

# Empanelment of Vendors For 'Film Production Houses For TVCs'

## 1. Introduction

1.1 M/s Stark Communications Pvt Ltd has been mandated the creative's duties including Marketing, Media and Promotions of Dept. of Tourism, Government of Karnataka. With regards to the same, M/s Stark Communications Pvt Ltd wishes to empanel vendors for the execution/implementation of the identified tasks for an initial period of 2 years (the "Service") in the **'Film Production Houses For TVCs'** category:

1.2 The scope of services to be provided by the Agency as described below is general but is not exhaustive i.e. does not mention the entire incidental services required to be carried out. The services shall be provided all in accordance with true intent and meaning, regardless of whether the same may or may not be particularly described, provided that the same can be reasonably inferred there from.

1.3 M/s Stark Communications Pvt Ltd invites for empanelment of the eligible Film Production houses/ agencies fulfilling the eligibility criteria as specified in this Empanelment document for the Services to be rendered for Department of Tourism, Government of Karnataka.

1.4 M/s Stark Communications Pvt Ltd shall upon evaluation of the submissions made by the interested Agencies and after considering all relevant factors, finalize and constitute an Empanelment of minimum 3 Agencies for participation in the next stage.

1.5 The Agencies empanelled in accordance with this Document will be subsequently invited to submit their creative treatment, script, story board and quotations/ costings to undertake and perform the Services with respect to each of the Department of Tourism films, TVCs, documentaries, etc proposed.

## 2. Scope of work: The selected agency shall perform the following activities/tasks but not limited to

### *a) Scripting:*

The agency shall create a script depending on the brief/ requirement given by M/s Stark Communications Pvt. Ltd./ Department of Tourism and submit within prescribed time. The script should be easily executable within estimated budget.

### *b) Storyboard:*

Once the script is approved, the agency shall provide storyboards (digital) for approval before going for shooting.

### *c) Production:*

The agency shall take all necessary arrangements and permissions with the help of Department of Tourism much before the shooting. The agency shall arrange all necessary equipment, models and technicians with proper release contracts and insurances, if any.

*d) Editing and output:*

The agency shall edit and provide output in formats and capsules as required by M/s Stark Communications Pvt. Ltd./ Department of Tourism

### **3. Submission of Proposals:**

3.1 The interested Applicants meeting the eligibility criteria mentioned in clause 5.1 (Prequalification Criteria) may submit their application along with the requisite documents in sealed envelope (marked as **proposal for Film Production Houses for TVCs**) which will be dropped in the tender box placed in the Office of the Department of Tourism, No.49, 2nd Floor, Khanija Bhavan, Race Course Road, BANGALORE - 560 001, **up to 1500 hours on 10<sup>th</sup> May 2017** The tenders received by Post/e-mail or any other mode, other than in person submission shall not be considered for evaluations and no such claims will be entertained.

3.2 For any queries/ clarifications, please mail to [patodirectortourism@gmail.com](mailto:patodirectortourism@gmail.com)

### **4. Opening of Proposal**

The proposal will be opened by the Client or his authorized representative in his office at **1530 hours on 11<sup>th</sup> April 2017** in presence of such agencies or their authorized representative who may choose to be present.

### **5. Evaluation of Proposals**

A two-stage procedure will be adopted in evaluating the proposals i.e prequalification and award of marks. The technical proposals will be evaluated using the following criteria:

#### **5.1 Prequalification Criteria:**

The Applicants must read carefully the minimum conditions of eligibility/ the Conditions of Eligibility provided herein. Applications of only those Applicants who satisfy the following Conditions of Eligibility will be considered for evaluation.

1. The Applicant should be a "Single Business Entity". A Single Business Entity shall mean
  - A company incorporated under Companies Act, 1956/2013. If so furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
  - A sole proprietorship firm registered under the Proprietorship Act, 1908. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years
  - Partnership firm registered under the Indian Partnership Act, 1932. If so furnish a copy of the IT returns for the last three financial years, copy of the registration certificate under the registrar of firms and a copy of the partnership deed

- Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years
2. The Applicant should have an office in Bengaluru. Documentary support such as copy of the latest telephone bills, ownership/lease/rental agreement or any other documentary proof has to be submitted for having an office in Bengaluru .In case the selected agency does not have an office in Bengaluru then, within 30 days of issuance of letter of award shall establish a branch office in Bengaluru.
  3. The Applicant should not be barred from performing any service by any Government body/ judiciary (local/ state/ central). It should have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project/provision of service or contract nor have had any contract terminated for breach by such Applicant.
  4. The Applicant should demonstrate financial capacity of having a minimum Average Annual Turnover of at least Rs. 20,00,00,000/- (Rupees Twenty Crores Only) each for a completed financial year preceding the Application Due Date (i.e FY 2013-14, 2014-15, 2015-16).
    - Financial Capacity of parent/subsidiary/associate company (ies) of the Applicant would not be considered for the purpose of evaluation
    - Audited annual financial statements for the financial year i.e FY 2013-14, 2014-15, 2015-16 to be attached
    - Certificate from an Independent/ Statutory Auditor to be attached

**5. Experience:**

The agency should also mention sufficient experience in production of minimum 3 TVCs. (Proof of work orders/ completion certificate and TVCs in soft copy would have to be attached)

The agencies meeting the requisite pre qualification criteria shall be considered for further evaluation and awarding of marks.

## 5.2 Evaluation of Experience of the Applicant

Sl No	Parameter	Criteria	Marks
1	Annual Avg Turnover (2013-14, 2014-15, 2015-16)	At least 20 Crores = 10 marks. More than 20 Crores = 2.5 marks for each additional 2 crores subject to the maximum of 10 marks	20
2	Experience (Value of assignment (in Rs) - Min 1 Crore) (2013-14, 2014-15, 2015-16)	Experience of producing TVCs, films Less than 5 = 0 marks At least 5 = 10 marks More than 5 = 5 marks for each additional TVCs subject to the maximum of 10 marks	20
3	Experience (2013-14, 2014-15, 2015-16)	Experience of producing TVCs for tourism related clients At least one TVC depicting Tourism = 10 marks 10 marks for each additional TVC depicting Tourism subject to the maximum of 20 marks	30
4	Awards	International = 20marks National = 5 marks Local = 5 marks	30

## 6. Short-listing

### 6.1 Empanelment of minimum 3 Agencies for participation in the next stage.

After the evaluation of proposals as per terms of reference of this empanelment Document, the Applicants scoring the highest score would be ranked in the descending order and the Authority would announce the list of short-listed Applicants, who will be eligible for empanelment and participation in the next stage. M/s Stark Communications Pvt Ltd will not entertain any query or clarification from Applicants who fail to be empanelled.

6.2 For the production of TVCs proposed, the Empanelled Agencies will be invited to make a presentation and subsequently submit their financial offer for providing the services in the next stage. The selection process in the next stage shall be through request for Proposal based on Quality Cost Based Selection (QCBS) adopting a Technical: Financial score of 80:20

7. M/s Stark Communications Pvt Ltd reserves the right to seek original documents for verification of any of the documents or any other additional documents upon opening of the Applications.

8. Notwithstanding anything contained in this Document, Stark Communications Pvt Ltd reserves the right to accept or reject any Application and to annul the Empanelment Process and reject all Applications, at any time without any liability

or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof with consent of DoT.

**9. Formats to be submitted:**

The agency must submit the below formats.

- Form 1 – Letter of Intent
- Form 2 – Details of Applicant
- Form 3 – Experience of Applicant
- Form 4 – Financial Capacity

**Form I – Letter of Proposal**  
(In the letterhead of the applicant)

Date:

To,  
Stark Communications Pvt Ltd  
1142, 1<sup>st</sup> Cross, 12<sup>th</sup> Main, HAL 2<sup>nd</sup> Stage,  
Indiranagar  
Bengaluru 560008

Dear Sir,

**Sub: Proposal for “Empanelment Of Vendors (Production House) For Assisting The Creative Agency For The Promotion Of Department of Tourism”**

1. With reference to your RFP document dated 1<sup>st</sup> April 2017, We, having examined the Documents and understood their contents, hereby submit our Proposal for the aforesaid Service. The Proposal is unconditional and unqualified.
2. All information provided in the Proposal and in the Appendices is true and correct.
3. We shall make available any additional information it may find necessary or require to supplement or authenticate the Bid.
4. We acknowledge the right of Department of Tourism, GoK/ Stark Communications Pvt Ltd to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We understand that you may cancel the Selection 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 Services, without incurring any liability to the Bidders.
6. 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 Department of Tourism, GoK/ Stark Communications Pvt Ltd in connection with the selection of the Bidder, or in connection with the Selection Process itself, in respect of the above mentioned activities and the terms and implementation thereof.

7. We agree and undertake to abide by all the terms and conditions of the Bidding Document.

In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date:

(Signature)

Place:

Name and designation of the  
Authorised signatory)

Name and seal of Bidder

**Form 2- Details of Bidder**  
(In the letterhead of the applicant)

Name of the Applicant	:	
Status of Applicant	:	Company/ Sole Proprietorship/ Partnership
Address of the corporate headquarters and its branches	:	
Income Tax PAN No.	:	
Service Tax/ Sales/ VAT Registration No	:	
Experience (in years)	:	
Manpower Details	:	
Details of any law suits in India/ Abroad	:	

1. Brief description of the Company including details of its main lines of business and proposed role and responsibilities in this Project.

2. Particulars of the Authorised Signatory of the Bidder:

- a) Name :
- b) Designation :
- c) Company :
- d) Address :
- e) Phone Number :
- f) Email :
- g) Fax Number :



Note:

Please attach the relevant documents as below

- A company incorporated under Companies Act, 1956/2013. If so furnish copy of the certificate of incorporation and memorandum of association as a proof of identity.
- A sole proprietorship firm registered under the Proprietorship Act, 1908. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years
- Partnership firm registered under the Indian Partnership Act, 1932. If so furnish a copy of the IT returns for the last three financial years, copy of the registration certificate under the registrar of firms and a copy of the partnership deed
- Limited Liability Partnership Firm registered under Limited Liability Partnership Act, 2008. If so furnish copy of the registration certificate, Sales/VAT registration/Service tax or IT returns for the last three financial years
- A copy of the latest telephone bills, ownership/lease/rental agreement or any other documentary proof of address for communication.
- Income Tax PAN
- Service Tax/ Sales/ VAT Registration certificate

**Form 3 – Experience of the Bidder**  
For Assignments during 2013-14, 2014-15, 2015-16

(In the letterhead of the applicant; separate forms for each assignment)

Name of the Assignment	
Name of the Client	
Address of the Client and contact details	
Value of the Assignment (in Rs)	
Date of commencement of Service	
Date of completion of Service	

Note:

- Proof of work orders/ completion certificate and TVCs in soft copy would have to be attached

**Form 4 – Financial Capacity/ Turnover**  
2013-14, 2014-15, 2015-16  
(In the letterhead of the applicant)

<b>Type of Bidder</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>Total</b>
Company/ Sole Proprietor / Limited Liability Partnership Firm				

Note:

- Financial Capacity of parent/subsidiary/associate company (ies) of the Applicant would not be considered for the purpose of evaluation
- Audited annual financial statements for the financial year i.e FY 2013-14, 2014-15, 2015-16 to be attached
- Certificate from a Independent/ Statutory Auditor to be attached