

## Detailed EoI Document for Empanelment of Creative Agency

### Expression of Interest

Mukhyamantri Laghu Evam Kutir Udyam Vikas Board invites Expression of Interest (EoI) for empanelment of Creative Agencies on annual rate contract basis for HD Photography, Video Film making and developing E-Catalogue for Bamboo Artisan Conclave, 2019 at Dumka, Jharkhand and other events/locations across Jharkhand associated with cottage and rural industries.

Interested agencies may submit sealed EoIs in two parts viz. technical and financial parts as per the following schedule:

#### **Date Schedule:**

<b>Date of EoI document publication</b>	<b>18.07.2019</b>
<b>Pre-EoI Meeting to be held at Chamber of Secretary Industries, MDI Building, Project Bhawan, Ranchi</b>	<b>24.07.2019 at 11.45 am</b>
<b>Last date of Submission of EoI</b>	<b>02.08.2019 up to 3.00 pm</b>
<b>Date &amp; time for opening of EoI</b>	<b>02.08.2019 at 4.00 p.m.</b>

Detailed EoI document may be procured from the office of the MMLKUVB or downloaded from [www.mmlkuvb.jharkhand.gov.in](http://www.mmlkuvb.jharkhand.gov.in)

The Board reserves the right to withdraw/amend the EoI without any notice or assigning any reason.

#### **Scope of Work:**

Creative Content Development in context to rural and cottage enterprises across Jharkhand

- Development of HD photo bank
- Development of E- Catalogue for various events, website, etc.
- Development of Short Video Films (60/90/120 seconds)

#### **Technical Specifications:**

<b>Sl. No.</b>	<b>Work Description</b>
01.	<p><b>Photography for Development of HD photo bank:</b> The agency to create / share all photographs developed that may be used at any point of time by the department. All images shall be of high resolution that can be utilised for printing / publishing /editing. (To be uploaded on a dedicated website to be managed by the agency, e-commerce website for product sales/promotion and available for downloads for at least one year or to be made available on hard disk /cd / dvd / pen drive) Photography Resolution: HD resolution, High Quality Image that can be use for large banners as well as brochures.</p> <p><b>A). Minimum of 100 raw images to be taken and 25 HD edited images per location / event to be uploaded to the photo bank. Additional images will be paid on rate basis calculated on minimum quantity.</b></p> <p><b>B) For each Product, as per requirement of e-commerce website to be Photographs and it should be delivered in upload able format in e-commerce websites</b></p>

02.	<p><b>Development of Short Video Films (60/90/120 seconds)</b></p> <p>The agency will develop short films with Colour Correction, VFX/Special Effects, 2D Animation, Voice Over (Hindi/English) on events and locations as specified by the department. Video Quality Full HD. High Quality Drone Camera may be used wherever required. The films duration will be specified as mentioned above prior to allotment of work order.</p>
03.	<p><b>Development of E- Catalogue for various events, website, etc.</b></p> <p>The agency to design and develop creative content for e-brochure for various Product Ranges/ events / locations that can be published over print and electronic media. The agency to provide a minimum of three designs per event / location /Product Range of which one shall be shortlisted. The agency to share and collaborate with the department/ agency/private sector entity for better understanding and development of such materials. Resolutions for these catalogues to be same as mentioned above. PDF and Open files to be provided by the agency. These E-catalogues should have Mobile, Tab and desktop views.</p>

### Terms and Conditions

#### Interested agencies to adhere to following terms and conditions or else their EoI will be disqualified

1. Covering Letter on Letter Head of the Bidder (Format present as Annexure-I and II)
2. EoI fees (non-refundable) in the form of Demand Draft for Rupees Two Thousand Only in favour of “Mukhyamantri Laghu Evam Kutir Udyam Vikas Board” payable at Ranchi and drawn on any nationalised bank
3. PAN
4. GST
5. SSI/NSIC/MSME Registration Certificate (If applicable)
6. Experience Documents last three years pertaining to similar work by other government departments.
7. Audited Balance Sheet, ITR for last 3 years and not required in case of MSE as per Jharkhand Procurement Policy, 2014.
8. Interested agency will quote as per the table in Financial Part. (Format present as Annexure-III)
9. Rate has to be given for 60/90/120 seconds of video film.
10. Rate has to be given for at least 100 photographs per event/ location/ Product Range along with 25 HD edited photos.
11. Photographs should be of high resolution and quality that can be used for large banners.
12. The rates quoted will be exclusive of all taxes and duties.
13. Validity of rates and offer should be 12 months from the date of opening of EOI
14. Colour Correction, VFX/Special Effects, 2D Animation, Voice Over (Hindi/English) may be required.
15. Video Quality Full HD.
16. High Quality Drone Camera may be used wherever required.
17. Work order shall be reserved for L1 agency and other agencies may be empanelled with the Mukhyamantri Laghu Evam Kutir Udyam Vikas Board on L1 rates who are technically qualified as per requirement of Board.
18. Prior to awarding work order successful agency or agencies will have to give a concept presentation on their understanding and execution of work.
19. All documents to be typed, printed as per format, duly stamped and self-certified as true copy (for photocopies)

20. The EOI inviting authority reserves the right to cancel the EOI, reject all EOIs at any point of time without assigning any reason.
21. Jurisdiction for any disputes arising out of the EOI will be Ranchi, Jharkhand.
22. MSEs of Jharkhand shall have exemptions /facilities as per Jharkhand Procurement Policy, 2014.

**Mode of Submission of Eoi:**

Interested agencies shall submit their Eoi document in two parts in two separate envelopes, the first to be super scribed as – Technical Part for “Empanelment as Creative Agency”

The second envelope to be super scribed as – Financial Part for “Empanelment as Creative Agency”. Both the envelopes to be put together in a third envelope to be super scribed as:

“Eoi - Empanelment as Creative Agency”  
Eoi Ref No.....Due Date of Submission.....

Eoi to be addressed to:

The CEO,  
Mukhyamantri Laghu Evam Kutir Udyam Vikas Board,  
4<sup>th</sup> Floor, Udyog Bhawan, Ratu Road, Ranchi – 834 001

Contact details:- In case of queries please contact the following :-

Mobile no. 9262219999, e-mail- [contact.cmlaghukutir@gmail.com](mailto:contact.cmlaghukutir@gmail.com)

**Covering Letter Format**

To,

The CEO,

MMLKUVB, Ranchi

Sub: EoI - Empanelment as Creative Agency annual rate contract basis for HD Photography, Video Film making and developing E-Catalogue

Dear Sir,

Please find enclosed our EoI documents as per the subject matter.

We have fully understood the terms and conditions of the EoI and shall abide by them.

All information provided by us are true, any information furnished found to be untrue will result in disqualification and any legal action may be pursued by the tender inviting authority thereof.

We also understand that the tender inviting authority reserves the right to cancel the entire tender or disqualify our bid at any point of time without assigning any reason.

Signature of Agency:

Name of Agency:

Seal of Agency:

Date:

**Performa1 -(Technical Bid)**

1. Name of the Agency  
(Company / Firm) :
2. Nature of the Company  
(Proprietorship/Partnership/Pvt. Ltd.  
Company/Any other firm) :
3. Name of proprietor / Director of the  
Company/Firm/Agency :
4. Address with telephone no., fax no. &  
E-mail Id :
5. Details of registration :
6. Income Tax Permanent A/C No. (PAN) of the firm :
7. GSTIN (as applicable):
8. Audited Accounts of Past Three Years :

Date .....

(Signature of the Agency  
with designation and Official Seal)

**Financial - Part Format**

To,  
The CEO,  
MMLKUVB,  
Ranchi

Sub: Sub: EoI - Empanelment as Creative Agency annual rate contract basis for HD Photography, Video Film making and developing E-Catalogue – Financial Part

Dear Sir,

Please find below rates as per the subject matter:

**Financial Bid**

<b>Sl.No.</b>	<b>Work Description</b>	<b>Rate in Rs./- (Excluding all Taxes and duties)</b>		
01.	<p><b>Photography for Development of HD photo bank:</b> The agency to create / share all photographs developed that may be used at any point of time by the department. All images shall be of high resolution that can be utilised for printing / publishing /editing. (To be uploaded on a dedicated website to be managed by the agency and available for downloads for at least one year or to be made available on hard disk /cd / dvd / pen drive) Photography Resolution Minimum: 5760X3840 pixel</p> <p><b>A) Minimum of 100 raw images to be taken and 25 HD edited images per location / event to be uploaded to the photo bank</b></p>			
	<p><b>B) For each product, As per requirement of e-commerce website products to be photographs and it should be delivered in up loadable format in e-commerce website. Price per product</b></p>			
02.	<p><b>Development of Short Video Films (60/90/120 seconds)</b> The agency will develop short films with Colour Correction, VFX/Special Effects, 2D Animation, Voice Over (Hindi/English) on events and locations as specified by the department. Video Quality</p>	Sl. No.	Video film duration	
		1	60 sec.	
		2	90 sec.	

	minimum Full HD (1920X1080) pixel. High Quality Drone Camera may be used wherever required. The films duration will be specified as mentioned above prior to allotment of work order.	3	120 sec.	
<b>03.</b>	<b>Development of E- Catalogue for various events, website, Product Rang etc.</b> The agency to design and develop creative content for e-brochure for various events / locations that can be published over print and electronic media. The agency to provide a minimum of three designs per event / location of which one shall be shortlisted. The agency to share and collaborate with the department for better understanding and development of such materials. Resolutions for these catalogues to be same as mentioned above.PDF and Open files to be provided by the agency. These E-catalogues should have Mobile, Tab and desktop views.	Sl. No.	e-catalogue description	
		1	Single page	
		2	Double page	
		3	Four pages	
		4	Eight pages	
		5	Sixteen pages	
		6	Thirty two pages	

Signature of Bidder:

Name of Bidder:

Seal of Bidder:

Date: