



भारतीय लघु उद्योग विकास बैंक
Small Industries Development Bank of India

श्रीमान धंधेबाज के 2 एनिमेटेड वीडियो बनाने के लिए [केवल सिडबी के सूचीबद्ध विज्ञापन एजन्सियों से] तकनीकी-वाणिज्यिक प्रस्ताव जमा करने का आमंत्रण पत्र

**BID INVITATION LETTER
FOR SUBMISSION OF TECHNO-COMMERCIAL PROPOSAL FOR
CREATION OF 2 AUDIO VISUAL ANIMATED MOVIES OF 'MR. DHANDEBAAZ'
(ONLY FOR EMPANELLED ADVERTISING AGENCIES OF SIDBI)**

भारतीय लघु उद्योग विकास बैंक
स्वावलंबन भवन, सी-11, जी ब्लॉक,
बांद्रा कुर्ला कॉम्प्लेक्स, बांद्रा (पू.), मुम्बई – 400051

SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA
Swavalamban Bhavan, C-11, 'G' Block,
Bandra Kurla Complex (BKC), Bandra (E), Mumbai – 400051

वेबसाइट / Website: www.sidbi.in

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Table of Contents

I. BID INVITATION LETTER.....	5
II. TERMS OF REFERENCE (TOR).....	7
III. GENERAL TERMS & CONDITIONS.....	8
IV. FORMAT OF COMMERCIAL BID	11

निविदा महत्वपूर्ण सूचना / Bid Critical Information

(No. – PDV/18062020/OUT/06050 dated June 18, 2020)

क्र.सं./ S. No.	कार्यक्रम/ Events	विशेष / Particular दिनांक और समय / Date & Time
1	बोली जमा करने की अंतिम तिथि/ Last date for submission of bids	July 02, 2020 5:00 pm
2	बोली जमा करने की ई-मेल पता / Email Address for Bid Submission	neelasrib@sidbi.in mainaks@sidbi.in
3	बोली के वैधता/ Bid Validity	बोली जमा करने की अंतिम तिथि से 180 दिन तक 180 days from the last date of bid submission.
4	बोलीदाताओं द्वारा की जाने वाली प्रस्तुतियाँ / Presentations to be made by bidders	The bidders are required to arrange for Presentation. Date / Time would be intimated after bid submission.
5	वाणिज्यिक बोली खोलने की तिथि व समय/ Date and time of opening of Commercial bids	Date / Time would be intimated after technical presentation.
6	सिडबी अधिकारियों के संपर्क विवरण / Contact details of SIDBI officials	
	Ms. Neelasri Barman Phone No: 9820450867 Email Id: neelasrib@sidbi.in	Mr. Mainak Sen Phone No: 9886872143 Email Id: mainaks@sidbi.in

Guidelines on Bid Submission:

- ❖ Considering the Pandemic Situation due to COVID-19 and in order to minimize movement of physical documents / hard-copies, the interested bidders may submit the proposals through E-mail only in place of physical submission.
- ❖ While submitting the soft copies of the bids, the bidder shall prepare a password-protected files as per the following for submission to SIDBI through email:
Commercial_Bid_<Name_of_Bidder>.pdf (as per the format provided in this document)
- ❖ The soft copies of the bid (as indicated above) should be submitted to the following email ids only: neelasrib@sidbi.in ; mainaks@sidbi.in .The bids shall be liable to be rejected if sent on other E-mail IDs.
- ❖ The bids received within the deadline i.e. July 02, 2020 shall only be considered for further evaluation.

- ❖ It is clarified that any delay / lag due to connectivity of for whatsoever reason leading to delay in submission of the proposal shall be not accepted by SIDBI. Bidder to ensure that the proposal reach to SIDBI Inbox through email before the deadline.

- ❖ **TECHNICAL PRESENTATION:** The date / time-slot for technical presentation would be intimated to bidders later. The bidders should be fully equipped to deliver the presentation through video-conference. Bank will conduct the technical presentation through Skype for Business / Microsoft Team.

- ❖ **COMMERCIAL BID:** The soft copy of the commercial bid should be in the .pdf format (not editable) and “Password Protected”. The password shall be shared by the Bidders at the time of opening of the commercial proposals only. The commercial proposals shall be opened only for the technically qualified bidders. **The commercial bid in any other format and not meeting the above criteria shall not be accepted.**

- ❖ SIDBI shall not be responsible for any claim by the bidder with regard to the cracking of the password or etc of password protected files.

- ❖ Further, it is also clarified that at the time of opening of the commercial bid, if the file does not open or shows some error like “invalid file” or “corrupted file” or “Wrong Password” or any other reason, the bid shall not be considered for further evaluation and shall be considered as “Invalid” and the respective bidder shall automatically be disqualified for evaluation.

- ❖ It is also mentioned that Bidders may wherever possible digitally sign the commercial bid.

I. Bid Invitation Letter

Ref No. : PDV/18062020/OUT/06050

Dated June 18, 2020

To,

[Addressed **only to Advertising Agencies Empanelled with the Bank**]

महोदया/ प्रिय महोदय,
Madam / Dear Sir,

**SUBJECT: BID INVITATION LETTER
FOR SUBMISSION OF TECHNO-COMMERCIAL PROPOSAL FOR
CREATION OF 2 AUDIO VISUAL ANIMATED MOVIES OF 'MR. DHANDEBAAZ'**

Please refer to your empanelment with Small Industries Development Bank of India (SIDBI). You are hereby invited to submit proposals required for the captioned assignment, which would form the basis for future negotiations and ultimately a contract between your firm/ Company and SIDBI (hereinafter referred to as Client).

The purpose of the assignments is to develop 2 audio visual animated videos of Mr. Dhandebaaz (with Hindi and English Voice-Overs), the Entrepreneurial Mascot the Bank.

2. This document includes the following documents:
 - Section I - Bid Invitation Letter
 - Section II - Terms of Reference (ToR)
 - Section III - General Terms & Conditions (GTC)
 - Section IV - Format of Commercial Bid
3. The proposal complete in all respect (refer to 'Guidelines on Bid Submission' above), should be submitted with subject "**TECHNO-COMMERCIAL PROPOSAL FOR CREATION OF 2 AUDIO VISUAL ANIMATED MOVIES OF 'MR. DHANDEBAAZ'**" latest by July 02, 2020 17:00 hours to following email ids : neelasrib@sidbi.in ; mainaks@sidbi.in .
4. The Client reserves the right to accept or reject any or all the Proposals in whole or part without assigning any reasons.
5. You are requested to hold your proposal valid for 180 days from the last date of submission without change in your proposed price. The Client will make its best efforts to select a vendor within this period. The Client may solicit your consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price).
6. Please note that payments which you receive from this assignment will be subject to applicable tax liability as per rules. Kindly contact the concerned tax authorities for further information in this regard, if required.
7. We would appreciate if you inform us by E-mail:

- (a) Your acknowledgement of the receipt of this letter of invitation and;
- (b) Whether or not you will be submitting a proposal.

भवदीय / Yours faithfully

Sd/-

(नीलाश्री बर्मन/ Neelasri Barman)

ब्रांडिंग व संचार अधिकारी/ Branding & Communication Officer

II. Terms of Reference (ToR)

Specification of the Videos as per following :

No. of Videos :	2
Nature of the Video	Animated (2D)
Target Audience	<ul style="list-style-type: none"> • School and College students • Potential / Aspirant Entrepreneurs • Idea is to create entrepreneurship culture amongst the students
Duration of Each Video	~ 30 minutes
Audio	<p>Bilingual (Hindi and English). For each video, voice-overs in 2 languages i.e. in Hindi and English should be delivered.</p> <p>In each video, multiple voice-overs may be needed since these will be 30 minutes videos. Also, there may be background music.</p> <p>Hence in total, 4 videos shall be delivered.</p>
Source of Content & Script:	<ul style="list-style-type: none"> • The script for each of the video is to be drafted by the selected agency. • The agency may refer to Dhandebaaaz comics published in 12 Swavalamban issues in Times of India Group & One India Group. May be referred from : https://www.sidbi.in/en/swavlambans/meet-mr-dhandebaaaz • The script of the videos should be drafted by the agency in consultation with SIDBI at each step in such a way that interest to watch the entire video till the end amongst the target audience is created. • The agency will also be responsible for creating voice-overs. Agency will submit sample voice-overs to SIDBI and SIDBI will select the appropriate ones. • However, approval of the script / voice-over are to be obtained from SIDBI. Changes suggested by SIDBI are to be incorporated before starting production.
Deliverable:	<ul style="list-style-type: none"> • High resolution video embedded with high quality resolution audio and subtitles, as approved by SIDBI.
Others :	<ul style="list-style-type: none"> • The agency should be ready to modify video/script/voice-over/subtitles of the draft till the final acceptance of the video. • Any clarification required for developing the videos may be asked before submission of the bid, which would be clarified by SIDBI.

III. GENERAL TERMS & CONDITIONS

1. The proposal submitted by the bidder must be **strictly in the enclosed tabular format only with all heads duly filled in wherever applicable**. The proposal submitted in any other format other than the formats given in **Section IV** may not be considered.
2. The proposal should be sent from official e-mail id of the authorized person of the agency to SIDBI.
3. **Period of validity:** Proposal submitted by bidders must be valid till 180 days from the last date of submission without change in proposed price. SIDBI will make its best efforts to select a vendor within this period. SIDBI may solicit bidder's consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price).
4. IPR shall be of SIDBI on all materials (script, final video, work-in-progress etc).
5. The price quoted must be inclusive of all taxes, levies etc. No additional cost whatsoever other than the price quoted by the vendor will be paid by SIDBI.

6. Bid Evaluation Process:

- a) The Bank has adopted a two (2) step process in which the Bidder has to submit following at the time of submission of bids as stipulated in this document.
 - i. Commercial Bid
 - ii. Technical Presentation, which is to be submitted at the time presentation. The date / time-slot for technical presentation would be intimated to bidders later.
- b) The Bank shall evaluate first the 'Technical Presentation. 'Commercial bids' shall be opened only for the shortlisted bidders out of technical presentation. The final selection will be done based on Quality cum Cost Based System (QCBS) wherein Relative Technical Presentation will get a weightage of 70% and Relative Commercial Bid Score a weightage of 30%
- c) The evaluation by the Bank will be undertaken by a Committee of officials or/and representatives or outsourced experts formed by the Bank and its decision will be final.
- d) Normalization – SIDBI reserves the right to go for normalization process after technical evaluation and accordingly may request all the bidders to submit revised bid (technical presentation or commercial or both) to avoid any possible ambiguity in evaluation process or make comparison "in comparable terms" or to bring further transparency in the evaluation process.

7. Evaluation of Technical Presentation:

- a) This would be evaluated based on the presentations by bidders as below:

Sr. No.	Details required/Parameters on which Bidder will be scored for Creative	Maximum Marks
	Presentation on Proposed Plan, Proof of Concept and Roll out strategy	
1.	Presentation on capability statement (creative work of the agency, including 2-3 best creative cartoon movies, media planning, buying works of the agency, awards won, case study etc.)	40

Sr. No.	Details required/Parameters on which Bidder will be scored for Creative	Maximum Marks
2.	Understanding note by way of sample script for one video. The understanding of the agency is to be presented along with the presentation	40
3.	Proposed dissemination plan (including disseminating to target group for attracting viewership, branding the creative, use of technology and ability to execute (Inhouse team, experts etc.)	20
	Total	100
<p><i>Note for Technical Presentation: "The ratings would also include criteria of value add/innovative suggestions beyond what has been enlisted in scope of work, graphic imagery, creativity in concept/ content & continuity etc. No payment shall be made to bidders for preparation of script / creative for the purpose of technical presentation."</i></p>		

- b) The technical presentation will be analyzed and evaluated, based on which the Relative Technical Score (RS_{Tech}) shall be assigned to each bid on the basis of parameters mentioned above.
- c) Relative Technical Score (RS_{Tech}) for each agency will be calculated as follows based on above parameters:

$$RS_{Tech} = (T / T_{high}) * 100$$

Where, RS_{Tech} = Relative score obtained by the bidder

T = Technical score obtained by bidder under consideration

T_{high} = Highest Technical score secured among the Bidders

- d) Technical Bids receiving a RS_{Tech} greater than or equal to a score of 70 (cutoff marks) will be eligible for consideration in the subsequent round of commercial evaluation.
- e) If less than 3 bidders qualify as per above criteria ($RS_{Tech} \geq 70$), SIDBI reserves the right to short list maximum top 3 bidders subject to $RS_{Tech} \geq 60$.

8. Evaluation of Commercial Bids:

- a) In this phase, the Commercial Bids of the Bidders, who are found technically qualified in previous phase i.e. Technical Presentation, will be taken for commercial evaluation.
- b) The date for opening of commercial bids will be advised separately.
- c) Relative Technical Score (RS_{Tech}) of the technically qualified bids would be announced before the representatives of the bidders and the commercial bids of those bidders would be opened for commercial evaluation. Commercial Bids of bidders who did not qualify in the technical presentation will not be opened.
- d) Relative Commercial Score (RS_{Com}) for each eligible bidder will be calculated as follows:

$$RS_{Com} = (C_{Low} / C) * 100$$

Where,

RS_{Com} = Relative score for Commercial Bid of the bidder

C = Commercial bid value of the bidder under consideration

C_{Low} = Lowest commercial bid value out of all eligible commercial bids obtained

9. Final Selection of Eligible Bidder :

- a) Total Relative Score (RS_{Total}) obtained by each eligible bidder will be calculated as follows:

$$RS_{Total} = RS_{Tech} \times 0.70 + RS_{Com} \times 0.30$$

- b) The eligible bidder will be selected based on maximum Total Relative Score (RS_{Total}) obtained.
- c) The bidder with the highest Total Relative Score (RS_{Total}) will be selected for further discussion for award of the contract.
- d) In case of a tie after the commercial evaluation stage, SIDBI's decision will be final and will be based on marks scored in the technical presentation only.
- e) The Bidders shall submit their offers strictly in accordance with the terms & condition of this document

10. Payment Terms:

- a) Payment will be made in following installments: 20:20:60
- b) 20% of total cost will be paid on finalization of script with approval of SIDBI. Another 20% of total cost will be paid on finalization of voice overs (both Hindi & English). Remaining 60% will be paid after delivery of 2 videos upon approval of SIDBI.
- c) Invoice should be raised by the selected bidder at each stage of the above installments.
- d) Applicable taxes at source (TDS) will be deducted by SIDBI at the time of making payment.
- e) Payment shall be made electronically through RTGS/ NEFT by crediting the same to vendor's bank a/c as per details provided in the Bank Mandate Form.

11. Contact Information:

Should you require any further clarifications, you may contact Ms. Neelasri Barman, BCO on 9820450867.

IV. Format of Commercial Bid

COMMERCIAL PROPOSAL FOR CREATION OF 2 AUDIO VISUAL ANIMATED MOVIES OF 'MR. DHANDEBAAZ'

[Amount in ₹]

Sr. No.	Particulars	Base Cost	Taxes	Total
1	Cost towards 2 audio visual animated videos of Mr Dhandebaaz of duration of approximate 30 minutes each (with Hindi and English voice-overs)			

Bidder may please make note of the following:

1. The costs must be quoted in Indian Rupees.
2. The Price quoted above by the bidder must be valid till 180 days from the last date of submission without change in proposed price. SIDBI will make its best efforts to select a vendor within this period. SIDBI may solicit bidder's consent to an extension of Proposal validity (but without any modification in the Proposal including proposed price)
3. In case, the commercial is not as per the above format, SIDBI shall have right to reject the bid.
4. No conditions should be stipulated in the commercial bids. The conditional bids shall be rejected.
5. The soft copy of the commercial bid should be in the .pdf format (not editable) and "Password Protected". The password shall be shared by the Bidders at the time of opening of the commercial proposals only. The commercial proposals shall be opened only for the technically qualified bidders.
The commercial bid in any other format and not meeting the above criteria shall not be accepted.
6. Bidders may, wherever possible, digitally sign the commercial proposal.
7. Cost of Dissemination as per proposed outreach media plan need not be quoted