



भा.कृ.अनु.प. - केन्द्रीय रोपण फसल अनुसंधान संस्थान  
प्रदेशिक केन्द्र, कृष्णपुरम (डाक), कायमकुलम, केरल 690 533, भारत  
**ICAR - CENTRAL PLANTATION CROPS RESEARCH INSTITUTE**  
REGIONAL STATION, KRISHNAPURAM (PO), KAYAMKULAM 690 533,  
KERALA, INDIA



(An ISO 9001:2008 Certified Institution)

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No.F.3(20)2016-Tech

Dated 17-02-2017

**SHORT TENDER NOTICE**

The Head ICAR-Central Plantation Crops Research Institute Regional Station, Kayamkulam is inviting sealed tenders **IN TWO BID SYSTEM** in the name of the Head, ICAR-CPCRI, Regional Station, Kayamkulam from well established, experienced, reputed and professionally run firms in India possessing requisite technical capabilities and in-house setup, the state of art facilities and fulfilling other eligibility criteria for production of an interactive DVD on "Selection of mother palms of dwarf varieties and hybridization techniques in coconut". The non transferable tender document containing terms & conditions can be obtained from the Head, ICAR-CPCRI, Regional Station, Krishnapuram P.O. Kayamkulam on payment of non-refundable amount of Rs.525/- (Rs.500 +5% VAT) as cost of tender form by DD drawn in favour of ICAR UNIT, CPCRI (RS), Kayamkulam payable at SBT, Kayamkulam. The tender forms can also be downloaded from ICAR-CPCRI Website [www.cpcri.gov.in](http://www.cpcri.gov.in) & [www.eprocure.gov.in](http://www.eprocure.gov.in). The cost of tender documents should be enclosed with their Technical Bids in the form of DD as above failing which it will be rejected. An amount of Rs.12,500/- (Rupees twelve thousand Five Hundred only) towards EMD should be deposited **along with technical bid** in the form of Demand Draft drawn in favour of ICAR Unit, CPCRI (RS), Kayamkulam payable at SBT, Kayamkulam failing which the tender will be rejected.

The duly completed sealed tenders will be received latest up to 15.00 hrs on 10-03-2017 and tenders (Technical Bids) will be opened on the same day at 15.30 hrs. in the presence of the indented tenderer or his authorized nominee. Tenders received after due date and time will not be accepted. A pre-bid conference shall be held at 11.30 AM on 27.02.2017 in the Conference Hall of this Regional Station for the interested bidders, if they wish to attend.

The Head ICAR-CPCRI Regional Station, Kayamkulam reserves the right to accept or reject any or all tenders without assigning any reason thereof. No correspondence shall be entertained in this regard.

The interested bidders will have to apply in the prescribed format for both technical and financial bids. The interested bidders have to pay an earnest money deposit (EMD) of Rs.12,500/- by Demand Draft in favour of ICAR unit CPCRI, RS, Kayamkulam. The demand draft of Rs 12,500/- may be kept in the envelope for technical bid. The bids without earnest money and cost of tender form will not be entertained.

  
Asst. Administrative Officer  
for Head

## **TERMS AND CONDITIONS**

### **Eligibility Criteria:**

1. The bidder should have minimum three years' experience in the field of production of videos with in-house facilities & support for editing, publishing, content writing, multi-language support, broadly classified into Pre-Production, Production & Post Production Activities respectively.
2. The Bidder should have expertise in converting short films into the regional languages of India on need to need basis for which separate charges will be paid.
3. The Agency should be registered with the concerned tax authorities such as TIN/TAN, PAN, Service Tax, Sales Tax/ VAT department or GST as applicable from time to time and other authorities, copy of certificate to be submitted along with Technical bid.
4. The Agency/ firm/ individual must submit a list of firms & Organizations/Government departments/ Ministries for whom they have undertaken similar projects segregated as completed, in-process & upcoming respectively.
5. An Earnest Money deposit of Rs.12,500/- and cost of tender form Rs.525/- by Demand Draft in favour of ICAR-CPCRI, RS, Kayamkulam. The Demand Draft of Rs. 12,500/- and Rs.525/- may be kept in the envelope for technical bid. The bids without Earnest Money and cost of tender form will not be entertained.
6. The Agency shall provide undertaking for maintaining Privacy, for avoiding Conflict of Interest, Statement for Non-Vested Interest & for maintain high levels of Standards & professionalism in providing latest & updated information/technology to ICAR-CPCRI particularly in respect of any change taking place subsequent to the tender submission.
7. The Agency shall provide certificate that the firm or organization or corporate or any person associated with the operation & management are not Black-Listed by any Government Department or Ministry and no criminal case / complaint is pending against them anywhere in India or abroad, copy of the certificate may be attached with the technical bid.



8. The Successful bidder's shall have to enter into separate agreement with ICAR-CPCRI on non-judicial stamp paper worth Rs.100/- as and when engaged for the production of interactive DVD.
9. The agreement will be valid for one year and can be extended further based on the performance.
10. Technical bids and Financial bids may be submitted in a separate envelopes to be sealed and put in a main cover.
11. An amount of 10% of the tendered amount as a Security Deposit either in the form of DD or in the form of Bank Guarantee from a Nationalized Bank drawn in favour of "ICAR UNIT, CPCRI (RS), KAYAMKULAM" by the selected tenderer only after receiving a communication from the Institute. In the event of non-deposition of the same, the EMD will be forfeited.
12. No interest on security deposit and EMD shall be paid by the Institute to the tenderer.
13. Service tax or any other tax applicable or made applicable after awarding the contract in respect of this agencies shall be payable by the agencies and Institute will not entertain any claim whatsoever in this respect. However, the service tax or any other tax which is as per the rules/instructions made applicable from time to time by Government.
14. If the tenderer does not accept the offer after issue of letter of award by the Institute within 15 days the offer made shall be deemed to be withdrawn without any notice and EMD will be forfeited.
15. A pre-bid conference shall be held at **11-30 am on 27-02-2017** in the Conference Hall of this Regional Station for the interested bidder.
16. Acceptance by the Institute will be communicated by FAX or any other form of communication. Formal letter of acceptance and work order of the tenders will be forwarded as soon as possible.
17. Overwriting / correction in the commercial bid is not permitted and any such overwriting in commercial bid lead to its rejection.

## **INTELLECTUAL PROPERTY RIGHT:**

The prospective Production house will assign the copyright of the digital material used in the process of recordings to ICAR-CPCRI without royalty claims there to. ICAR-CPCRI will hold the Copyright, Design, Trademark Rights and Intellectual Property Rights and it may be used for further research and teaching purpose on other platforms with further approval from the management.

## **Indemnify Clause**

The Agency shall indemnify the ICAR-CPCRI for any injury or loss or damage caused to ICAR-CPCRI on account of any infringement of copyright of another person or persons or on account of any defamatory or otherwise injurious matter contained in the produced video.

ICAR-CPCRI reserves the right to cancel the tender or reject any bid in part or full without assigning any reason.

## **SCOPE OF WORK: Interactive DVD on ‘Selection of mother palms of dwarf varieties and Hybridization techniques in coconut’**

The media team has to cover various technical modules related to the topic in selected locations of Alappuzha District as identified by CPCRI, Regional Station, Kayamkulam spending a minimum of five schedules. The coverage has to be done in Full HD quality observing industry standards of media production. The footages are to be organized systematically for the production of 15nos. of video modules each of 3-5 minutes duration incorporating sound, music, graphics, titles etc. A menu driven interactive compilation compatible for both PC systems/touch screen kiosks has to be prepared using this video modules, additional stills, text, graphics, BG music etc.

Being a media production handling core technical subject, the qualification and experience of the team/firm in relevant field(s) will be taken into consideration. The experience of the firm in doing media assignments in Agriculture related field especially in coconut related works, experience in developing scientific interactive modules etc will be given weightage.

The Assignment or production work shall entail review, editing, arranging photographs & cartography, pre-press work including composing, proof- editing, graphics, animation, supply and distribution of the proposed video production work. It will not be limited to, or the digital short films & videos and also including concept, script, voice over, background music, speeches, graphics, animation, royalty free footage and many others which are required to complete the assignment on agreed time schedule basis. The quoted price should be inclusive of third party cost for shoots, and/ or procurement of royalty-paid images, graphics, footage, clippings and other related materials.

The empanelled agency must have in-house production facility. All other requirements such as creative content, advertising etc will have to be met by the firm. Agency must have expertise in these works.

The entire data will also be sorted/ archived and the firm has the responsibility to provide and maintain the backup, storage and recovery mechanism.

### **Performa for submission of Technical bid (Part A)**

- a) Experience certificate in the field of Printing.
- b) List of firms for whom similar nature of work has been done (Min 5)
- c) DD for Rs.12500/- and Rs.525/- drawn in favour of ICAR unit CPCRI, RS, Kayamkulam
- d) Copy of PAN card.
- e) Copy of Registration certificate/TIN Number



**APPLICATION LETTER**  
(On the letter head of the Bidder)

Date: .....

To

The Head  
ICAR-CPCRI, Regional Station  
Krishnapuram P.O.,  
Kayamkulam 690 533

**SUB:** Bid for production of Interactive DVD on 'Selection of mother palms of dwarf varieties and hybridization techniques in coconut' for ICAR-CPCRI, Regional Station, Kayamkulam

Dear Sir,

Being duly authorized to represent and act on behalf of.....  
(hereinafter referred to as "the Bidder"), and having reviewed and fully understood all of the requirements of the department, the undersigned hereby apply for the project referred above.

I/We are enclosing the following documents with the details as per the requirements of the tender document.

- i. Earnest Money of Rs. 12,500.00 (Rupees Twelve thousand and five hundred only) and Cost of Tender Form Rs.525/- (Rupees Five hundred twenty five only) (Vide Demand Draft No. ....,of (.....Name of Bank.....) Dated..... drawn in favour of ICAR Unit, CPCRI (RS), Kayamkulam
- ii. All other document/information's relating to Technical Bid (Part A) with supporting documents wherever necessary. I/We understand that concerned authorities of Central Plantation Crops Research Institute, Regional Station, Kayamkulam reserves the right to reject any application without assigning any reason.

I/We also understand that application along with annexure and formats not completed in all respect is liable to rejection.

Yours Sincerely,

Signature

Name (Authorized Signatory)  
Company/Consortium Name  
Date :

Encl:

## **TECHNICAL BID**

### **(A) General Information**

1. Name of the Bidder:
2. Full Address of the Bidder with Pin Code, Telephone number, Fax number, e-mail address:
3. Local Address of the Bidder, (if any) with Pin Code, Telephone number, Fax number-mail address:
4. Annual turnover in last 3 years:
5. Vat/Trade Tax registration no. & place:
6. PAN no. & place (Documents be attached):
7. Details/Panel of Printing Press:
8. Detail profile of Bidder:
9. Any other information you feel necessary:
10. Details of Earnest money deposit (Amount Rs., Bank Draft No., Bank Draft Issuing Date Drawn on (Bank) & Validity:
11. Detailed Proposal with activities and cost estimation for professional video production in a minimum of five schedules, Post production for 15 video modules each of 3-5 minutes, software programming for menu driven interactive compilation (videos, graphics, sound, text etc):
12. Evidence of experience of the firm for past 5 years in doing similar media assignments (Interactive DVDs) in Agriculture sector preferably for government agencies:
13. Details of subject matter expertise (so as to ascertain their competence in preparing Interactive DVD on the above mentioned topic) of the team or firm:
14. Details of own media infrastructure and human resource available with the firm for scientific and technical documentation:
15. List of clients with details of media work related to Agriculture (last 5 years):
16. Details of Service tax registration (copy of Regist'n. certificate & ST Returns for last 3 year):
17. 2-3 Sample works (Interactive DVDs) done for other agencies in Agriculture and related areas with commendation (if any) from clients:

### **(B) Eligibility Criteria Details**

1. Proof of Experience of at least three years in production work:
2. Proof owning well established In-Production House or proof of support of a panel of Production Offices:

## Annexure B

### FINANCIAL BID

Please specify your prices of the complete production of Interactive DVD on 'Selection of mother palms of dwarf varieties and hybridization techniques in coconut' (Minimum of five schedules, Post production for 15 video modules each of 3-5 minutes, software programming for menu driven interactive compilation (videos, graphics, sound, text etc).

1) Cost of Production of Interactive DVD- (English Version)

2) Cost of Production of Interactive DVD- (Malayalam Version)

(As per Resolution like Full HD, HD, SD, Mobile Compatible with Time Duration).

Duration (in minutes): \_\_\_\_\_

Version Colour Resolution	Full HD 1080 P (1920 x 1080)	HD 720P (1080 x720)	SD (720 x 576)
English			
Malayalam			
Cost Per Language			
Suggested Resolution Cost (INR)			

Date: [Signature of authorized signatory]

with Seal of the Firm

Name:

Designation: