

## Detailed Eol Document for Empanelment of Creative Agency

### Expression of Interest

Jharkhand Mati Kala Board invites Expression of Interest (Eol) for empanelment of Creative Agencies on annual rate contract basis for HD Photography, Video Film making and developing catalogue/e-catalogue for events across Jharkhand associated with cottage and rural industries.

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

#### **Date Schedule:**

Date of Publication of Eol document	18.11.2021
Eol Document download start date	18.11.2021
Submission start date	19.11.2021
Last date of Submission of Eol	03.12.2021
Date & time for opening of Eol	06.12.2021

Detailed Eol document may be procured from the office of the Jharkhand Mati Kala Board or downloaded from [jharkhandindustry.gov.in](http://jharkhandindustry.gov.in)

The Board reserves the right to withdraw/amend the Eol 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 Catalogue/E- Catalogue for various events, website etc.

Development of Short Video Films (60/90/120 seconds)

#### **Technical Specifications:**

Sl. No.	Work Description
1.	<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) <b>Photography Resolution: HD resolution, High Quality Image that can be use for large banners as well as brochures.</b></p> <p>A). Minimum of 200 raw images to be taken and 100 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)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</p>

2.	<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>
3.	<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>
4.	<p><b>Development of Catalogue for various events.</b></p> <p>The agency to design and develop creative content for brochure for various Product Ranges/ events / locations that can be published over print 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 catalogue should have the following specifications:</p> <ul style="list-style-type: none"> <li>• Both side Multicolour printing on 250 GSM art board</li> <li>• 24 X 22 cm</li> <li>• Center stitch with all pages</li> <li>• Matte finish lamination</li> </ul>

## 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 One Thousand Only in favour of "Jharkhand Mati Kala Board" payable at Ranchi and drawn on any bank in Ranchi.
3. The firm/agency must be registered in Jharkhand and must have an office in Jharkhand.(Proof of same must be submitted)
4. PAN
5. GST
6. SSI/NSIC/MSME Registration Certificate (If applicable)
7. Experience Documents last three years pertaining to similar work by other government departments.
8. Audited Balance Sheet, ITR for last 3 years i.e from FY 2018-19 and not required in case of MSME as per Jharkhand Procurement Policy, 2014.
9. UAM/Udyog Aadhar must be duly verified by the concerned DIC.

10. Interested agency will quote as per the table in Financial Part. (Format present as Annexure-III)
11. Rate has to be given for 60/90/120 seconds of video film.
12. Rate has to be given for at least 200 raw photographs per event/ location/ Product Range along with 100 HD edited photos.
13. Photographs should be of high resolution and quality that can be used for large banners.
14. The rates quoted will be exclusive of all taxes and duties.
15. Validity of rates and offer should be 12 months from the date of opening of EOI.
16. Colour Correction, VFX/Special Effects, 2D Animation, Voice Over (Hindi/English) may be required.
17. Video Quality Full HD.
18. High Quality Drone Camera may be used wherever required.
19. Work order shall be reserved for L1 agency and other agencies may be empanelled with Jharkhand Mati KalaBoard on L1 rates who are technically qualified as per requirement of Board.
20. Prior to awarding work order successful agency or agencies will have to give a concept presentation on their understanding and execution of work.
21. 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. MSMEs of Jharkhand shall have exemptions /facilities as per Jharkhand Procurement Policy, 2014.

**Mode of Submission of Eol:**

**Interested agencies shall submit their Eol 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:**

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

**Eol to be addressed to:**

**The Managing Director-cum-Chief Executive Officer,  
Jharkhand Mati Kala Board,  
3rd Floor, Udyog Bhawan, Ratu Road, Ranchi – 834 001**

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

**Mobile no. 9102467777, e-mail- jhmatikalaboard@gmail.com**

**Covering Letter Format**

**To,**

**The MD-cum-CEO,  
Jharkhand Mati Kala Board,  
Ranchi**

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

**Dear Sir,**

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

We have fully understood the terms and conditions of the Eol 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**
  
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: Eol - Empanelment as Creative Agency annual rate contract basis for HD Photography, Video  
Film making and developing Catalogue/E-Catalogue – Financial Part**

**Dear Sir,**

**Please find below rates as per the subject matter:**

Sl.no.	Work Description	Rate in Rs./- (Excluding all Taxes and duties)		
1.	<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 pixels.</p> <p>A) Minimum of 200 raw images to be taken and 100 HD edited images per location / event to be uploaded to the photo bank 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.</p>			
2.	<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 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.</p>	Sl.no.	Video Film duration	
		1.	60 sec.	
		2.	90 sec.	
		3.	120 sec.	
3.	<p><b>Development of E- Catalogue for various events, website, Product Range 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.</p>			

4.	<p><b>Development of Catalogue for various events.</b></p> <p>The agency to design and develop creative content for brochure for various Product Ranges/ events / locations that can be published over print 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 catalogue should have the following specifications:</p> <ul style="list-style-type: none"> <li>• Both side Multicolour printing on 250 GSM art board</li> <li>• 24 X 22 cm</li> <li>• Center stitch with all pages</li> <li>• Matte finish lamination</li> </ul>	Sl.no.	Catalogue description	
		1	Single Page	
		2	Double page	
		3	Four pages	
		4	Eight Pages	
		5	Sixteen pages	
		6	Thirty Two pages	
		7.	Fifty pages	

**Signature of Bidder:**

**Name of Bidder:**

**Seal of Bidder:**

**Date:**

<b>CHECK LIST</b>			
<b>SL.No.</b>	<b>Description</b>	<b>Conditions/Compliance</b>	<b>Page no.</b>
1.	Covering letter(on the letter head of the bidder) as Annexure-I & II	Must	
2.	Eoi fees (non-refundable) in the form of Demand Draft for Rupees One Thousand Only in favour of "Jharkhand Mati Kala Board" payable at Ranchi and drawn on any bank in Ranchi.	Rs.1,000.00	
3.	Signature in all pages with office seal	Must	
4.	Firm Registration Certificate	Must	
5.	GST Registration Certificate	Must	
6.	PAN Card	Must	
7.	SSI/NSIC/MSME Registration Certificate (if applicable)		
8.	UAM/Udyog Aadhar duly verified by concerned DIC	Must	
9.	ITR Returns last 3 years	Must	
10.	Audited Balance Sheet, ITR for last 3 years i.e from FY 2018-19 and not required in case of MSME as per Jharkhand Procurement Policy, 2014.	Must	
11.	Profit and Loss Statement duly certified by Chartered Accountant(for three years from FY 2018-19)	Must	
12.	Experience Documents last three years pertaining to similar work by other government departments.	Must	
13.	Prices to be quoted in Indian rupees	Must	
14.	Validity of rates and offer should be 12 months from the date of opening of EOI	12 months	
15.	Bidders not submitted their bids as per the above formats	Liable to be rejected	

**Signature of Bidder:**

**Name of Bidder:**

**Seal of Bidder:**

**Date:**