

REQUEST FOR PROPOSAL
(RFP)

**Request for Proposals invited for selection of agency for
Covering events, Packaging and uploading of contents, content creation and
Editing on Social media platform for the
Ministry of Information and Broadcasting,
Government of India**

RFP Ref No: BECIL/Social Media/MIB/01 Dated 03-12-2015



Broadcast Engineering Consultants India Limited

**(A Government of India Enterprise)
(A Mini Ratna Company)**

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Invitation to Bid (ITB) /Request for Proposal

Selection of an agency at Social Media Communication Hub for services related to cover major events of Ministry of Information & Broadcasting such as press conference, symposium, seminars, meetings, activities, film festival, workshop, functions, Minister's bytes etc, it is proposed to select an agency, who will be responsible for event coverage, photography, video recording, content writing/generation, editing and repackaging in different forms and to post/upload on different social media platforms.

- 1) BECIL, a Public Sector Enterprise, under the Ministry of Information and Broadcasting, on behalf of the Ministry of Information and Broadcasting, Government of India invites proposals from eligible bidders for the project. BECIL has been engaged by the Ministry of Information and Broadcasting to undertake the bid process management and execute the project and functioning, operationalisation and maintenance of the social media communication hub (hereinafter referred to as "Project").
- 2) Bidding will be conducted through the Two Envelope Competitive Bidding procedures specified in the GFR Procurement Manual, and are open to all eligible Bidders as defined in this ITB.
- 3) Interested eligible Bidders may obtain further information from Project Coordinator Mr. V.P. Singh, DGM (TV).
- 4) Qualification requirements are specified in the ITB
- 5) Bids must be delivered as specified in the Instructions to Bidders of this ITB (please read this part carefully). Late bids will be rejected.

[ITB for Services to Social Media Hub](#)

[Summary](#)

Section I. General Information & Instructions to Bidders

This Section provides information to help Bidders prepare their bids. Information is also provided on the submission, opening, and evaluation of bids and on the award of Contracts. Section I contains provisions that are to be complied without modification.

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GENERAL INFORMATION & INSTRUCTIONS TO BIDDERS

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A. RFP SCHEDULE AND CRITICAL DATES

The RFP tentative schedule and critical dates are shown below:

	EVENT	DATE
1.	Issue of RFP documents to Prospective Bidders	03-12-2015
2.	Pre Bid Meeting	15-12-2015 at 04:00 PM
3.	Venue for Pre Bid Meeting	BECIL BHAWAN, C-56- A/17, Sector -62, Noida 201 301,Uttar Pradesh
4.	Submission of Proposals/bids	23-12-2015 upto 12:00 hrs
5.	Venue for Submission and Opening of Bids	BECIL BHAWAN, C-56- A/17, Sector -62, Noida 201 301,Uttar Pradesh
6.	Opening of Technical Bids	23-12-2015 at 16:00 hrs
7.	Technical evaluation of bids	To be intimated
8.	Opening of Financial Bid	To be intimated
9.	Commercial Bid evaluation	To be intimated
10.	Award of Purchase Order	To be intimated

BECIL reserves the right to amend the RFP tentative schedule and critical dates. Original tender document against a fee of Rs. 1000/- (One Thousand only) can be purchased from the address given as under:

**BECIL BHAWAN,
C-56- A/17, Sector -62,
Noida 201 307**

Tel. No. 0120 - 4177850

Till 022-12-2015 before 1200 hrs

The tender document can also be downloaded from our website www.becil.com and if so, a

Demand draft of Rs. 1000/- One Thousand only) towards tender fee must be submitted along with the bid otherwise the bid will be rejected.

Demand Draft should be in favor of “**Broadcast Engineering Consultants India Limited**” payable at New Delhi.

No tender document will be issued after the last date as mentioned above.

B. INTENT OF THE REQUEST FOR PROPOSAL

Ministry of Information and Broadcasting, Government of India (hereinafter referred to as “Party”) intends to select an agency for covering events, packaging and uploading of contents content creation and editing on social media platforms for the new media wing of Ministry of Information and Broadcasting, Government of India (hereinafter referred to as “Project”)

BECIL, a Public Sector Enterprise, under the Ministry of Information and Broadcasting, on behalf of the Ministry of Information and Broadcasting, Government of India invites proposals from eligible agency for the project. BECIL has been nominated by the Ministry of Information and Broadcasting to undertake the bid process management and execute the project.

In order to cover major events of Ministry of Information & Broadcasting such as press conference, symposium, seminars, meetings, activities, film festival, workshop, functions, Minister’s bytes etc, it is proposed to select an agency, who will be responsible for event coverage, photography, video recording, content writing/generation, editing and repackaging in different forms and to post/upload on different social media platforms. For this propose scope of work to be taken care by the agency have been broadly spelt out in Section-II. The estimated date of start of work / contract will be tentatively from January 1st, 2016.

The entire recorded and raw package will also be stored / archived in a central server and the firm has the responsibility to maintain the server space, backup, storage and recovery mechanism.

Appx 35-40 events per month throughout the country would require to be covered on 24x7 basis; the agency must have all the facility in-house, so that the “project” must be made operational within the stipulated time frame. The work / project would be assigned for an initial period of one year and may be extended at the discretion of the competent authority

All other requirements such as essential equipments for event coverage, packaging and archiving etc including bandwidth will have to be met by the agency. Agency must have expert content and blog writer with them.

The Scope of work and Services taken care by the agency (till December 31st, 2016) have been broadly spelt out in Section-II. The estimated date of start of operations and services will be tentatively from **January 01st, 2016**.

C. PROCEDURE AND TERMS & CONDITIONS

1. The proposal is to be submitted in **TWO BID SYSTEM** with **separate Technical and Financial bid** under separate sealed covers.

2. TWO BID SYSTEM

All bidders are required to submit their offer in two covers as under:-

2.1 Technical Bid should contain the following:-

- (i) Tender documents along with Bill of Material duly completed, signed & stamped BUT WITHOUT INDICATING THE RATE QUOTED.
- (ii) The technical details of the system offered along with the supporting original technical literature, Leaflets, Brochure etc. in duplicate.

2.2 Financial bid should contain the following:-

- (i) Details of rate, taxes, duties, discount, if any, quoted by the bidder. These details should be submitted on their letter head.
- (ii) Delivery period / schedule

Both the above mentioned bids should be sealed separately and thereafter be kept in a third cover and sealed again.

This cover should be superscripted with “**Request for Proposals invited for selection of agency for Covering events, Packaging and uploading of contents, content creation and Editing on Social media platform for the Ministry of Information and Broadcasting, Government of India**” against tender enquiry no. **BECIL/Social Media/MIB/01** Dated 03-12-2015 and should reach us on or before 1200 Hrs on 23-12-2015.

The composite bid i.e. rate indicated in the Technical bid openly in tender will be ignored.

Only the first cover i.e. Technical bid shall be opened on the date of opening the Technical bids mentioned in Section A above.

The words “TECHNICAL BID” should be written clearly and prominently on the First cover along with tender no. and date of opening. Similarly, the words “FINANCIAL BID” should be written clearly and prominently on the second cover along with Tender No. and date of opening of Technical bid.

3. Bid Responses must be addressed to and submitted at the following address:

**The Chairman & Managing Director
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850, Fax: 0120-4177879**

4. The Bids, both technical and the financial, should reach the office of BECIL, on the above address, not later than 1200 hrs on 23-12-2015. **Bids received beyond the specified date and time will be treated as rejected.** It is the responsibility of the Bidder to confirm that the bids have been received on time & at the proper place within the specified dates. Facsimile and electronic replies are not acceptable.
5. All bids are to remain valid for **Six months** from the date of opening of Technical Bid.
6. BECIL reserves the right to solicit additional information from Bidders to evaluate which bid best meets the need of the Project. Additional information may include, but is not limited to, past performance records, lists of available items of work that will be done simultaneously with the project, on-site visit and evaluations by BECIL personnel, or any other pertinent information. It will be Bidder's responsibility to check for updated information on BECIL's web site www.becil.com.

7. Additional questions should be submitted in writing to the RFP Coordinator addressed to

Mr. V.P. Singh

Dy. General Manager

Broadcast Engineering Consultants India Ltd,

C-56 A/17, Sector -62, Noida 201 307

Tel: 0120-4177850 Fax: 0120-4177879

Mobile No. 9818666817/ 8130190432

e-mail: vpsingh@becil.com

8. BECIL will make its decision based on the ability of the Bidder(s) to meet our specific needs, technical expertise of the Bidder(s), delivery capabilities, customer references, past satisfactory performance experience, system completeness (which is a must) besides cost.
9. BECIL reserves the right to waive off any deviations, accept the whole or part thereof or reject any or all bids and to select the Bidder(s) which, in the sole opinion of the Project Incharge, best meets the project's interest. BECIL also reserves the right to negotiate with potential bidders so that its best interest to fulfill the need of project is served.
10. All information contained in this RFP, or provided in subsequent discussions or disclosures, is proprietary and confidential. No information may be shared with any other organization, including potential sub-contractors, without prior written consent from BECIL.
11. BECIL reserves the right to either increase or decrease the quantity of any or all the items included in suggestive bill of material which are estimated requirements and therefore open to variation.

12. BECIL reserves the right to alter/modify the scope of work mentioned in this RFP document at any stage of the bidding process and contract.
13. BECIL reserves the right to terminate the contract at any stage of the work by giving 7 days notice if it is noticed that the delay occurred in any of the activities covered under the contract cannot be made good and will affect the overall work schedule. BECIL shall, in such an eventuality, revoke the Performance Bank Guarantee of the bidder. The decision of CMD, BECIL shall be final and binding.
14. In case the Bidder Company goes into liquidation or change in business/management, it will be intimated to BECIL & company will fulfill its commitment in case order is awarded to them.
15. The RFP is issued for “Request for Proposals invited for selection of agency for Covering events, Packaging and uploading of contents, content creation and Editing on Social media platform for the Ministry of Information and Broadcasting, Government of India.”. *The bidder is responsible for completeness of the project.*

16. Indemnification:

Contractor agrees to indemnify BECIL from any and all claims, demands, losses, cause of action, damage, lawsuits, judgments, including attorneys’ fees and costs, arising out of or relating to the work of Contractor including the works as got done by Contractor through Sub-Contractor(s), *if so appointed by the Contractor. BECIL shall have no role in engaging of sub-contractors by the Contractors and Contractor alone shall be responsible to such Sub-Contractors.*

17. Arbitration:

Any dispute or difference or claim arising out of or in relation to this contract, including the construction, validity, performance or breach thereof, shall be settled or decided by arbitration to be conducted by CMD, BECIL or by any other person to be nominated by CMD, BECIL. Arbitration shall be conducted as per Arbitration & Conciliation Act, 1996. The seat of the arbitration shall be at New Delhi.

18. Jurisdiction

This Agreement shall be construed, interpreted and applied in accordance with, and shall be governed by, the laws applicable in India. The courts at Delhi shall have the exclusive jurisdiction to entertain any matter arising out of or in relation to this Agreement.

D. ELIGIBILITY CRITERIA

1. For Purchase of Tender document, bidder will have to pay a Tender fee of **Rs. 1,000/-** (Rupees One Thousand Only) in cash or in form of Demand draft.
2. EMD Amount of **Rs. 80,000/- (Rupees Eighty Thousand only)** should be paid only in form of Demand Draft. (No other mode of payment will be accepted). Bids submitted without EMD will be treated as rejected.

3. The bidder should have minimum three years of experience in Covering events and programs on behalf of Government (central/state/PSUs/Autonomous body and handled Social Media Issues in other sectors in last 3 years), Repackaging of content & information for advocacy and outreach purpose on social media platform.

-copy of work order and performance certificate from the customer should be submitted (with details including the name and contact of customer), clearly stating the survives/coverage has been in the satisfactory fashion. Phase completion certificate from client.

4. The bidder must have ability/pool of resource technical staff to handle the events on 24x7 basis and capability to cover multiple events on all India basis, Bidder must have professional /Domain experts(i.e. producer/Executive producer, Camera Person, Video journalist, Video editors, field reporters , copy desk professionals, technical team, Voiceover Artist, Graphics Designer, Content writers etc.) on their permanent rolls.

-Self certification by the authorized signatory with clear declaration of staff year wise level/designation wise. Profile of the key personals(the validity of staff may be cross checked with personal visit to the office premises of the vendor)the professional assigned for the mentioned tasks in the scope of work should have

relevant experience of minimum 2 years, details of such professionals along with their profiles and relevant certificates.

5. In last 3 years, bidder / agency (any member of the Consortium) must have completed at least 2 projects for development of mobile based application for central / state Government / PSUs / autonomous body / other Sectors. (Copy of work order and performance certificate should be submitted).
6. The bidder should be registered company in India under Indian Company Act, 1956. A copy of registration should be submitted
-A copy of registration should be submitted.
7. The bidder should have at least ISO 9001:2008 certification (for quality Management System)- a copy of valid certificate.
8. The Company, Its directors and officers should not have been convicted of any criminal offence related to their professional conduct or making of false statement or misrepresentation as to their qualifications to enter into procurement contract within a period of three year preceding the commencement of the procurement process or not have been otherwise disqualified pursuant to debarment proceedings

-Undertaking on a non judicial stamp paper of Rs 100/- certified by Notary.
9. The Bidder should have turnover of at least Rs. 10 lakhs p.a for the last three audited financial years.

-**Submit Proof:** Annual Audited Financial Statements for last three years).
10. The Bidder should have made profits in the last three financial years. A copy of last three financial years' relevant audited balance sheets should be submitted with the offer.
11. The Bidder should not have been blacklisted by any government organization. Self-declaration to that effect should be submitted undertaking on a non judicial stamp paper of Rs 100/- certified by Notary along with the technical bid.
12. The bidder is required to submit following documents:
 - a) Copy of PAN No.
 - b) Copy of TIN No.
 - c) Copy of Service tax Registration No.

d) Copy of CST/VAT No.

And in case any document is not submitted, bid shall stand rejected.

13. A separate point by point compliance statement including Bill of Material duly signed & stamped by bidder in respect to all points laid down in the specifications for all the equipment/item(s) must be submitted.

6. The bidder should provide Vender Information with name, address, website and contact details.

7. All bidders must strictly quote the product as per Serial Number/Heading/ Sub Heading given in BOM of RFP.

E. COMMERCIAL TERMS AND CONDITIONS

Each bidder is required to accept the following terms and conditions:-

1.	Earnest Money	: Each bidder is required to submit Earnest Money Deposit (EMD) of Rs.80,000/- (Rs Eighty Thousand only) in the form of Demand draft from scheduled bank in favor of “ Broadcast Engineering Consultants India Limited payable at New Delhi” . EMD will not be accepted in any other form. Bid without EMD will not be accepted. No interest is payable on EMD amount.
2.	Prices	: The Prices should be quoted on unit basis in INR along with all applicable charges i.e. professional fee and applicable taxes, duties etc.(if any). Agency should ensure that the prices/rates quoted are inclusive including the manpower support required for the project execution and continuous supporting during the entire contract period. In case, taxes are not mentioned in Financial bid, Rates shall be considered inclusive of taxes. No increase in the prices would be allowed during the

			contract period.
3.	Payment Terms	:	<p>Payment will be released as below:</p> <p>Payment will be released on monthly basis based on successful monthly commitment, agency should submit monthly bills with clear indication & full description of professional fee and applicable taxes, duties, etc separate (if any)</p>
4.	Consignee	:	<p>New Media Wing of Ministry of Information and Broadcasting will be the nodal point for the execution of the project. The selected agency would be under sole discretion of New Media Wing of Ministry of Information and Broadcasting for any kind of information and project directions during the entire period of the project</p>
5.	Invoicing	:	<p>All Tax invoices should be raised in the name of New Media Wing, Ministry of I& B, New Delhi through Broadcast Engineering Consultants India Limited.</p>
6.	Performance Guarantee Bank	:	<p>The successful bidder shall have to furnish a Security Deposit cum Performance Bank Guarantee (PBG) within 2 weeks of release of P.O. in favor of Broadcast Engineering Consultants India Ltd, 14-B, Ring Road IP Estate, New Delhi – 110002 for an amount equal to 5% of order value and it will valid till beyond 3 months of warranty/guarantee period.</p>
7.	Penalty Clause		<p>If at any future point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfill any of the contractual obligation, BECIL may take a decision to cancel the contract with immediate effect, forfeit the EMD deposited by the bidder and / or debar the</p>

			<p>bidder from bidding prospectively for a period as decided by the BECIL or take any other action as deemed necessary.</p> <p>In case of late deliveries / services from the schedule, the firm shall be liable to pay penalty @ 0.5% of the order value per week of delay or a part thereof, up to a maximum amount of 5% of order value, after which the order is liable to be cancelled</p>
8.	Compliance Statement	:	<p>A point by point compliance statement duly signed & stamp by bidder in respect to all points laid down in the Bill of Material & specifications for all the equipment/item(s) must be submitted.</p>
9.	Termination Clause	:	<p>Non satisfactory performance / breach of contract will result in termination of the contract as mentioned in the terms and conditions.</p> <p>In case of termination of contract within the stipulated hiring period for any reason the supplier /bidder will not be allowed to take back the equipment installed.</p>

Table 1

COMPLIANCE STATEMENT PERFORMA

Sr. No.	Sr. No. of Specification	Description of Specification	Page number of Specifications in RFP	Compliance (Yes/No)	Deviation ,if any, to the specification	Optional Items ,if any, required for the completeness of system	Features in the offered product in addition to BECIL specs

F. PROPOSAL RESPONSE

1. The proposal shall be submitted in the same envelope at the same time, in two distinct parts: a Technical Proposal and a Commercial Proposal.
2. Proposals are to be prepared on standard 8-1/2" x 11" A4 size paper. Foldouts containing charts, spreadsheets, and oversize exhibits are permissible. The pages should be placed in a binder with tabs separating the sections of the proposal. Manuals and other reference documentation may be bound separately. All responses, as well as any reference materials presented must be written in English.
3. Proposals must respond to the RFP requirements by restating the number and text of the requirement in sequence and writing the response immediately after the requirement statement.
4. Figures and tables must be numbered and referenced in the text by that number. They should be placed as close to possible to the referencing text. Pages must be numbered consecutively within each section of the proposal showing proposal section and page number.
5. Proposals shall be based only on the items contained in this RFP and its standard required accessories. The RFP includes official response to pre-proposal conference questions, addenda, and any other material published by the BECIL pursuant to the RFP. The bidder is to disregard any previous draft materials and any oral representations it may have received. All responses to the requirements in Sections (list appropriate section) of this RFP must clearly state whether the proposal will satisfy the referenced requirements, and the manner in which the requirement will be satisfied.
6. A point by point compliance statement duly signed by bidder in respect to all points laid down in the BOM & specifications for all the equipment/item(s) must be submitted

G. METHOD OF EVALUATION AND AWARD

Stage – I (Screening based on eligibility)

- a) Technical bids will be opened, in the presence of Bidders' representatives (One for each bidder), who wish to be present.
- b) During technical evaluation of the bidders, first the eligibility conditions of the bidders will be checked.
- c) If the RFP/tender fee and the EMD/bid security are not found to be in order then the proposal shall be treated as non responsive and shall not be evaluated further. Evaluating the eligibility conditions mentioned in clause 1.2 and other terms & conditions mentioned in the documents, the committee will shortlist the bidders and proceeds further for technical evaluation

Stage-II (Technical evaluation)

- a) The bidder fulfilled eligibility criteria and shortlisted, shall be evaluated further for the scope of services / facilities offered by them.
- b) To assist in technical evaluation, technical evaluation committee reserves the right to call for any clarification from any/all bidder/agency during the evaluation of the bids. Such clarifications should be submitted only in writing. However, no other correspondence on bids will be entertained.
- c) To assist in technical evaluation, technical evaluation committee will invite the shortlisted bidders for making presentation/demonstration/discussion of the services offered at a very short notice. Calling for presentation/demonstration /discussion doesn't imply that the technical bid is accepted
- d) To assist in technical evaluation, new media wing of Ministry of Information & Broadcasting may give/ask for the topics for blog writing, story writing, cartoon / animation design and bidder may have to present the same in front of Ministry
- e) After Technical evaluation financial bids will be opened and evaluated.

SECTION II

TECHNICAL SYSTEM REQUIREMENT

CONTENTS

- A. SYSTEM REQUIREMENTS
- B. GENERIC CONDITIONS
- C. TECHNICAL CONDITIONS
- D. BILL OF MATERIAL

A.) SYSTEM REQUIREMENTS

1.) Prelude:

On behalf of Ministry of Information and Broadcasting, Government of India, sealed tenders are invited from reputed, experienced and financially sound agencies for covering various events of the Ministry of Information & Broadcasting and generating suitable contents to be used on the Ministry's website, Ministry's YouTube channel and other Social Media Platform

2.) Scope of work:

1. EVENT COVERAGE

- Video recording and photography of various events: This includes media briefings, press interactions; visit of foreign delegations and summits; seminars and conferences; Film festivals; Minister's Speech and any other event as specified from time to time.
- Live Coverage of the event
- Live Telecast/Webcast Unit
- Scope of Multi-Camera Setup with on- the-location PCR facilities (should be able to make it available as and when required)
- Multiple FCP Editing: Number of such events on average varies between 35-40 per month throughout the country on 24 x 7 basis; however it is not binding upon Ministry of Information and Broadcasting to restrict the number of events within this range

2. REPACKAGING OF THE CONTENT

- Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
- Scripting, voicing and editing of videos

3. CONTENT WRITING

- Creative content writers for various Social Media platforms such as Blog, Twitter, facebook, YouTube etc
- Blog Writers

4. UPLOADING OF CONTENT ON SOCIAL MEDIA PLATFORMS

- Uploading of repackaged and creative content on various social media platforms such as facebook, YouTube, blog, twitter etc.
- Uploading videos from Doordarshan files and audios from Vivid Bharti, graphics plates for facebook, live streaming, photo shoots, descriptions and tags for videos, updating Google plus account of MI&B
- Real time uploading of content

5. PRE AND POST PRODUCTION SUPPORT

- Any kind of support with regard to content development for Social Media Platforms Pre and post coverage of any event
- The agency should provide technical support 24 x 7 for maintenance of Ministry's various Social Media Platforms through in-house staff.
- A small team of professionals preferably stationed in the premises of New Media Wing of Ministry of Information & Broadcasting.

6. STORAGE OF CONTENT

- Storage of raw footages/ content and processed content (video packages) etc. For the purpose of archive in digital formats.
- Availability of content for 180 days.

B. GENERIC CONDITIONS

This RFP is for a system that will meet the following basic requirements:-

1. A reliable, redundant system providing an overall system up time should be of highest order as per industrial standards.
2. The quotation should clearly indicate the different components of the total charges.
3. Easy and Economic System Upgradable & Scalable in nature.
4. Use of industry standard hardware and interfaces.
5. Local (or within state wise) support services during the period of hiring.
6. Interoperate with other equipment and technology in future.
7. Model of the equipment should not be more than 3 year old.
8. All software applications should be of latest version at the time of award of Work Order.
10. Bidder should ensure that data (content) should be secured.
11. Pages of Technical Specification, Terms and Conditions and Schedule of Rates should be signed by the authorized signatory as a token of your acceptance
12. The equipments/material provided by the OEM/bidder should not be an **End of Life type**.
13. Hardware and Software to be compatible with IPv4 as well as IPv6 protocol.

C.) TECHNICAL CONDITIONS

1. The bidder/agency should have a minimum three years of experience in covering various Media events, packaging of content. Also bidder should have an experience in;

- **Covering** Government functions & other events
- **Press** events
- **The bidder** should have worked with Central / State Government / PSUs / Autonomous body / department / private sector or corporate groups for the similar work in the last 3 years.

2. Clientele includes the list of other companies whose creative needs are being looked after by the firm. List of clientele of the firm, along with contact details of clients must be enclosed. Work orders from the clients must be enclosed.

3. The agency should assign a dedicated event coverage team, repackaging artists/ designers, content developers and team of professionals for the work (The professionals may include Producer/Executive Producer, Camera Person, Video Journalists, Video Editors, Field Reporters, Copy Desk Professionals, Technical Team, voiceover artists, graphics designer, animation experts, Content Writers, Blog writers etc.)

4. The professionals assigned for the mentioned tasks in the scope of work should have relevant Qualifications and good industry exposure and experience.

5. Details of such professionals along with their profiles and relevant certificates must be enclosed

6. Hardware /Software

- High Resolution Video and Photography Cameras
- Live Coverage facility
- Live Telecast/Webcast unit

- Scope of Multi-Camera setup with on- the-location PCR facilities e. Multiple FCP Editing
- Licensed version of Graphics, animations etc. designing and editing software
- The firm should have relevant latest equipment's for the fulfilment of assigned tasks with accessories, editing suit with FTP facility, leased line connectivity, storage, streaming server etc.
- Such other relevant and latest hardware and software facilities

7. The agency so selected should have the capability to perform the entire scope of the assignment without outsourcing the same to any third party in any manner. The agency must be having different units such as;

- Video recording unit
- Ingesting and Editing Unit
- Photography
- Packaging / re-packaging of Audio/Visual content
- Live event coverage unit
- Creative unit – Designing of graphics, cartoons, smart art, animation, story, audio/video and photo editing etc
- Blog writers and Content writers (Expertise in English and Hindi)

8. Design capability

- Animation-Includes the name of softwares the firm uses for creating animation.
- Graphics-Enumerate different Graphic tools/styles available with the firms.
- Story Design and Cartoons
- Audio/Video-This will include the equipment capability of the firm with regard to audio/video recording, editing and streaming tools (Equipment available with the firm, and the ones it takes on rent)

- Photographs/ Image Editing-Defines the photographic image content handling ability of the firm

9. Other requirements

- The firm will have to furnish copies of award of contacts along with certificate of satisfactory performance from its client i.e. Central/State Ministries, Departments, Corporate Houses and any others if any. This may include the list of awards / appreciation, the company has won at National/Global level.
- The firm will provide and maintain server space, backup, storage and recovery of Ministry of Information & Broadcasting videos and photographs for a minimum period of 180 days. After the expiry of 180 days, the videos and photographs may be suitably stored in CD's/DVD's/ Hard disc/ other storage formats and submitted to Social media cell at Ministry of Information & Broadcasting.
- Archival set up/centre: The agency would be responsible to maintain the server space, backup, storage and recovery of content i.e. audio, video, pictures, graphics, smart art, animation etc.

C. BILL OF MATERIAL

Appendix –1

Bill of Material/ Deliverables

Technical Infrastructure	In-house unit	The bidder shall have in-house development capability and following facilities; Video recording unit Packaging & repackaging unit	Self Declaration on a non judicial stamp paper of Rs 100/- certified by Notary.
	Camera setup	Professional high definition video and photography cameras - The agency should be able to arrange multi camera set up with on-the-location PCR facilities as and	The details of equipments with their usage and necessary certificates
	Live setup	Live Coverage/Telecast/Webcast	
	Repackaging setup	Licensed version of Graphics, animations etc, designing and editing softwares – The firm should have relevant latest equipments for the fulfillment of assigned task with accessories, editing suit with FTP facility, leased line connectivity, storage, streaming	

SECTION III

ENCLOSURES

CONTENT

- A. CHECK LIST
- B. ENCLOSURES

A. CHECK LIST

A. Please ensure that following documents have been enclosed alongwith the bid proposal.

1. Proof of payment for fee of Rs.1000/- for purchase of tender document in the form of cash receipt or bank draft for tender documents downloaded from site.
2. Bank draft for Rs. 80,000/- towards Earnest money deposit.
3. Documentary proof along with the completion certificate of the project executed successfully related to installation & commissioning of setup.
4. The copy of PAN No., TIN No., Service Tax No. and CST/VAT No. should be enclosed.
5. A separate point by point compliance statement duly signed & stamp by bidder in respect to all points laid down in the Bill of Material & specifications for all the equipment/item(s) must be submitted.
6. A copy of the latest / last annual report of the company.
7. Separate list of items recommended by bidders, which in the opinion of the bidder have been left out.
8. Detailed bill of material duly filled, signed & stamped in giving the offered material / equipment etc strictly as per the bill of material included in the tender document.
9. Full technical details of the offered equipment.
10. BOM must be strictly quoted as per serial No./Heading/Subheading given in RFP
11. Schematic work flow diagram and Block Diagram must be provided

12. Duly signed and stamped compliance statement item wise with respect to BOM & technical specifications highlighting deviation, if any.
13. **No cost details are to be included in the technical bid under any circumstances.** The signed and stamped copies of the technical bid containing requisite documents are to be sealed in separate envelope and marked appropriately.
14. The financial bid shall contain exactly similar offered bill of material included in the technical bid but with full details on the rates, total cost. Only one copy of financial bid duly signed and stamped is to be sealed in a separate envelope and marked accordingly.
15. Both technical & financial bids in respective sealed envelopes are to be further sealed in an envelope and should be superscripted at the top as:

“Tender for Selection of an agency at Social Media Communication Hub for services related to 24x7 function, operation and maintenance for new media wing of ministry of Information & Broadcasting, Govt. of India and supply, installation, testing and commissioning of hardware, software, networking.

.” against tender enquiry no. BECIL/Social Media/MIB/01 Dated 03-12-2015, so as to reach BECIL on or before 1200 Hrs on 23-12-2015.

16. The tender has to be addressed to

The Chairman & Managing Director
Broadcast Engineering Consultants India Ltd,
C-56 A/17, Sector -62, Noida 201 307
Tel: 0120-4177850
Fax: 0120-4177879

and the delivery of the same must be ensured at this office before 1200 hours on 23-12-2015.

B.ENCLOSURES

1.	EVENT COVERAGE
	- Video recording and photography of various events: This includes media briefings, press interactions; visit of foreign delegations and summits; seminars and conferences; Film festivals; Minister's Speech and any other event as specified from time to time.
	- Live Coverage of the event
	- Live Telecast/Webcast Unit
	- Scope of Multi-Camera Setup with on- the-location PCR facilities (should be able to make it available as and when required)
	- Multiple FCP Editing
	Number of such events on average varies between 35-40 per month throughout the country on 24 x 7 basis; however it is not binding upon Ministry of Information and Broadcasting to restrict the number of events within this range
2.	REPACKAGING OF THE CONTENT
	- Repackaging of the content (videos and photographs) into suitable formats (video packages and others)
	- Scripting, voicing and editing of videos capsule & uploading same on the social media platforms
	-Designing of graphics, cartoons, smart art, animation, story , audio/video and photo editing etc.
	-Any other video/capsule provided by new media wing of ministry of Information & Broadcasting as and when required to be uploaded on the social media platforms.
3.	CONTENT WRITING
	- Creative content writers for various Social Media platforms such as Blog, Twitter, facebook, YouTube etc.

	- Blog Writers
4.	UPLOADING OF CONTENT ON SOCIAL MEDIA PLATFORMS
	- Uploading of repackaged and creative content on various social media platforms such as facebook, YouTube, blog, twitter etc.
	- Uploading videos from Doordarshan files and audios from Vivid Bharti, graphics plates for facebook, live steaming, photo shoots, descriptions and tags for videos, updating Google plus account of MI&B
	- Real time uploading of content
5.	PRE AND POST PRODUCTION SUPPORT
	- Any kind of support with regard to content development for Social Media Platforms Pre and post coverage of any event
	- The agency should provide technical support 24 x 7 for maintenance of Ministry's various Social Media Platforms through in-house staff.
	- A small team of professionals preferably stationed in the premises of New Media Wing of Ministry of Information & Broadcasting.
6.	STORAGE OF CONTENT
	- Storage of raw footages/ content and processed content (video packages) etc. For the purpose of archive in digital formats.
	- Availability of content for atleast 180 days.