

**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
communication approach and creative / digital / Media content in the
new Parliament Building**

RFP Ref No: IGNCA/10/NPB/2022

Dated: 19th August, 2022

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: Friday, 19th August, 2022

Last Date of Submission of RFP: Monday, 29th Aug, 2022 (up to 5PM)

Date of opening of RFP: Tuesday, 30nd Aug, 2022 (5 PM)

Date of Presentation: Wednesday, 31st Aug., 2022 (3.00 PM)

(Pre-bid queries may be submitted before 25th August, 2022 Thursday, 5:00pm)

REQUEST FOR PROPOSAL

Request for Proposal for Research, development and submission of communication approach and creative / digital / Media content in the New Parliament Building

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.

IGNCA has been entrusted with various art works installations of the New Parliament Building, which is under construction in New Delhi. Once completed, it will be the seat of the Parliament of India. Accordingly, IGNCA is inviting Request for Proposal from reputed agencies for conceptualizing, designing and creating art works. The art works are suggested to be anchored in Indian ethos. The proposal is requested for **Research, development and submission of communication approach and creative / digital / Media content in the new Parliament Building.**

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 in the RFP.

- The designated Committee would evaluate the quality / capability of Bidders on the criteria mentioned in the RFP based on their proposals received and fulfilment of eligibility criteria. The eligible agencies would be called to make a presentation before a designated Committee at IGNCA, New Delhi.
- The bidders shall submit their offers strictly in accordance with the Terms & Conditions of the RFP document. Any bid that stipulates conditions contrary to the conditions given in the RFP document stands disqualified.

- Pre-bid queries: All queries regarding the RFP can be emailed to IGNCA on directoradm.ignca@gmail.com till **25.08.2022 by 5:00 PM**.
- The bids should be submitted online on the CPP Portal by 29th August, 2022 upto 5.00 p.m. which will be opened on 30th August, 2022 on 5.00 p.m.
- The bidder should prepare the **index** with page number of all submitted documents.
- The bidders may send their bids well in time so as to reach the same in time. IGNCA will not be responsible for late receipt of the bids.
- The bidder shall have to submit Earnest Money Deposit (EMD) of Rs. 36,00,000/- (Rupees Thirty six 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 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 declining to accept the contract by the successful bidder, the deposited amount towards EMD shall be forfeited.
- The successful bidder will have to deposit Performance Security equal to 3% 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 and IGNCA will in no case be held responsible or liable for these costs, regardless of the conduct or outcome of the tendering process.
- 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 and received after the closing date/time, 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 bidders.
- IGNCA does not bind itself to accept the bid and has the right to refuse any or all the bids without assigning any reason or select any bidder that is in the final evaluation list. IGNCA also reserves the right to re-issue the RFP without bidders having the right to object against such re-issue. 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 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.

Scope of Work

Please see this at Annexure I

Timeline

In view of the project being of national importance, the work has compelling timelines. The timeline for the completion of work is 12 months from the date of award of the work. The delay in satisfactory completion of work attract penaltyas mentioned in the RFP document.

QUALIFYING CRITERIA

Minimum Eligibility Criteria

Kindly see Annexure II

Technical Proposal and Presentation

Kindly refer to Annexure III

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

Bidder must have attained minimum 60 marks to become technically eligible.

Terms and Conditions of the Contract:

- 1) The rates quoted by the successful bidder shall be applicable till completion of the work and no escalation of the rates, whatsoever the reason, will be allowed.
- 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.
- 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 of the agency. The 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 content will be vested with the IGNCA / Ministry of Culture, Government of India. The IGNCA / Ministry of Culture, 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 of the content provided under this contract. There will be no responsibility of the IGNCA / Ministry of Culture, Government of India for any dispute in this regard.
2. The content should be original and legally authenticated. The agency will be responsible for civil / criminal liabilities if the content is not found original and if there is no legal authenticity.
3. No name / signature / logo /credit of the artist / agency will be visible on the content.
4. It should be ensured that integration of people and culture without any discrimination should be reflected in the content and it may show the inclusiveness of integration of Indian culture and ethos.
5. The IGNCA will have the power to reject any content at any stage which is against the national interest and national integrity etc.

Price Schedule:

The bidder must quote the lowest rates (exclusive GST) in the prescribed proforma of Financial Bid only appended at FORM -IV. GST will be paid extra as applicable. 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.

Scope of Work

In the New Parliament Building, it is proposed to develop a Communications campaign to bring out the above event more widely in the public domain. The “Senkol” and “Mother of Democracy will be brought out into public display suitably. It will be popularised through the digital medium by use of a QR code which can be widely circulated. The scope of work will include, but not be limited to the following:

- Develop the most appropriate cost-effective communication program or approach to bring this event to light to a wide audience across the country.
- Conduct research as required and bring out as many facets of this event as possible.
- Develop the program in such a manner that it carries full credibility, and underpins the cultural and civilizational import of the event.
- Develop the copy or text matter, art/designs, scripts, web domains and all that is required in all the media forms that are recommended.
- Recruitment and management of top talent in any form as may be required.
- Supervise the preparation and execution of photography, video productions, print literature, web designs including microsites/websites and banners/Gifs etc, posters/standees/outdoor designs, audio broadcasts etc.
- Develop all the materials in Hindi, English and 11 other languages of the country, for maximum connect and impact.
- Complete Project Management of the Communications program to final conclusion.

(Note: Event Conceptualisation and Management is not part of the assignment.)

Indicative Scope of Assignment

Creative items	Length/sizes	Number of Units (each unit in 13 languages)
Videos & TVCs	* 60 secs with edits in 40 secs and 30 secs * Longer videos as may be required to tell the full story. Can be anywhere from one	4 to 8 (or more)

	minute to eight minutes.	
Websites/Microsites	16 to 24 pages	Two
Press Ads	Half Page, Quarter Page	4 to 6
Radio	60 secs, 40 secs and 30 secs	4 to 8 (or more)
Posters/Standees	Standard sizes	4 to 8 (or more)
Outdoor	Standard sizes	4 to 8 (or more)
Digital banners, GIFs	Standard sizes	4 to 8 (or more)

Annexure II**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 2022. People and resources of the subsidiary companies (bidder owns	<ul style="list-style-type: none">- 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 an Average Annual income (not billings) of at least 50 Cr. Over last three financial years ending at 31/03/2022.	Income Certificate of the last three financial years ending at 31/03/2022 along with CA Certified Balance Sheet of the last three financial years ending at 31/03/2022.
5	Experience	The bidder must have minimum experience of five years	Copy of the Work Order/ Contract/ Released Order
6	Net worth	The net worth of the bidder, as on 31.03.2021 should be positive.	CA Certificate

Annexure III

Technical Bid Evaluation

The Bidders shall be evaluated on the following parameters:

Sr. No.	Subject	Criteria for Technical Evaluation	Marks
A	Relevant Experience for Assignment		60
1	Number of years of the Agency Experience.	Number of years the Agency has been in existence. Support Documents/Material required: <ul style="list-style-type: none"> • List of Clients with whom the Agency is engaged with along with one sample contract, email or Purchase Order in past one year. • List of Clients to be self-certified by MD/CEO/ Authorized Signatory 	15 marks (3 marks for every 5 years of existence) Eg 9 marks for 15 years of existence
2	Agency experience in Primary and Desk Research	Number of Researchers on staff with 10 or more years of research experience. Support Documents/Material required: <ul style="list-style-type: none"> • List of Employees with their CVs attached (CVs to be certified by MD/CEO/ authorized signatory) 	15 marks (3 marks for every research personnel)
3	Experience with Government projects and Public Institutions	Number and types of Ministries /Government Institutions in last one year with work orders. Support Documents/Material <ul style="list-style-type: none"> • List of Clients with whom the Agency is engaged with along with one sample contract, email or Purchase Order in past one year. • List of Clients to be self-certified by MD/CEO/Authorised Signatory 	15 marks (3 marks for each Institution) (eg. 3 for 1 Institution, 6 for 2 Institutions.)
4	Experience in doing work in Languages	Samples of work done in 12 or more languages, in any media. Support Documents/Material required: <ul style="list-style-type: none"> • Samples of work done in a Pen Drive with Agency name clearly identified. • List of assignments and brief details to be self-certified by MD/CEO/Authorised Signatory. 	15 marks (5 marks for each assignment) (eg. 5 marks for 1 assignment. 10 marks for 2 assignments)
B	Understanding of Project/Subject and ideas for the same		40

	<p>Understanding of the Project /Subject and ideas for the same</p>	<p>Share a Presentation on how to approach the subject along with some expressions of creative ideas in any Media – show maximum of two ideas to demonstrate understanding of the subject and task.</p> <p>Support Documents/Material required:</p> <ul style="list-style-type: none"> • Presentation on the understanding of the subject along with ideas with examples of creative expressions in a Pen Drive along with Agency name clearly identified. Presentation to be self-certified by MD/CEO/ Authorised Signatory. 	<p>40</p>
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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.

**Request for Proposal for Research, Development and Submission
Communication Approach and Creative/Digital/Media Content in the
new Parliament Building**

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
Communication Approach and Creative/Digital/Media Content in the
new Parliament Building**

Dear Sir/ Madam,

1. With reference to your RFP document dated....., we, having examined the Bidding documents and understood their contents, hereby submit our Proposal for the aforesaid Assignment. This proposal is unconditional.
2. All information provided in the Proposal and in the Appendices is true and correct.
3. This statement is made for the express purpose of qualifying as a Bidder for undertaking the Assignment.
4. We shall make available to the IGNCA any additional information it may find necessary or require to supplement or authenticate the Bid.
5. We acknowledge the right of the IGNCA to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
6. We certify that, we have neither failed to perform on any contract, as evidenced

by imposition of a penalty or a judicial pronouncement or arbitration award, nor been expelled from any project or contract nor have had any contract terminated for breach on our part nor blacklisted nor debarred by any state/ central Government or their agencies including Central/State Level Public Enterprises.

7. We declare that:

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

b. We do not have any conflict of interest in accordance the RFP document;

c. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice 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 IGNCAs or any other public sector enterprise or any government, Central or State;

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 engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

8. We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Proposal that you may receive nor to invite the Bidders to Bid for the Assignment, without incurring any liability to the Bidders, in accordance with the RFP document.

9. We declare that we are not a member of any other firm submitting a Proposal for the assignment.

10. We certify that in regard to matters other than security and integrity of the country, we have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Assignment or which relates to a grave offence that outrages the moral sense of the community.

11. We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.

12. We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/ Managers/ employees.

13. We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the guidelines referred to above, we shall intimate the IGNCA of the same immediately.

14. We hereby irrevocably waive 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.

15. We have studied all the Bidding Document carefully. We understand that except to the extent as expressly set forth in the Agreement, we shall have no claim, right or title arising out of any documents or information provided to us by the IGNCA or in respect of any matter arising out of or concerning or relating to the Bidding Process including the award of Concession.

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

17. 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 or our Proposal is not opened.

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

19. 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 Artist/Authorized signatory)

(Name of the Artist/Authorized signatory)

Name and seal of Bidder

Dated:

Place:

**Request for Proposal for Research, Development and Submission
Communication Approach and Creative/Digital/Media Content in the
New Parliament Building**

FORM II

Particulars of the Bidder

1. Name of the Company:
2. Permanent Residential Address:
Address for Communication:
/Registered Office [For Agencies]:
3. Date of Incorporation [For Agencies]:
4. Constitution of Bidder Company [For Agencies]:
5. GSTIN (Copy to be enclosed) [For Agencies]:
6. PAN (Copy to be enclosed):
7. Experience in dealing with Artwork (in years) with proof:
8. Date of first assignment:
9. Presence in India:
10. Total no. of employees [For Agencies]:
11. No. of employees in Artwork services [For Agencies]:
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
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Parliament Building**

FORM III

Financial Capacity of the Bidder

Particulars	Rupees in lakh		
	2018-19	2019-20	2020-21
Annual turnover			
Average turnover 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

**Request for Proposal for Research, Development and Submission
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Parliament Building**

FORM IV

Proforma for Financial Bid

Particulars	Price including GST
*Lump sum amount for Research, Development and Submission Communication Approach and Creative/Digital/Media Content in New Parliament Building as perscope of work mentioned in the RFP document. *(Including transportation and installation cost) Kindly attach Annexure to Form IV	Rs. _____ (Rupees in words) _____
Total	

Agency must ensure that the existing building structure is not damaged during any work executed by them.

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

Dated:

Place:

Agencies must attach this sheet in BOQ file (by insert a new sheet in BOQ file) for breakup of total amount.

Commercial Bid - list of deliverables and cost						
Sr No	Particulars	Unit or month	Cost per unit or cost per month (Rs) - Exclusive of Taxes	Estimated Quantity	Total Cost (Rs) - Exclusive of Taxes	Remarks
	a		b	c	d= (b x c)	
1	Research on various topics and establishing facts, develop stories and themes, to ensure correct portrayal.	12 months		12		
2	Project Management – to deliver the entire assignment on time	12 months		12		
3	Photography (indoor/outdoor as maybe required, including TBL)	One day assignment		10		
4	Creation of advertisement materials (art work) for outdoor media, bus shelters, bus panels, and banners - in three sizes 1:1,1:2,1:3	1 (one design per language)		12		
5	Creation of advertisement materials (art work) for Posters and Standees - in three sizes 1:1,1:2,1:3	1 (one design per language)		12		
6	Creation of 8-16 page booklet or brochure in Hindi or English, describing the event and related materials.	1 final approved design		1		
7	Creation of 8-16 page booklet or brochure, as per 9 above, in various languages, describing the event and related materials.	1 (per language)		12		
8	Creation of 16-24 page booklet or brochure in Hindi or English, describing the event and related materials.	1 (per language)		1		
9	Creation of 16-24 page booklet or brochure, as per 9 above, in various languages, describing the event and related materials.	1 (per language)		12		
10	Production of Video / film in one language of base 6 minutes duration shot anywhere in India, indoor or outdoor (TBL included). Cost includes sourcing of video footage.	1		2		
11	Language version of Video / film of 6 minutes duration as per serial no. 10	1		24		12 languages of 2 films

	above					
12	Production of Video / film in one language of base 5 minutes duration shot anywhere in India, indoor or outdoor (TBL included). Cost includes sourcing of video footage.	1		3		
13	Language version of Video / film of 5 minutes duration as per serial no. 12 above	1		36		12 languages of 3 films
14	Production of Video / film in one language of base 4 minutes duration shot anywhere in India, indoor or outdoor (TBL included). Cost includes sourcing of video footage.	1		2		
15	Language version of Video / film of 4 minutes duration as per serial no. 14 above	1		24		12 languages of 2 films
16	Production of Video / film in one language of base 3 minutes duration shot anywhere in India, indoor or outdoor (TBL included). Cost includes sourcing of video footage.	1		8		
17	Language version of Video / film of 3 minutes duration as per serial no. 16 above	1		96		12 languages of 8 films
18	Production of Video / film in one language of base 2 minutes duration shot anywhere in India, indoor or outdoor (TBL included). Cost includes sourcing of video footage.	1		9		
19	Language version of Video / film of 2 minutes duration as per serial no. 18 above	1		108		12 languages of 9 films
20	Production of radio commercial in one language - 60 secs	1		4		
21	Language versions of radio commercial per language as per serial no. 20 above	1		48		
22	Short videos such as testimonials or others, for social media – 60 to 90 seconds each, original voice or dubbing or para-dubbing, shot in any part of India (no travel costs or equipment cost will be paid separately)	1 testimonial in each language		195		15 testimonials each in 13 languages
23	Design of website or microsite - up to 25 pages in 13 languages. Deliver the design and coordinate its implementation with NIC or website vendor.	1 (all 13 languages)		2		

24	Design of website or microsite - more than 25 pages and up to 50 pages in 13 languages. Deliver the design and coordinate its implementation with NIC or website vendor	1 (all 13 languages)		2		
25	Creation of full page newspaper advertisement (master ad in English or Hindi) including image cost.			12		
26	Creation of half page newspaper advertisement (master ad in English or Hindi) including image cost.			12		
27	Creation of quarter page newspaper advertisement or leaflet (master ad in English or Hindi) including image cost.			12		
28	Translation of full page/half page/quarter page newspaper ad			36		
29	Logo Designing in 1 language	1		1		
30	Digital Banner in 1 language	1		1		
31	Emailer in 1 language	1		12		
32	Social Media Post in 1 language	1		48		
	T O T A L including GST (This amount will be taken as the Commercial Bid for evaluation)					