

File No. 17/09/2020-SD/CIL
Indira Gandhi National Centre for the Arts
Cultural Informatics Laboratory

Invitation of Expression of Interest (EoI)
for shortlisting of organizations for the creation of
A Series of Short 2D Animation Videos on Mahatma Gandhi

1. Project:

The Indira Gandhi National Centre for the Arts (IGNCA) has been entrusted by the Ministry of Culture, Government of India for the creation of a series of short 2D animation videos on the life & message of Mahatma Gandhi in an attempt to connect them to the contemporary context.

As is well-known, the philosophy of Mahatma Gandhi transcended boundaries of time and concepts such as *ahimsa*, *swadesh*, *swaraj*, *swachchhata*, *satyagraha* etc. have continued to be relevant in the present context. Thus, it is envisaged that this series of animation videos makes an attempt to convey these core concepts in a modern and accessible manner in order to establish a connect with the young generation.

The following themes have been shortlisted for the creation of short (2-3 mins each) 2D animation videos:

1. Ahimsa
2. Swadeshi
3. Swachchhata
4. Samarasata
5. Gandhi Yantra
6. Swaraj
7. Satyagraha
8. Ahamanyata
9. Brahmacharya
10. Sarvodaya

IGNCA invites eligible Indian firms/agencies to indicate their interest in providing the services for the creation of the series of short 2D animation videos on the life & message of Mahatma Gandhi. Interested firms/agencies must provide information indicating that they are qualified to perform the services. The details must include:

1. Company's profile
2. Description of similar assignments;
3. Experience in similar activities; and
4. Ready availability of skilled technical manpower.

2. Scope of Work

- i. The vendor will develop a communication brief for each theme. The communication brief will include the following:
 - a. Synopsis on the various themes shortlisted for the creation of short 2D animation videos.
 - b. Appropriate quotations selected from the writings of Mahatma Gandhi for each of the shortlisted themes.
 - c. Outline of historic events associated with and relevant to the shortlisted themes.
 - d. Appropriate suggestions for song or musical ideation from Mahatma Gandhi's

Ashram Bhajanavali aligning with the shortlisted themes.

- ii. Based on the communication brief outlined above, the vendor will develop a screenplay.
- iii. Based on the approved screenplay, the vendor will develop a script and animation layouts.
- iv. Based on the approved script and soundtrack, the vendor will produce the final composition of all the elements.
- v. The vendor should be in position to deliver at least five animation films before October 02, 2020

The vendor will need to closely communicate each development process in the aforementioned implementation to the various stakeholders as identified by IGNCA.

3. Eligibility Criteria:

The applicant organization should meet the following requirements:

- i. The agency should be registered as an organization/company in India.
- ii. The agency should have minimum of 2 years' experience in the domains relevant to the aforementioned project.
- iii. The agency should have an annual turnover of INR 5 Lakhs or more over the previous two financial years.
- iv. The agency should have executed at least two projects each of value INR 2 Lakhs or above for government / private organizations.

4. Submission Procedure:

4.1 EoI for the aforesaid assignment must include the following:

- i. A brief company profile in narrative form (not exceeding one page)
- ii. A self-contained proposal on the aforementioned project containing aspects of implementation process.
- iii. Capability statement giving details about the experience and expertise of the firm in the domains relevant to the aforementioned project.

4.2 List of documents to be attached:

- i. Certificate of Registration/MoA
- ii. Profile of Key Professionals and their C.V.
- iii. Details of work of similar nature done during the last 2 years including the execution of at least two projects each of value INR 2 lakhs or above for government / private organizations.
- iv. Balance Sheet for the last 2 years duly certified by a Chartered Accountant.
- v. Any other documents in support of eligibility criteria as mentioned in para 3 above.

EoI should be submitted digitally with an e-mail labeled **"EoI for A Series of Short Animation Videos on Mahatma Gandhi"**

The EoI should be submitted to:

Prof. Pratapanand Jha

Director (Cultural Informatics),

Indira Gandhi National Centre for the Arts, 11 Mansingh Road, New Delhi- 110001

E-mail: pjha@ignca.nic.in

The last date for submission of the EoI is **26th August 2020, 16:00 Hours**

The eligible vendors will be required to make online presentation before the Selection Committee at a later date and necessary link for the same will be shared with them at appropriate time.