

Request for Proposal [RfP] for Corporate / Documentary Film

1. Introduction and Disclaimers

1.1. Purpose of RfP

The purpose of RfP is to shortlist agency for making a corporate / documentary film on SIDBI.

1.2. Information Provided

The Request for Proposal document contains statements derived from information that is believed to be relevant at the date but does not purport to provide all of the information that may be necessary or desirable to enable an intending contracting party to determine whether or not to enter into a contract or arrangement with SIDBI. Neither SIDBI nor any of its employees, agents, contractors, or advisers gives any representation or warranty, express or implied, as to the accuracy or completeness of any information or statement given or made in this document.

1.3. Disclaimer

Subject to any law to the contrary, and to the maximum extent permitted by law, SIDBI and its officers, employees, contractors, agents, and advisers disclaim all liability from any loss or damage (whether foreseeable or not) suffered by any person acting on or refraining from acting because of any information including forecasts, statements, estimates, or projections contained in this RfP document or conduct ancillary to it whether or not the loss or damage arises in connection with any negligence, omission, default, lack of care or misrepresentation on the part of SIDBI or any of its officers, employees, contractors, agents, or advisers.

1.4. Costs to be borne by Respondents

All costs and expenses incurred by Respondents in any way associated with the development, preparation, and submission of responses, including but not limited to, the attendance at meetings, discussions, demonstrations, etc. and providing any additional information required by SIDBI, will be borne entirely and exclusively by the Respondent.

1.5. No Legal Relationship

No binding legal relationship will exist between any of the Respondents and SIDBI until execution of a contractual agreement.

1.6. Recipient Obligation to Inform Itself

The Recipient must conduct its own investigation and analysis regarding any information contained in the RfP document and the meaning and impact of that information.

1.7. Evaluation of Offers

Each Recipient acknowledges and accepts that SIDBI may in its absolute discretion apply selection criteria specified in the document for evaluation of proposals for short listing / selecting the eligible agency. The RfP document will not form part of any contract or arrangement, which may result from the issue of this document or any investigation or review, carried out by a Recipient.

1.8. Acceptance of Selection Process

Each Recipient having responded to this RfP acknowledges to have read, understood and accepts the selection & evaluation process mentioned in this RfP document. The Recipient ceases to have any option to object against any of these processes at any stage subsequent to submission of its responses to this RfP.

1.9. Acceptance of Terms

A Recipient will, by responding to SIDBI for RfP, be deemed to have accepted the terms of this Introduction and Disclaimer.

1.10. Requests for Proposal

- Recipients are required to direct all communications related to this RfP, through the Nominated Point of Contact person "The General Manager, CIEC and Manager, CIEC at 022 67221434/67531224".
- SIDBI may, in its absolute discretion, seek additional information or material from any of the Respondents after the RfP closes and all such information and material provided must be taken to form part of that Respondent's response.
- Respondents should provide details of their contact person, telephone, fax, email and full address(s) to ensure that replies to RfP could be conveyed promptly.
- If SIDBI, in its absolute discretion, deems that the originator of the question will gain an advantage by a response to a question, then SIDBI reserves the right to communicate such response to all Respondents.
- SIDBI may, in its absolute discretion, engage in discussion or negotiation with any Respondent (or simultaneously with more than one Respondent) after the RfP closes to improve or clarify any response.

1.12. Notification

SIDBI will notify all short-listed Respondents in writing or by mail as soon as practicable about the outcome of their RfP. SIDBI is not obliged to provide any reasons for any such acceptance or rejection.

Terms of Reference (ToR)

2. Background

2.1. About SIDBI

SIDBI, set up in 1990 under an Act of Parliament, acts as the principal financial institution for financing, promotion and development of the MSME sector, as also coordinating with other institutions engaged in similar activities. Over a period of more than 2 decades, SIDBI has pioneered in introducing various innovative schemes as well as many other promotional and developmental activities for sustainable growth and development of the sector. In the area of finance, some of our notable initiatives are in the areas of Receivable Finance/ reverse factoring / NTREES, equity / venture / risk capital assistance, sustainable finance, CART model, credit guarantee (CGTMSE), credit rating (SMERA), credit information (CIBIL), credit advisory, new channels of finance like Industry Associations, structured financial products, etc. Similarly, SIDBI's developmental initiatives spans over rural enterprise creation, skill development, cluster development, marketing support and so on. Many of these initiatives of SIDBI have received national and international awards and recognitions. The Bank provides its services through a network of about 84 offices located all over India. Detailed information on the functions of the Bank is provided on the website www.sidbi.in.

As SIDBI enters into its silver jubilee year in FY 2014-15, there is felt need to prepare a corporate / documentary film on SIDBI and its journey over the last 24 years.

2.2. Tender Objective

To prepare a corporate / documentary film on SIDBI and its journey over the last 24 years.

2.3. Scope of Work

The scope of making the corporate / documentary film includes

2.3.1. Preparation of the script which would be submitted to SIDBI for approval and the start with the corporate / documentary film making.

2.3.2. Role of SIDBI in promoting MSME sector including the Micro Finance Sector.

- 2.3.3. Innovative financing schemes by SIDBI and impact on banks and MSME sector.
- 2.3.4. Development and capacity building initiatives by SIDBI for the MSME sector as well as the Bankers and financial system as a whole.
- 2.3.5. Some success stories of SIDBI on assisting projects / organization / institution.
- 2.3.6. Bytes of the present CMD/DMD and past MDs/CMDs/DMDs of SIDBI, Industrial Association leaders, MSMEs International partners and other dignitaries on SIDBI's role in promoting, financing and development of the MSME sector.
- 2.3.7. Roles of SIDBI's association and subsidiaries
- 2.3.8. SIDBI's CSR initiatives
- 2.3.9. Dubbing of film in various regional languages as may be desired by the Bank.

2.4. Tender Methodology

2.4.1. The tender methodology proposed to be adopted by SIDBI will be "TWO Bid System" i.e., Technical Bid and Commercial Bid, each to be given in separate envelope, both of which will then be kept in single envelope and submitted to SIDBI.

2.4.2. The bidders whose technical bids are found as qualified shall be short listed for commercial evaluation. All the technically short listed bidders shall be separately notified in writing / mail.

2.4.6. SIDBI would enter into contract with the bidder(s) which ranks first in Techno-Commercial bids. The evaluation criteria and methodology are given in Annexure – I.

3. Expected Outcome and Deliverables

The assignment is expected to come out with a corporate / documentary film on SIDBI.

4. Competency and Expertise Requirements

The Agency shall be awarded the assignment is expected to be highly qualified, skilled and talented in the relative field with a vast experience of having carried out such assignments successfully. The Agency must have

- Prior experience in executing national – level projects on making of corporate / documentary film.

- The team members with proven proficiency in similar corporate / documentary film making. The team members should comprise, among others, script writer, Director, Voice Over Artist, Cameramen, post-production team, dubbing of voice in major / regional languages, expertise in English, Hindi and regional / local languages – spoken and written.
- Necessary infrastructure facilities like High resolution camera with camera men, Pota Lights, Sound recorder with camera or mic, VO Studio, Music, Post-Production, Graphics, etc.
- Demonstrated capacity to effectively undertake the task including clarity on methodology to be followed and nature and type of collaborations/ contracting.
- Capacity / initiative to suggest incorporation of additional parameters, if any, to strengthen the Project implementation in the light of objectives / Scope stated.

5. Project Monitoring and Reporting Arrangement

- As the project will be implemented under the overall supervision of CIEC, Mumbai, a Project Advisory Committee (PAC) shall be constituted under GM, CIEC which will evaluate the Techno-Commercial bids.
- At the time of submission of the draft report, the Agency shall make a detailed presentation to SIDBI.
- The final film shall be submitted after incorporating the comments of SIDBI.

6. Time Schedule

- The entire assignment would be required to be completed within 15 days of approval of the script.

7. RfP complete with relevant supporting documents should be sent in sealed cover superscribed '**RfP for Corporate / Documentary film on SIDBI**' through post/courier/hand delivered to the Chief General Manager (CIE Cell), Small Industries Development Bank of India, SME Development Centre, 2nd floor, C-11, G block, Bandra Kurla Complex, Bandra(E), Mumbai 400 051 before **11.00 hrs on February 28, 2014**. Incomplete offers and offers not submitted in sealed envelopes as indicated above will be rejected at the initial stage.

8. Nature of assignment

This is a one-time assignment. SIDBI reserves the right to reject any or all the applications at its sole discretion without assigning any reason therefor and without reference to the applicants. Canvassing is prohibited and would lead to disqualification.

Evaluation Process

Technical Evaluation:

The Evaluation matrix along with the maximum marks that can be scored is as given below:

Sr. No.	Details required/Parameters on which Bidder will be scored	Maximum Marks
	<ul style="list-style-type: none"> ▪ Prior experience in executing national – level projects on making of corporate / documentary film. <ul style="list-style-type: none"> ○ Experience (in years) ○ Number of similar projects handled 	20
	<ul style="list-style-type: none"> ▪ The team members should have proven proficiency in similar corporate / documentary film making. The team members should comprise among others script writer, Director, Voice Over Artist, Cameramen, post-production team, expertise of Hindi, English and regional / local languages – spoken and written, etc. <ul style="list-style-type: none"> ○ No. of team member for the project ○ Experience of the team in years 	20
	<ul style="list-style-type: none"> ▪ The agency should have necessary infrastructure like High resolution camera with camera men, Pota Lights, Sound recorder with camera or mic, VO Studio, Music, Post- Production, Graphics, etc. 	20
	<ul style="list-style-type: none"> ▪ Demonstrate capacity to effectively undertake the task including clarity on methodology to be followed and nature and type of collaborations/contracting. 	20
	<ul style="list-style-type: none"> ▪ Demonstrate / suggest incorporation of additional parameters, if any, to strengthen the Project implementation in the light of objectives / Scope stated. 	20
	Total	100

The shortlisted Bidders would be intimated by letters / e-mail with regard to time and place of the opening of the financial bid.

1. The above details of evaluation criteria are only indicative and, hence, subject to addition, modification and deletion.
2. During the course of technical evaluation if found necessary, the Bank may seek supplementary details and the same be submitted within the stipulated time. Non-submission of such details in time may render such applications for disqualification from further evaluations.
3. Based on the total technical score, Bidders will be ranked according to their scores with the Bidder having the highest score being followed by the respective Bidders in descending order. The Bank reserves the right of opening commercial bid/s of up to top 5 Bidders who have technical scores of minimum 70% of the total score.
4. The Bank reserves the right to not open commercial bids of bidders that are found to be technically deficient.
5. The marks scored by the Bidders in the technical evaluation will be given a weightage of 75. Similarly, the commercial bids of the Bidders will be given a weightage of 25. The combined score of technical and commercial bids will determine the H1, H2, H3 and so on.

Illustration of scoring criteria:

Assume 3 participating Bidders have total technical scores as per column (3) in the table below and in case of rates, the Total rates quoted is as under:

Sr. No. (1)	Description (2)	Total Technical Scores (3)	Rate Quoted (say in Rs. thousands) (4)
1	Firm A	85	35
2	Firm B	80	25
3	Firm C	75	30

The Bidder scoring maximum points in the total technical score i.e. 85 scoring points will be given 100 marks and the marks of the other Bidders will be worked out on proportionate basis and thereafter weightage of 75% will be applied on the marks so obtained. Similarly the minimum rate quoted /minimum Commercial Bid i.e. Rs. 25 thousand will be given 100 marks and marks of the other Bidders will be adjusted out as illustrated and thereafter weightage of 25%

will be applied on marks so obtained. The marks so obtained by all the Bidders will be added and the Bidders will be ranked H1, H2 & H3.

Marks obtained by Firm A – $(85 / 85) \times 75 + (25/35) \times 25 = 92.86$ marks (Rank 2)

Marks obtained by Firm B – $(80 / 85) \times 75 + (25/25) \times 25 = 95.59$ marks (Rank 1)

Marks obtained by Firm C – $(75 / 85) \times 75 + (25/30) \times 25 = 87.00$ marks (Rank 3)

6. In case of a tie after the commercial evaluation stage, the Bank's decision will be final and will be based on marks scored in the technical evaluation only.
7. The response submitted to the Bank by the Bidder will be taken to be a legally binding offer from the Bidder, and as such may be accepted or rejected (with or without conditions) by the Bank in its sole discretion.
8. The Bidder shall bear all costs associated with the preparation and submission of the Tender. Bank will in no case held responsible or liable for these cost, regard less of conduct or outcome of the tender process.
9. The Bidders shall submit their offers strictly in accordance the terms & condition of the Tender document.