the Company:
2. Permanent Address for Communication /Registered Office:
3. Date of Incorporation:
4. Constitution of Bidder Company:
5. GSTIN (Copy to be enclosed):
6. PAN (Copy to be enclosed):
7. Experience in dealing with digital work (in years) with proof:
8. Date of first assignment:
9. Presence in India:
10. Total no. of employees:
11. No. of employees:
12. Details of Contact person:

Name:

Designation:

(For agency)

Contact tel. No.:

Mobile no.:

Email id:

Postal address:

13. Details of EMD:

14. Any other details:

(Signature of the Authorized signatory)
(Name of the Authorized signatory)
Name and seal of Bidder

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

FORM III

Financial Capacity of the Bidder

Particulars	Rupees in lakh		
	2020-21	2021-22	2022-23
Revenue from Creative Services (excludes media pass-through cost)			
Average Revenue from Creative Services (excludes media pass-through cost) for 3 years			

(Signature & Seal of Authorized signatory)

This is to certify that the above information has been examined by us on the basis of relevant documents & other relevant information and the information submitted above is as per record and as per details annexed.

Signature, Address, Seal & Membership No. of Chartered Accountant
UDIN:

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

FORM IV
Proforma for Financial Bid

Particulars	Price (All inclusive)
A.*Lump sum amount for Research, Development and Submission of Creative/ Digital Content on India-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi as per scope of work mentioned in the RFP document, along with BOQ . The work will be completed in all respect. *(Including transportation and installation cost)	Rs. _____
B. Cost of AMC for 5 years with content management and support.	Rs. _____
Total (A+B)	Rs. _____

Administrative facilitation of the logistics of transportation and installation will be taken care by IGNCA.

Agency must ensure that the existing building structure is not damaged during installation.

(Signature of the Authorized signatory)
(Name of the Authorized signatory)
Name and seal of Bidder

Dated:

Place:

Request for Proposal for Research, Development and Submission of Creative/ Digital Content on Bharat-the Mother of Democracy for the G20 Summit at International Exhibition-Convention Centre, Pragati Maidan Complex in New Delhi

BOQ (To be attached with financial bid)

PART A

Sr No	Deliverables	Cost per unit (Rs) Exclusive of Taxes	No. of Units	GST in Percentage (18%)	Grand Total (Inclusive of taxes)
A	B	C	D	E	F=(C*D)+E
1	Research to be done during the duration of the contract period under Mother of Democracy and establishing facts, develop stories and themes, to ensure impactful content creation. (Lumpsum cost)		1		
2	Content Creation and Development for Thematic Digital Interactive Panels with visuals that establish the narrative of "Bharat - the mother of democracy"		25		
3	Language version of point 2 above – cost per language (Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)		375		
4	Creation and Development of 90 seconds Audio in English for the Thematic Digital Interactive Panels. Cost includes original music and all post-production work.		25		

5	Language version of point 4 above – cost per language for 90 seconds (Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)		375		
6	Creation of 24 page brochure in English		1		
7	Language version of point 6 above (Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)		15		
8	Additional Cost of 4 pages of brochure in English-per page		1		
9	Additional Cost of every 4 pages of brochure in Language version of point 7 above (Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)				
10	Printing of Brochures 280 GSM natural evolution white (cover) & 145 GSM natural evolution white inside pages)		500		
11	Production of 5 minutes film in one language on overarching theme of Mother of Democracy. This includes TBL , sourcing of video footage, computer graphics, original music and all post-production work. (Note: Final video can be of any duration and will be paid for pro-		1		

	rata. Example - 6 minutes video will be 1.2X and 7 minutes video will be 1.4X and so on).				
12	Language version of point 11 above – cost per language of video (Hindi, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)		15		
13	Edit of the point 11 for 90 seconds (Note: Final video can be of any duration and will be paid for pro-rata. Example - 135 seconds video will be 1.5X and 180 seconds video will be 2X and so on).		1		
14	Language version of point 11 above – cost per language of 90 seconds video (Hindi, Russian, Chinese, Spanish, Korean, Turkic, Dutch Bangla, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese)		15		
15	3.30 minutes video on Indian Tourism, Monuments, Fairs and Festivals, Science and Technology, Digital India, Start-Up India etc.		1		
16	Language version of point 15 above – cost per language of 3.30 minutes video (Hindi, Russian, Chinese, Spanish, Korean, Turkic, Dutch Bangla, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese)		15		

17	Design, Development, Domain Registration and Hosting of website or microsite - up to 40 pages in 16 languages. (English, Russian, Chinese, Spanish, Arabic, French, Portuguese, German, Italian, Bahasa Indonesia, Japanese, Korean, Turkic, Dutch and Bangla)		16		
	TOTAL COST				

PART B

1	Cost of AMC of website for 5 years including content management and Support				
	TOTAL COST (A+B) (This amount will be taken as the Financial Bid for evaluation) – Rs				

 (Signature of the Authorized signatory)
 (Name of the Authorized signatory)
 Name and seal of Bidder

Dated:

Place: