

निविदा प्रपत्र
परियोजना प्रबन्धन इकाई,
स्वजल परियोजना, उत्तराखण्ड
प्रथम तल इन्स्टीट्यूशन ऑफ इन्जिनियर्स भवन
अपोजिट आई0एस0बी0टी0, देहरादून।

मूल्य- ₹ 200.00
वैट - ₹ 28.00

कुल धनराशि- ₹ 228.00

1. निविदा प्रपत्र क्रय करने की अन्तिम तिथि दिनांक:- 20 नवम्बर, 2015 (अपरान्ह 2:00 बजे तक)

2. मुहरबन्द निविदा जमा करने की अन्तिम तिथि दिनांक:-20 नवम्बर, 2015 (अपरान्ह 3:00 बजे तक)

3. मुहरबन्द निविदा खुलने की तिथि दिनांक:- 20 नवम्बर, 2015 (अपरान्ह 3:30 बजे)

निदेशक
स्वजल परियोजना, उत्तराखण्ड।

1. निविदा सूचना

परियोजना प्रबन्धन इकाई, स्वजल परियोजना, देहरादून, उत्तराखण्ड द्वारा निर्मल भारत के अन्तर्गत एक डाक्यूमेंट्री फिल्म (अंग्रेजी एवं हिन्दी भाषा) तथा तीन विज्ञापन फिल्मों (हिन्दी, गढ़वाली एवं कुमाऊनी भाषा) का निर्माण किया जाना प्रस्तावित है। अतः उक्त कार्य करने वाली इच्छुक एजेन्सियों/फर्मों/प्रतिष्ठानों से मुहरबन्द निविदा दिनांक 20 नवम्बर, 2015 को अपराह्न 3:00 बजे तक आमंत्रित की जाती है, जो दिनांक 20 नवम्बर, 2015 को अपराह्न 3:30 बजे निविदा समिति के सम्मुख निविदादाताओं अथवा उनके अधिकृत प्रतिनिधियों (जो उपस्थित होना चाहें) की उपस्थिति अथवा अनुपस्थिति दोनों की दशा में खोल दी जायेगी।

निविदा प्रपत्र के दो भाग होंगे। पहला भाग तकनीकी बिड (प्रपत्र-1 तथा प्रपत्र-3-टी0ओ0आर0 देखें।) दूसरा भाग वित्तीय बिड (प्रपत्र-2) कहलायेगा। वित्तीय बिड में केवल निविदा की दरों से सम्बन्धित अभिलेख रखे जायेंगे। नियम एवं शर्तों में उल्लिखित अन्य समस्त वांछित अभिलेख तकनीकी बिड में रखे जायेंगे। तकनीकी तथा वित्तीय बिड को पृथक-पृथक मोहरबन्द लिफाफों में रखना होगा। इनके ऊपर क्रमशः तकनीकी बिड तथा वित्तीय बिड लिखा होना चाहिये। तकनीकी बिड एवं वित्तीय बिड के लिफाफों को एक बड़े मोहरबन्द लिफाफे में रख कर, बन्द कर जमा किया जायेगा। इस लिफाफे के उपर डाक्यूमेंट्री फिल्म एवं विज्ञापन फिल्मों हेतु निविदा तथा निविदादाता का नाम व पता स्पष्ट अक्षरों में लिखा होना चाहिये। निविदा मूल्यांकन हेतु गठित समिति द्वारा पहले तकनीकी निविदा का मूल्यांकन किया जायेगा। जो निविदादाता तकनीकी रूप में सफल पाये जायेंगे केवल उन्हीं निविदादाताओं की वित्तीय बिड खोली जायेगी।

उपरोक्त निर्माण हेतु इच्छुक फर्म/प्रतिष्ठान निविदा प्रपत्र दिनांक 20 नवम्बर, 2015 से दिनांक 20 नवम्बर, 2015 तक किसी भी कार्य दिवस में प्रातः 10:00 से 3:00 बजे तक ₹ 200.00 (₹ दो सौ मात्र) + वैट 14.00 प्रतिशत अतिरिक्त) स्वजल, पी0एम0यू0, देहरादून में जमा करने के उपरान्त लेखानुभाग से प्राप्त कर सकते हैं। निविदा प्रपत्र को बेवसाईट <http://swajal.uk.gov.in> से भी डाउनलोड किया जा सकता है। डाउनलोड की गयी निविदा परियोजना में जमा करते समय ₹ 228.00 निविदा मूल्य (वैट सहित) का बैंक ड्राफ्ट निविदा के साथ जमा करना होगा। अधोहस्ताक्षरी को बिना कारण बताये समस्त निविदायें निरस्त करने का पूर्ण अधिकार होगा। निविदा खुलने की तिथि को अवकाश होने पर निविदायें अगले कार्य दिवस में खोली जायेंगी।

निदेशक
स्वजल परियोजना, उत्तराखण्ड।

डाक्यूमेंट्री एवं विज्ञापन फिल्मों हेतु नियम एवं शर्तः-

परियोजना प्रबन्धन इकाई, स्वजल परियोजना, उत्तराखण्ड द्वारा डाक्यूमेंट्री एवं विज्ञापन फिल्मों का निर्माण किया जाना है, जिसकी शर्तें व विष्टितायें निम्नानुसार हैं:-

1. फर्म को सर्विस टैक्स या कॉमर्शियल टैक्स में पंजीकृत होना अनिवार्य है।
2. फर्म का विगत तीन वर्षों का टर्न ओवर न्यूनतम प्रतिवर्ष 20 लाख प्रत्येक वर्ष में पृथक-पृथक होना आवश्यक है, जिससे सम्बन्धित तीन वर्ष का टर्नओवर का विवरण चार्टर्ड एकाउण्टेंट से प्रमाणित कर उपलब्ध कराना होगा।
3. फर्म को विगत तीन वर्षों के आयकर रिटर्न का विवरण उपलब्ध कराना होगा।
4. डाक्यूमेंट्री फिल्मों एवं विज्ञापन फिल्मों के विस्तृत तकनीकी पक्षों को टी0ओ0आर0 में उल्लेखित प्रपत्र-3, बिन्दू-3 (Scope of the Assignment) के अनुसार निर्माण किया जाना है।
5. परियोजना द्वारा फर्म को दी गयी सूचनाओं एवं विषयवस्तु के अनुसार ही रचनात्मक फिल्म निर्माण किया जाना है जिसमें कॉपीराइट का उल्लंघन न किया गया हो। यदि त्रुटि होती है, तो उसका उत्तरदायित्व निर्माण फर्म का होगा तथा फर्म को कोई भुगतान नहीं किया जायेगा।
6. फिल्मों का निर्माण निविदा के साथ दिये गये प्रारूप प्रपत्र-2 पर मान्य होगा, इसमें प्रत्यक्ष व अप्रत्यक्ष कर भी सम्मिलित माने जायेंगे। यदि दर प्रस्तुत करने में नियमों का पालन नहीं किया जायेगा तो सम्बन्धित फर्म की निविदा निरस्त समझी जायेगी।
7. जिस फर्म की दरें स्वीकृत की जायेगी, उसे फिल्म निर्माण का आदेश जारी किये जाने के अधिकतम 30 दिनों के अन्दर, फिल्मों का निर्माण कर परियोजना को आपूर्ति करनी होगी।
8. निविदा के साथ अर्नेष्ट मनी के रूप में 20000.00 (रु० बीस हजार मात्र) की धनराशि का बैंक ड्राफ्ट/सी0डी0आर0 निदेशक, परियोजना प्रबन्धन इकाई, स्वजल परियोजना, देहरादून, उत्तराखण्ड के नाम बन्धक हो को जमा करनी होगी, जो देहरादून में देय (Payable) हो।
9. सफल निविदादाता को अनुबन्ध के समय कुल कार्य मूल्य का 5 प्रतिशत धनराशि का डिमाण्ड ड्राफ्ट, निदेशक, परियोजना प्रबन्धन इकाई, स्वजल परियोजना, देहरादून, उत्तराखण्ड के पक्ष में बन्धक कर जमा कराना होगा। अर्नेष्ट मनी की धनराशि उक्त में समायोजित की जा सकती है तथा ₹ 100/ के स्टाम्प पेपर में अनुबन्ध हस्ताक्षरित करना होगा।
10. कार्य हेतु चयनित/स्वीकृत फर्म को रूपये 100 का नॉन ज्यूडिशियल स्टाम्प पेपर पर इस आशय का अनुबन्ध कराना होगा कि फर्म निविदा नियम व शर्तों के अनुरूप कार्य करेगी, ऐसा न करने पर जमानत की धनराशि जब्त की जायेगी।
11. फर्म को संलग्न टी0ओ0आर0 के अनुरूप समय-समय पर स्क्रिप्ट पर स्वीकृति लेनी आवश्यक होगी।
12. चयनित फर्म से कार्य कराये जाने के सम्बन्ध में अन्तिम निर्णय निदेशक, परियोजना प्रबन्धन इकाई, स्वजल परियोजना, देहरादून, उत्तराखण्ड का होगा, जो सभी को मान्य होगा।
13. किसी भी विवाद की दशा में प्रकरण को आर्बिटेटर को सन्दर्भित किया जायेगा जिसका निर्णय उभयपक्षों को मान्य होगा। समस्त प्रकरणों में न्यायिक क्षेत्र जनपद न्यायलय देहरादून होगा।
14. निविदादाता 60 दिनों तक स्वीकृत दर पर कार्य करने हेतु बाध्य होगा, अन्यथा जमानत धनराशि जब्त की जायेगी।
15. निर्माण सामग्री हेतु **FOR** कार्यालय निदेशक, परियोजना प्रबन्धन इकाई, स्वजल परियोजना, दि इन्स्टीटयूशन ऑफ इन्जीनियर्स बिल्डिंग प्रथम तल, ऑपोजिट आई0एस0बी0टी0, देहरादून होगा। इस स्थान पर आपूर्ति ली जायेगी।
16. निविदा को किसी भी समय बिना कारण बताये निरस्त करने का अधिकार निदेशक, परियोजना प्रबन्धन इकाई, स्वजल परियोजना, देहरादून, उत्तराखण्ड का होगा।
17. तकनीकी बिड के साथ निम्न आवश्यक अभिलेख/प्रमाण पत्र प्रस्तुत करना अनिवार्य है, जिनके बिना निविदा अस्वीकार की जायेगी-
 1. फर्म का पंजीकरण संख्या (व्यापार कर/सर्विस टैक्स विभाग द्वारा निर्गत)
 2. चार्टर्ड एकाउण्टेंट द्वारा सत्यापित फर्म का विगत तीन वर्षों का बैलेंस-शीट।
 3. फर्म का विगत तीन वर्षों के आयकर रिटर्न की प्रति।
 4. ब्लैक लिस्टेड न होने का शपथ पत्र (नोटरी से सत्यापित)

5. अर्नेस्ट मनी धनराशि का बैंक ड्राफ्ट/सीडीआर
 6. डाउनलोड किये गये फार्म हेतुरू 228/- का ड्राफ्ट।
 7. निविदा की शर्तों के प्रत्येक पृष्ठ में निविदादाता के हस्ताक्षर कर तकनीकी निविदा के साथ सलंगन किया जाना अनिवार्य होगा।
18. वित्तीय बिड निर्धारित प्रपत्र में ही दी जाये। निविदा में किसी भी अन्य स्थान पर यह दरें देने पर निविदा अस्वीकार कर दी जायेगी।

हस्ताक्षर निविदादाता

(प्रपत्र-1)

3. डाक्यूमेंट्री फिल्म, 03 विज्ञापन फिल्मों की आपूर्ति हेतु तकनीकी निविदा

1. फर्म का नाम :
2. फर्म का पता :
3. फर्म का कामर्शियल टैक्स में पंजीयन संख्या (छायाप्रति सलंगन करें) : (सलंगन है/नही)
4. पैन कार्ड (छायाप्रति सलंगन करें) : (सलंगन है/नही)
5. विगत तीन वर्षों में प्रत्येक वर्ष का पृथक-पृथक टर्न ओवर (चार्टर्ड एकाउण्टेण्ट द्वारा हस्ताक्षरित बैलेन्स शीट की छायाप्रति सलंगन करें) : (सलंगन है/नही)
6. विगत तीन वर्षों इन्कम टैक्स विवरणी की प्रति (छायाप्रति सलंगन करें) : (सलंगन है/नही)
7. ब्लैक लिस्टेड न होने से सम्बन्धित नोटरी द्वारा जारी शपथ पत्र : (सलंगन है/नही)
8. अर्नेष्ट मनी का विवरण : रू0 20000 / बैंक का नाम.....
.....
बैंक ड्राफ्ट संख्या.....
.....दिनांक.....
9. डाउनलोड किये जाने की स्थिति में निविदा प्रपत्र का मूल्य जमा किये जाने का विवरण : रू0 228 / बैंक ड्राफ्ट/सी0डी0आर0 संख्या.....दिनांक..
..... बैंक का नाम.....
10. निविदा की शर्तों के प्रत्येक पृष्ठ में हस्ताक्षर कर उसे सलंगन किये जाने की स्थिति : सलंगन है/नहीं है

(जो लागू न हो उसे काट दिया जाये)

प्रमाणित किया जाता है कि उपरोक्त विवरण मेरी जानकारी के अनुसार पूर्णतः सत्य है एवं कोई भी तथ्य मेरे द्वारा छुपाया नहीं गया है।

निविदादाता के हस्ताक्षर

सलंगनों की कुल संख्या:-

फर्म का नाम एवं पता.....

व्यापार कर पंजीयन संख्या.....

टेलीफोन नम्बर.....

(प्रपत्र-2)

4. डाक्यूमेंट्री फिल्म एवं विज्ञापन फिल्मों के निर्माण हेतु वित्तीय निविदा

निम्न विशिष्टताओं हेतु हमारी दरें निम्न हैं:-

क्र० सं०	फिल्मों के प्रकार	(दरें ₹ में)
1.	Documentary film (English and Transcript version in Hindi) – No. – 1 (Please refer TOR) (Duration – 15 to 20 Minutes only)	अंको में शब्दों में
2.	Jingle based TV Spot / Advt. films – No. - 3 (Please refer TOR) 1. TV Spot / Advt. in Hindi language with jingle based (Duration – 60 Seconds) 2. TV Spot / Advt. in Garhwali language with jingle based (Duration – 60 Seconds) 3. TV Spot / Advt. in Kumaoni language and jingle based (Duration – 60 Seconds)	अंको में शब्दों में अंको में शब्दों में अंको में शब्दों में

(उक्त दरें सभी प्रकार के प्रत्यक्ष व अप्रत्यक्ष करों को सम्मिलित करते हुये प्रति फिल्मों (एक डाक्यूमेंट्री फिल्म तथा तीन विज्ञापन फिल्म) के अनुसार प्रस्तुत की जावें।)

हम घोषणा करते हैं कि हमने निविदा की सम्पूर्ण शर्तें भली-भांति पढ़ ली हैं, एवं वह मुझे मान्य है तथा उक्त शर्तों के अधीन ही हम उक्त दरें प्रस्तुत कर रहे हैं।

निविदादाता के हस्ताक्षर

फर्म का नाम एवं पता.....

व्यापार कर पंजीयन संख्या.....

टेलीफोन नम्बर.....

निविदा क्रमांक.....

निविदा जारी करने वाले अधिकारी के हस्ताक्षर

Terms of Reference (ToR)

For Production of TV Spot and Documentary Films

1.0 Introduction

- 1.01** The Government of Uttarakhand is committed to empower the three tier Panchayati Raj Institutions (PRIs) as envisaged in the 73rd constitutional amendment Act in the Rural Water Supply and Sanitation (RWSS) Sector. The GoUA has prioritized RWSS as a key area of its development agenda in its Tenth Plan (FY 2002-07). The State Govt. has conceived vision with *“The rural local government in partnership with rural communities; shall plan, design, construct, operate and maintain their water supply and sanitation schemes; so that they get potable water and attain health and hygiene benefits; the Government of Uttarakhand and its sector institutions shall act as supporter, facilitator and co-financier and as per need shall provide technical assistance, training and cater for bigger construction works and sectoral contingencies”*. The Institutional, Legal and Financial changes have been brought in and Ultimate realization of the VISION.
- 1.02** The Govt. of Uttarakhand has received a credit (Credit No. 4232 IN) from the International Development Association-IDA (World Bank) towards the cost of Uttarakhand Rural Water Supply and Sanitation Project. The project is based on a **“Sector Wide Approach (SWAp)”** rather than a project specific basis. SWAp essentially represents an approach wherein “most significant public funding for the sector supports a single sector policy and expenditure program, under Govt. leadership, adopting common approaches across the sector, utilizing existing institutional systems and indigenous resources and progressing towards relying on Govt. procedures to disburse and account for all public expenditure, however funded.” To put it explicitly, SWAp means a state investment program to achieve the vision goals for the RWSS for the next 05 years. All funds including the IDA credit are under the same policy framework as well as operational rules for project cycle, procurement and disbursement.
- 1.03** The main objective of the Sector Program is to provide at least 40 LPCD water supplies to all Non-covered and Partially-covered habitations in the State of Uttarakhand. The water supply schemes shall be planned, designed, implemented, operated and maintained by village communities with the support from Gram Panchayats. Besides this, to accelerate the efforts to achieve universal sanitation coverage and to put focus on Sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. SBM-G is currently being implemented in all the districts of the State. SBM-G components include Start-up activities, IEC Activities, Capacity Building, construction of Individual Household Latrines, Community Sanitary Complexes, Solid Liquid waste Management Activity, Availability of sanitation material- through Rural Sanitary marts production centers self-help groups , Provision of revolving fund in the district, Micro Financing of construction of toilets, Equity and inclusion and administrative charge. SBM is mainly based on interpersonal communication, which involves efforts to disseminate sanitation related messages through Information Education & Communication (IEC) activities at the GP, Block Panchayat and Zila Panchayat Level. Conservation and protection of Water Sources and Water Quality, Rain Water Harvesting practices and promoting good health & hygiene practices are other important aspects of this programme which need people’s involvement

- 1.04** The Department of Drinking Water (DDW), Government of Uttarakhand (GoUK) and the Secretariat of State Water and Sanitation Mission (SWSM) are responsible for implementation of the project and for overseeing the overall GoUK sector program. PMU is the Secretariat of the SWSM. At the district level, District Water and Sanitation Mission (DWSM) with the assistance of District Water and Sanitation Committee (DWSC), is responsible for overall project implementation. For software and hardware investments in component B, there will be three implementing agencies; (i) Project Management Unit (PMU) and its District Project Management Units (DPMUs) for Single Village Schemes (SVSs), (ii) Uttarakhand Peyjal Nigam (UJN) and Uttarakhand Jal Sansthan (UJS) and their District level agencies for larger MVSSs; and (iii) UJS and UJN & District level agencies for transfer of schemes currently operated by UJS and UJN.
- 1.05** The study finds that open field defecation is the most common practice across all regions. Major reasons cited for not constructing sanitary latrines were- Habituated to defecation in open, lack of resources/money and non-availability of space, particularly in the hills. Open defecation is largely not viewed as the means for contamination of the drinking water source. It is also found out from the field survey that most of the respondents (75 % at the time of study and 60% at present) don't have the sanitary latrines in their Households.
- 1.06** Sustainability of rural water supply and sanitation facilities is the key focus of Sector Program; it is significant to bring behavioural change, not only, among community but also among other stakeholders. Besides, bringing behavioural change, it is also important to sensitize all the stakeholders, besides advocating the activities of the Project. It is in this context, the role of Information, Education and Communication (IEC) material comes into the forefront. Therefore, it is proposed to identify and engage an external Agency/Firm, who can provide its expertise in production of TV Spots and Documentary films.

2.0 Objective of the Assignment

A state wide media campaign on the key messages of Sector Program, Sanitation and gender issues is to be launched with the broad objective of creating awareness regarding linkages between people's behavior and their health (especially regarding water related diseases and sanitation related practices) as well as to enhance the involvement of women, the key stakeholders to achieve sustainability in water and sanitation sector.

The overall objective of the assignment is dissemination of information and awareness creation regarding the programme, its concepts and the roles and responsibilities of the various programme partners etc. through Information, Education and Communication (IEC) activities at District level, blocks and Gram Panchayats. The components are **Production of TV Spots / Jingles and Production of Documentary film.**

3. Scope of the Assignment

It is proposed to produce 3-TV Spots with Jingles (Hindi, Garhwali and Kumaoni) and a Documentary film in English and translated version in Hindi with subtitles. The scripts for production will be developed on the key messages of the Sector Program, total sanitation, Water Quality program, Community Participation/demand responsive approach and gender issues to be launched with broad objective of creating awareness regarding linkages between people's behavior and their health (especially regarding water related diseases and sanitation related practices) as well as to enhance the involvement of the women. There is also a need to create a favorable atmosphere in the state towards the Sector Wide Approach (SWAp). Catchments area protection and operation & maintenance issues are also to be catered.

The PMU intends to engage an external Service Agency/Firm for production of TV Spots and Documentary films in various programs coordinated by project Management Unit-Dehradun. For these specialized tasks, the scope of work for agency would comprise production of TV Spots with Jingles and Documentary films. These TV Spots/ Documentary films will be shown to target audiences through video shows or telecasted/ transmitted by client (PMU/DPMUs) after final production.

- (i) The agency/firm will be required to unite the TV spots, Documentary Film's scripts and Production of TV spots.
- (ii) The agency/firm will develop scripts in close consultation/Supervision with technical staff of PMU. These scripts will be region specific & focus on Swajal and SWAp concept as mentioned in the objective of the assignment.
- (iii) The agency/firm will develop 05 scripts will be selected by the panel of experts constituted by the PMU.
- (iv) Agency/firm will be responsible for selection of Director, Studio, Script-writer, Conceptualizer, Cameraman, Sound Recordist, Lyric expert, Music Director, Audio Studio, Artists and Audio Score etc for Shooting of TV Spots and Documentary films.
- (v) The duration of each Documentary Film would be 15 to 20 minutes; TV Spots would be of 1 minute's duration.
- (vi) Shooting of the films will be done during the actual performances in the field/villages of Uttarakhand.
- (vii) The Agency/firm will be in direct touch of PMU regarding assignment's production, quality and service delivery.
- (viii) For the production of the films- locations, styles, costumes, musical scores and songs, language and idiom utilized in the films should be appropriate to the script, region, and target audience as well as project objectives.
- (ix) The film should not offend the sensibilities of any particular community.

To increase ownership and sustainability of water and sanitation sector, the clients, families, communities assisted by various Organizations/Agencies take up to Plan, Design, responsive approach wherein use of mass media (TV Spots and Documentary films) is expected. *Although, Hindi is a predominantly used and applied language, yet incorporation of regional dialects i.e. predominantly Garhwali, and Kumaoni are required*, to disseminate and enter-educate the mass and facilitate towards behavioral transformation.

It is proposed that the implementation of *IEC Action Plan involves the production of TV Spots and Documentary films. The implementation/film shows /Telecasting of TV Spots and Documentary films will be done by client (PMU). Based on the concept/theme/idea provided by the Client, the Media Agency will produce in consultation with the IEC Expert and Social Development Unit / Project Management Unit (Swajal).*

The Agency will develop scripts of each suggested subject for electronic media and these will be finalized by PMU/Review committee. Agency will shoot/produce/record/develop Documentary films and TV Spots on the selected scripts and will submit crash recorded, rough cuts to PMU. After approval of rough cuts by PMU/review committee the final shooting/recording/production will be done by the agency. The agency will also submit the master of Documentary films and TV Spots (with all compatible formats for various uses like website, youtube, facebook, blog and TV broadcasting channels) in full HD format including high quality DVDs (200 DVDs) with designed covers. All films should be submitted in 500 GB hard drive. This whole assignment from script writing till final production shall not take a period of more than 30 Days from the date of signing contract and issue of work order.

The Agency is also required to be prepared for completing the task in a reasonably short period, if Client considers it necessary.

4.0 Methodology

- i. The methodology to be adopted for IEC activity i.e., Electronic Media would be on participatory approach. The Service Agency shall interact with the district, block level, gram Panchayats and members of PRI and mobilize them towards their roles and responsibilities.
- ii. The Agency has to focus on group discussions with members of PRIs in block level and Gram Panchayats.
- iii. The Agency shall use various IEC tools to meet objectives of the assignment.
- iv. The Agency shall closely liase with PMU/UJN/UJS to plan and schedule the various activities so as to synergies their efforts in achieving the objective of the assignment.

5.0 Data, Services and Facilities to be provided by the Client (PMU):

5.01 The Client shall provide the following information to the empanelled Agency;

- i. PMU will provide detailed briefing on each required job which has to be carried out during the Firms agency's contact period as well as technical staff support for finalizing the scripts.
- ii. Advice and support for developing scripts and selection of scripts.
- iii. IEC material already developed by Project Management Unit (PMU).
- iv. Samples of materials which will be available in PMU such as brochures, pamphlets, booklets, flip books, posters and other related print materials will be provided to the service Agencies.
- v. List of District Project Management Units (DPMUs) and support at field level shootings etc.
- vi Other information as prescribed/ required as per TOR.

5.02 The Client (PMU/DPMUs), through their representatives at District Project Management Units and State H.Q. would help identify contacts with prominent places and facilitate contact/consultation with institutions/sites for shootings or pre-testing etc. The Agency would be responsible for contacting the individual/sites identified for the shooting/production of the activity assigned.

6.0 Deliverables: Final Outputs that will be required from the Agencies/firms: -

6.01 Electronic Media:

Sl. No.	Media Tool	Time & Duration	No. of Production	Proposed Plan of Activity
1	Production of - 3 TV Spots	1 - Minute duration	03	Production of 1 – Minute duration TV Spots in Hindi, Kumaoni and Garhwali dialect with music and jingle.

2	Production of Documentary Film	15-20 minutes (English with translated version in Hindi)	01	Preparation of 15 - 20 minutes duration Documentary films in English language & translated version / narration in Hindi
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It is proposed to produce 01 Documentary film, 03 TV Spots. The Video film/Documentary film will be shown to target audiences through video shows or telecasted/ transmitted by client (PMU/DPMUs), TV Spots will be telecasted from Doordarshan, Uttarakhand and other selected popular private TV Channels in the Uttarakhand state.

7.0 Schedule for completion of Tasks:-

The agency/firm is required to carry out the tasks stated in deliverables (Sl. No. 8.0) for a period of 30 days from the date of signing contract; details as follows:

Stage	Task/ Activity	Tentative Duration of Completion
I	i. Formation of Script selection committee for Documentary films, TV Spots by PMU.	1st week (from the date of signing of agreement)
	ii. Script writing on suggested subjects by agency/firm.	
	iii. Script selection of Documentary films, TV Spots in English /Hindi, Garhwali & Kumaoni by committee (PMU).	
	iv. Selection of locations/sites in Garhwal and Kumaon region for shooting of films	
II	v. Recording of TV Spots on selected scripts	5 weeks
III	vi. Pre-testing & submission of Rough cut of TV Spots / Documentary films.	4 weeks
	vii. Pre-testing & Submission of Rough cut of Documentary films	
IV	viii. Modification/Approval on Rough cut by PMU.	3 weeks
	ix. Submission of Final Documentary films and TV Spots on selected scripts and post-testing as well as draft final report.	
	x. Submission of Final Products.	

Electronic Media:

8.0 Total Period of Assignment:-

The total period for this assignment will be 30 days. The period could be less than 30 days as per situation or demand of the client (PMU). Based on satisfactory performance by the Agency, the PMU could extend the period of assignment to cover future targets.

9.0 Outputs (Reporting Requirements):-

The Agency/ Firm will be required to submit the followings:-

- Inception Report (within 01-02 weeks of signing of contract):** This will contain the detailed concept and current status of production of Documentary films and TV Spots.

- ii. 05 scripts on prescribed topics for Documentary films and TV Spots.
- iii. 03 crash shooting/recording/rough cut of Documentary films and TV Spots in digital format the clearance from PMU shall be necessary on the rough cut.
- iv. 02 Masters copy of films in HDV Cassettes / DVDs in digital format of finally produced Documentary films.
- v. Draft final report.
- vi. All TV spots and documentary films should also be submitted in 500 GB hard drive. Hard drive should contain all possible compatible formats of films and TV spot for various use like website, you tube, facebook, TV commercial etc.
- vii. **Final Progress Report:** After the discussion on the draft final report with PMU; a final report will be submitted to PMU by the Agency incorporating the comments/modifications suggested by PMU.

10. Key Professional Staff

The matrix below provides information on the Key Professional for the assignment.

S.No.	Key Personnel	Specialization	Minimum Experience	Man Months / Days
1.	Director / Team Leader	Post Graduate in Mass Communication, Film Studies with experiences of documentary films and advertisements in development projects.	8 -10 years	01
2.	Assistant Director (1)	Post Graduate in relevant field with experience in Mass Communication.	5 years	01
3.	Director of Photography (DOP) / Cinematographer	Graduate with experience of high level film and advertisement production as cinematographer, should have experience of development communication	6 years	15 Days

11. Terms of Payment

- i. 10% of the contract value on acceptance of the inception report (Stage-I).
- ii. 30% of the contract value on completion of the activities at Stage-II.
- iii. 30% of the contract value on completion of the activities at Stage-III.
- iv. 30% of the contract value on completion of the activities at Stage-IV

12. Composition and Role of Review Committee: -

12.01 The Director, PMU or his nominee will be the Chairperson of the review committee comprising of followings-

1. Finance Controller, PMU
2. OSD - SWSM, PMU
3. Unit Coordinator O. P. S. and S.D, PMU
4. IEC Expert

12.02 The Committee will review and assess the work of Agency/Firm accordingly and

suggest any modifications/ improvements/changes considered necessary, as and when required

and such alterations should be intimated to Agency, accordingly. (The presence of the Agency/ firm in these meetings is compulsory for incorporating suggestions given by the review committee)