

**MINSITRY OF TOURISM  
GOVERNMENT OF INDIA**

Transport Bhawan,  
Parliament Street,  
New Delhi 110001.

No. 22.TP(1)/2008

Date : 30.06.2009

**Tender Document**

**Production of Tourism Promotion Film**

The Ministry of Tourism intends to produce a 10 minute film on **India** for promotion of tourism in the domestic and international markets. The film is required to be conceptualized to promote India as year round destination covering various aspects of tourism like culture, adventure, wildlife, MICE, Medical Tourism, Rural Tourism, Fair & Festivals, Modern India, etc. Interested film production houses may submit bids as per details given below:-

**2. Eligibility Criteria**

- (a) Film production houses should have at least 5 years experience in the field of film making
- (b) Production Houses should have produced atleast 2 films based on tourism.
- (c) Film Production Houses should have a minimum average turnover of Rs. 3 Crores per annum during last three financial years i.e. 2006-07; 2007-08 and 2008-09.

**3. Scope of work**

- The work includes concept, research, script writing, cinematography / shooting, editing, music & voice over etc. for producing and delivering a 10 minute film on **India with a 5 minute edit** as per the format indicated at para-4, below. The film will focus on the tourism aspects and will have the "Incredible India" brand line along with website address [www.incredibleindia.org](http://www.incredibleindia.org)
- The film will have voice over in English and Hindi separately.
- Delivery of film as per details given under para-4, Deliverables.

**4. Technical Details**

Film proposed to be produced is required in the following format :-

Format required : Digi Beta (PAL), Digi Beta (NTSC), BETA (PAL), Beta (NTSC) and DVD

**5. Deliverables**

- Supply of the 10 minute film and a 5 minute edit on **India** with **English** voice over in 5 Digi Beta (PAL), 5 Digi Beta (NTSC), 5 BETA (PAL), 5 Beta (NTSC) and 100 DVD.
- Supply of the 10 minute film with a 5 minute edit on **India** with **Hindi** voice over in 5 Digi Beta (PAL), 5 BETA (PAL) and 50 DVD.
- Minimum of 250 high resolution / good quality still images showing various tourism aspects of India to be obtained during the shoot to be supplied to the Ministry of Tourism. The copyright of these images will all time rest with Ministry of Tourism and these can be used for all promotional purposes by the Ministry of Tourism.
- **Raw Stock / Unmixed versions of the proposed film will be the property of the Ministry of Tourism, Govt. of India and the same is required to be handed over to the Ministry of Tourism. The Ministry reserves the right to use the film wholly or in part in whichever manner as the Ministry deems fit.**

The Digi Betas / Betas should be appropriately labeled and the DVD and jewel box of the DVD should be stamped / printed with attractive design and should carry the Incredible India Brand line . Each of the deliverable item as detailed above should be packed in corrugated boxes with waterproof lining and the same is required to be delivered at the Literature Distribution Centre, near Radisson Hotel and Rose Garden, Opp: Toll Plaza, Palam, New Delhi – 110037.

## 6. Guidelines for submission of Bids

The proposal should contain the following in respect of **the film**:

### a) Packet - 1 : (To be superscribed "Technical packet" for India Film).

- Profile & track Record of the Film Production House
- Concept note (maximum of 2 concept options to be submitted).
- Story board for film. If possible, the agency can also submit a scratch film.
- A refundable Earnest Money Deposit of **Rs. 10,00,000/- for the film** in the form of Demand draft drawn in favour of the Pay & Accounts Officer, Ministry of Tourism, Government of India, New Delhi.
- A Non-refundable Application Fee of Rs. 500/- in the form of Demand draft drawn in favour of the Pay & Accounts Officer, Ministry of Tourism, Government of India, New Delhi.
- Documentary proof in support of items (a), (b) & (c) indicated in the eligibility criteria at para 2 above.

### b) Packet – 2 : (To be superscribed "Financial packet" for India Film.)

- A detailed break up of cost for production and supply of the film. Taxes will be paid as per actual and the same is not required to be indicated. The cost details should be given in the following format :-

Concept	Shooting	Recording (Voice-over, Music etc.	Editing / Mixing	Others, if any	Total

- A separate packet detailing costs for voice over in the film in foreign languages such as French, German, Italian, Spanish, Japanese, Korean and Chinese (*voice over costs in foreign languages are only for future reference and would not be considered during financial evaluation at this stage*).
- No conditional quotes should be given.

Both the packets for the film should be sealed and the name of the agency, address and telephone number should be printed on each packet. Two sets of sealed packets (Technical Packet & Financial Packet) for the film should be put in a big cover super scribed "**Technical & Financial Packets for... (name of the film, tender no. and due date for submission)**. **Bottom Left corner of the big cover should carry full name, address, telephone nos. etc. of the tenderers.** The outer big cover containing sealed packets 1 & 2 should be sealed, addressed to the **Deputy Director General (Publicity, Events & IT), Ministry of Tourism, Government of India, Room No. 124, 1<sup>st</sup> floor, Transport Bhavan, 1, Parliament Street, New Delhi – 110001** and submitted on or before **1700 hrs. on 17.08. 2009.**

#### 7. Selection process:

The selection process would be based on the following: -

- **Technical Evaluation.** Eligible Film Production Houses will be required to make a presentation before a nominated committee. A nominated Committee will evaluate technical bids received. Technical evaluation will be on an aggregate of 70 Marks. Technical evaluation will be based on Profile & Track Record, Concept & Story Board, treatment of the subject/theme and creative ideas. Weightage will be given for use of reputed and award winning director / script writer and anchor, music composer etc. Weightage could also be given to those agencies who have technically qualified personnel from reputed and recognized institution working for them in this project. Proofs in this respect may also be enclosed.

- **Financial Evaluation.**

On the basis of technical assessment, three Film Production Houses / Producers will be short listed and the financial packets of the three short listed Film Production Houses only will be opened. Financial evaluation will carry a weightage of 30 marks. **Financial evaluation will be on the total cost quoted by the Production Houses.**

**The aggregate of marks, after adding the scores from the technical and financial evaluation will determine the outcome and the contract for production of films will be awarded to the Film Production Houses which scores highest aggregate mark.**

- 8. Terms of Payment: No advance payments will be considered. At the time delivering deliverable at the Literature Distribution Centre (LDC), Palam, the selected agency will also submit pre-receipted bills in triplicate at LDC for endorsement of stock received on the

overleaf of the bill. Thereafter, LDC will forward the bill to the Publicity Division of the Ministry of Tourism for settlement. The selected Film Production Houses will also submit third party bills wherever third party is involved in production of the film.

Payment will be made by electronic bank transfer of funds only, to the bank account of the selected Production House.

## **9. Time Line**

Selected Film Production House on award of contract will first discuss the storyline with the Ministry officials, and on obtaining approval on the concept and storyline will commence shooting immediately. Four months from the date of issue of Work Order, the Film Production House / Producer will submit a scratch film. On obtaining approval on the scratch film, the production House will complete the film in all respect and deliver the same with in 60 days as per deliverables mentioned at para-4 above.

## **10. Other important Information**

- a) The ownership of the film will at all times rest with the Ministry of Tourism, Govt. of India and the agency will have no proprietary or other rights in respect of the same.
- b) Selected Film Production House will be responsible for any copy right issues / plagiarism resorted to by the agency. The Ministry of Tourism will not be a party to any dispute arising out of copyright violation / plagiarism by the Film Production Houses.
- c) Period of validity of the Tender is 60 days from the closing date of the proposals.
- d) The selected Film Production House will execute a Performance Guarantee for 5% of the total value of the contract in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form. The Performance Guarantee should remain valid for a period of 60 days beyond the period of the contract.
- e) The Ministry of Tourism is not bound to accept the lowest or any tender or to assign any reason for non-acceptance. The Ministry of Tourism reserves its right to accept the tender either in full or in part. Conditional Bids will be rejected outright.
- f) The Ministry of Tourism reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- g) The responsibility of procuring necessary permission for filming at various location will be with the production house. However, the Ministry of Tourism will assist wherever possible.
- h) The Ministry of Tourism reserves its right not to accept bids from Film Production Houses known to be resorting to unethical practices or on whom

investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.

11. **Penalty Clause:** Any delay from the stipulated schedule would invite a penalty of Rs. 500/- per day in respect of each of the items of work as enumerated in the Scope of Work indicated above. After issue of the contract the Performance Guarantee will be forfeited in case of undue delays in performance by the agency.
12. **Termination by Default :** The Ministry of Tourism reserves its right to terminate the contract of the production house / producer in case of change in the Government procedures or unsatisfactory services.
13. **Force Majeure :** Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.
14. **Arbitration :** Venue of arbitration will be New Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.
15. **Jurisdiction :** The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

Yours faithfully,

Sd/-  
**(Madhu Dubey)**  
DDG – Pub. E & IT