

No. 2(4)/Publicity/NSC/2009

Dated: 19/11/2009

To

M/s -----

Sub: Production of Corporate Documentary film and one video spot on National Seeds Corporation.

Sir,

NSC is interested in Producing **Corporate Documentary film for duration of 8-10 min and one video spot** for 40-45 seconds with smaller versions of 30sec and 20 sec. The film and the video spot will be prepared on its activities with the help of the professional agency as per the Terms of Reference (TORs) and scope of work enclosed. The agency will submit creative bids which will contain script and proposed treatment of the film and the video spot along with detailed profile / past experience of the agency and duly signed copy of the enclosed TORs in separate envelope. Creative bid shall be opened on the time & date mentioned for tender opening. Financial bid should be placed in a separate envelope. Both these bids should be kept in one big envelope with subject written on the top of envelope. The final decision will be based on the creative bids of the agency. Financial bids of only those agencies who have been short listed creatively will be opened. NSC reserves the right to accept or reject any or all the tenders without assigning any reason thereof. Quotations are invited from the eligible agencies in the field who are empanelled with the **Directorate of Extension, Ministry of Agriculture only.**

The bid should be submitted latest by 5th Dec., 2009 upto 1500 hrs. The quotations shall be opened on the same day at 1530 hrs in the presence of parties who wish to be present at the time of opening of the offer.

Thanking you,

Yours sincerely,

Ajit Kumar Samal
Company Secretary

Encl.: As Above

**Terms of References for production of Corporate documentary film on
National Seeds Corporation Ltd. (NSC).**

Sl. No.	Particulars	Details
1.	Language	Master in Hindi & English
2.	Duration	8-10 minutes
3.	Format	Beta Cam
4.	Places available for shooting and recording	Delhi and other places viz. Karnal, Agra, Meerut, Modipuram, Bharatpur , Bellary, Nandyal, Jalandhar (Agencies may choose place)
5.	Coverage of the film	<ul style="list-style-type: none"> - Introduction on NSC - Mission, vision, Objectives & functions of NSC - Contribution to Green Revolution and major mile stones - Major achievements – Development of Seed industry in the country and contribution of NSC in setting scientific industry in the areas of; - Seed Production - Seed Processing - Seed Storage and Packaging - Quality Control - Marketing & distribution of seeds including exports/imports - Training of Farmers - Training and Consultancy for seed industry - New Ventures - Public – Private Partnerships- Strategic business tie ups - Bio fertilizers & Bio pesticides - Tissue culture plantlets and Saplings - Organic seeds <p>Content of coverage will be decided after mutual discussion</p>

6.	Preparation of script	Script will be developed by the Agency based on the material provided by NSC.
7.	Voice Over Commentary	Commentary of the film should be rendered by well known voice over artists.
8.	Copies of the Film	Multiplication of the film in the form of 200 CDs/DVD's (100 in Hindi and 100 in English) and its outer cover with proper attractive designing printing of details.
9.	Travel of the shooting team	Travel expenses shall be inclusive in the financial bid.
10.	Boarding and lodging of the shooting team	To be arranged by the agency.
11.	Time schedule	The screening of the completed film shall be made within 45 days of assigning the job.
12.	Rates	Rates quoted shall the total value of the assignment including taxes if any. The rates proposed would also include the cost of multiplication of the film in the form of 200 CDs (100 in Hindi and 100 in English) and its outer cover with proper printing of details.
13.	Payment terms	<ul style="list-style-type: none"> - 10% on submitting the script. - 40% on Ist screening of the complete film. - 30% on delivery of edited copy of the film for final approval - 20% on delivery of complete film in the form of 200 Nos each of Beta CDs and Master DVDs and 200 copies CDs duly packed (in both Hindi and English)
14.	Copy right	NSC will have all the exclusive rights of using, copying and distributing the film so produced. No part of the film shall be used by the agency for any other purpose without the written consent of NSC.

**Terms of References for production of video spot on
National Seeds Corporation Ltd.(NSC).**

Sl. No.	Particulars	Details
1.	Language	Production in Hindi and English with dubbing in 10 languages, i.e Telegu, Punjabi, Gujarati , Marathi, Kannada, Tamil, Mlayalam, Oriya, Bengali, Assamese,
2.	Duration	40-45 seconds
3.	Format	Betacam
4.	Places available for shooting and recording	Delhi and other places viz. Karnal, Agra, Meerut, Modipuram, Bharatpur , Bellary, Nandyal, Jallandhar
5.	Coverage of the video spot	<ul style="list-style-type: none"> - Introduction on NSC - Mission, vision, Objectives & functions of NSC - Contribution to Green Revolution and major mile stones - Major achievements – Development of Seed trade in the country - Seed Production - Seed Processing - Seed Storage and Packaging - Quality Control - Marketing & distribution of seeds including exports/imports - Tissue culture Plantlets and Saplings - Organic seeds, etc <p>Content of coverage will be decided after mutual discussion.</p>
6.	Preparation of script	Script will be developed by the Agency based on the activities of the NSC.
7.	Voicing and Dubbing	Commentary and Dubbing by the Agency will be by well known professional voice over artists.
8.	Copies of the video spot	Duplication of the video spot in the form of 200 CDs (50 in Hindi and 50 in English and at least ten CD in each language) and its outer cover with proper attractive designing printing of details.
9.	Travel of the shooting team	Travel expenses shall be inclusive in the financial bid.

10.	Boarding and lodging of the shooting team	To be arranged by the agency.
11.	Time schedule	The screening of the completed video spot shall be made within twenty days of assigning the job.
12.	Rates	Rates quoted shall the total value of the assignment including taxes if any. The rates proposed would also include the cost of Duplication of the video spot in the form of 200 CDs (50 in Hindi, 50 in English and at least ten CD in each language) and its outer cover with proper printing of details.
13.	Payment terms	<ul style="list-style-type: none"> - 30% on Ist screening of the completion of the video spot. - 40% on delivery of edited copy of the video spot for final approval - 30% on delivery of complete video spot in the form of 200 CDs. One master in Beta for each language.
14.	Copy right	NSC will have all the exclusive rights of using, copying and distributing the video spot so produced. No part of the film shall be used by the agency for any other purpose without the written consent of NSC.