

TERMS OF REFERENCE

Empanelment of Audio-Video agencies for the production of Short Videos / Documentary Films.

1. Background:

Department of Panchayati Raj, Jharkhand is implementing the different Schemes of Central and State Development in Jharkhand. These programs are focused on achieving the desired vision of accomplishing decentralised local self-governance through empowered and efficient PRIs

To achieve the above-said vision, a robust IEC strategy is essential to disseminate the program objectives to the general public. The IEC activities are to be carried out by involving various stakeholder inputs and consultations. Thus, in the present-day scenario, an effective way of communication and outreach to the general public via audio and videos is through social media such as Facebook, YouTube, Whatsapp, Twitter and Instagram etc, in an interactive manner.

Given the above, the department of panchayat raj intends to empanel eligible and reputed audio-video agencies to produce Short Videos/Documentary Films/Graphic Visuals in various areas of focus with the following objectives.

2. Objectives:

- 2.1 To attain decentralized and Participatory local self-governance through PRI
- 2.2 Devolution of Fund, Function & Functionaries
- 2.3 Strengthening institutions & building capacities of elected representatives & functionaries
- 2.4 Ensure inclusive development with social justice & efficient service delivery
- 2.5 Ensure participation of SCs, STs, Women & other marginalized groups
- 2.6 Empower PRIs & the rural communities in decision-making processes & local self-governance

3. Audio-Video agency Technical Approach:

The empanelled independent audio-video agency will carry out the below activities:

- 3.1 To conceptualize, design, graphic design, studio work, digital art design, info graphics, etc. about the programmes.
- 3.2 Develop the documentary script and storyboard to be used in the field shooting and obtain approval from the department.
- 3.3 Produce documentary films based on developed concepts about the scenarios in rural areas across Jharkhand.
- 3.4 Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories to Panchayati Raj Department, Jharkhand.
- 3.5 Incorporate comments and produce a final documentary film softcopy.
- 3.6 Present a complete documentary film version and hand over 2 master copies of the final version (FHD Format: 1920 x 1080, 4K: 3840 x 2160) and to Panchayati Raj Department which will be used for outdoor IEC activities like displaying the information in public area & Training Programme etc.

4. Minimum Qualifications & Experience for audio-video agency is listed:

- 4.1 For an audio-video agency with 5+ years of experience in short films with recognized credentials will be considered. The experience and credentials/award/recognition in the film making area shall be submitted.
- 4.2 Preference will be given for having experience in government departments. The work done testimonials should be submitted.
- 4.3 Bidder must have valid TIN/PAN and GST Registration number and attach a documentary proof with the Tender.
- 4.4 The minimum annual turnover of the agency should not be less than 20 lakhs. Income tax return of last 3 years should be submitted.

5. Presentation details and Score :

The agency or independent filmmaker shall satisfy the minimum qualifications & experience as per clause (4) and they would be eligible for giving a presentation before the committee constituted by the Panchayati Raj Department, Jharkhand

Sl.No.	Particulars	Marks allotted
1.	Experience – 5+ years of experience in short films.	10 marks
2.	Should have done nos. of short video /documentary films / Graphic visuals presentation on environment / sustainable development, water /Sanitation / Social issues of acceptable quality . (Each quality video will get 4 Marks up to a maximum up to 20 marks i.e. maximum 5 videos)	20 marks
3.	Presentation of a 5-minute duration of video and approach towards the assignment before the evaluation committee.	20marks
Total Marks		50 marks

The date of presentation shall be intimated to the Agency by the Panchayati Raj Department among those who satisfy the minimum requirement as per the clause (4).

6. Duration of the Empanelment:

6.1 The empanelment is initially for 2 years. Based on the performance of the agency the empanelment may be extended for one year at a time, for one subsequent year, based on satisfactory performance and mutual consent.

7. Possession of Rights:

7.1 The content and concept developed are the exclusive property of the Panchayati Raj Department.

7.2 Agency shall not show/submit any of these videos/documentaries/Graphic visuals presentations in any place or any competition or in any programme till the same is approved by the department for public dissemination/ viewing.

7.3 The audio-video agency shall not disclose or share any information related to Panchayati Raj Department projects without prior approval of the department.

7.4 The electronic media gadgets (hard disk/drive, pen drive, DVD, etc.) used shall be handed over to the department at the end of every assignment.

8. **Financial Proposal:** The audio-video agency should give its financial proposal in the format given below:

Short films/Video documentary details				
SL No	Duration of Short films/ Video documentaries	Type of videos/films	Quality of picture	Approximate costing Rs (Inclusive of tax)
1	30-60 Seconds	i. Real locations shooting with real characters	Ultra HD video	
		ii. Character animation and virtual graphics		
		iii. Graphic images/caricatures		
2	2-3 Minutes	i. Real locations shooting with real characters	Ultra HD video	
		ii. Character animation and virtual graphics		
		iii. Graphic images/caricatures		
3	8-10 Minutes	i. Real locations shooting with real characters	Ultra HD video	
		ii. Character animation and virtual graphics		
		iii. Graphic images/caricatures		

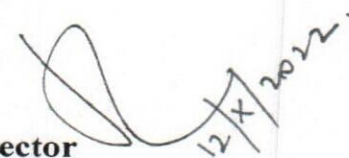
1. **Payments Terms:**

No advance payment shall be made by Department under any circumstances. Payment shall be released after satisfactory completion and acceptance of the entire Job. The payment will be made within 15 (Fifteen) days from the date of receipt of the Tax Invoice duly supported by receipted challan.

10. **Submission of Proposals:**

The eligible audio-video agency shall submit their proposals along with the supporting documents to the **Director, Panchayat Raj Directorate, 2nd Floor, FFP Building, Dhurwa, Ranchi- 834004.**

11. Any submission after the due date shall be rejected.


 Director
 Directorate of Panchayat Raj,
 Jharkhand, Ranchi- 834004.