

# NOTICE INVITING ONLINE REQUEST FOR THE RATE CONTRACT AND EMPANELMENT OF AGENCIES FOR AUDIO-VISUAL PRODUCTION TENDER

RFP No.- 3090

NAVA RAIPUR, DATED –17/01/2025

Tender Fees: Rs. 5,900/-

EMD : Rs. 5,00,000/- for TIER-1

EMD : Rs. 2,00,000/- for TIER-2

EMD : Rs. 50,000/- for TIER-3

(1) Date of Pre-bid Meeting:	27/01/2025 from 12:00 pm (Submission of Pre bid queries 29.01.2025 till 5.00 pm Email :- <a href="mailto:cgsamvad@gmail.com">cgsamvad@gmail.com</a> )
(2) Last date of online submission of tender documents:	11/03/2025 before 03:00 pm
(3) Date of Opening of Technical Bids :	11/03/2025 from 04:00 pm
(4) Date of Technical Presentations :	Shall be Communicated to the Pre-qualified bidders
(5) Date of Opening of Financial Bids :	Shall be Communicated to the Technically qualified bidders



## CHHATTISGARH SAMVAD

(An Associate organization of Department of Public Relation, Govt. of Chhattisgarh)

North Block, Sector-19, Nava Raipur-Atal Nagar,

District- Raipur (C.G.)

Web :- <https://samvad.cg.nic.in>, Bidderil :- [cgsamvadelemedia@gmail.com](mailto:cgsamvadelemedia@gmail.com)

Ph: 0771-2512510, 2512554



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### NOTICE INVITING ONLINE REQUEST FOR THE RATE CONTRACT AND EMPANELMENT OF AGENCIES FOR AUDIO-VISUAL PRODUCTION TENDER

NIT no. : 3090 /C.G. Samvad/2025

Nava Raipur, Dated: 17/01/2025

Chhattisgarh Samvad invites online tenders from reputed Audio-Visual Producers for empanelment on rate contract basis for Audio-Visual Production for a period of 2 years. Which can be extended as for need and mutual agreement. The registered firm having proven track record of expertise in above field may submit their online proposal.

Tender document can be downloaded from website <https://samvad.cg.nic.in> cost of tender document of Rs. 5,900/- (nonrefundable). Modifications/Amendments/Corrigendum, if any shall not be advertised in the newspapers but shall be published in the above website only. The CEO, Chhattisgarh Samvad reserves the right to relax, change the terms and conditions, and select/reject any application without assigning any reason thereof.

(1) Date of Pre-Bid meeting:	27/01/2025 from 12:00 pm (Submission of Pre bid queries 29.01.2025 till 5.00 pm Email :- <a href="mailto:cgsamvad@gmail.com">cgsamvad@gmail.com</a> )
(2) Last date of online submission of tender documents:	11/03/2025 before 03:00 pm
(3) Date of Opening of Technical Bids :	11/03/2025 from 04:00 pm
(4) Date of Technical Presentations :	Shall be Communicated to the Pre-qualified bidders
(5) Date of Opening of Financial Bids :	Shall be Communicated to the Technically qualified bidders

Chief Executive Officer  
Chhattisgarh Samvad  
Nava Raipur Atal Nagar

## 1. INTRODUCTION:

Chhattisgarh Samvad is established by Government of Chhattisgarh under Society Registration Act 1973, with the objective of supporting department of Public Relations. Chhattisgarh Samvad is a Autonomous Body. The Primary function of Chhattisgarh Samvad is to Promote, Publicity work and rise awareness about State Government and Central Government's schemes and programmes in public interest via print media, electronic media, social media and other outdoor media.

Chhattisgarh Samvad invites Tenders for Empanelment of Audio-Visual Production in 3 Tier on rate contract basis for a period of 2 years + 1 year + 1 year from the date of opening of tender. Chhattisgarh Samvad Through the Executive panel aims to identify and collaborate with agencies that posses a significance track records in Audio-Visual Production work. This Agencies will be selected based on their Financial Stability, Proven Industry Experience and Capacity to handles high – Profile Assignment Effectively.

## 2. SCOPE OF WORK & SERVICES:

- a. **Video Related Deliverables:** Production of Video Spots, short form videos, long form videos, documentary films, Tele films, web series, special videos [event videos, testimony videos and instructional videos], Anthem Video, Video Chat Show, Language Adaptation/Version and Dubbing of Videos.
- b. **Audio Related Deliverables:** Production of Radio Spot, Radio Jingles, Signature Tune, Audio Chat Show or Podcast, Sponsored Radio Programme, Language Adaptation/Version of Audio Creatives.
- c. **Animation Related Deliverables:** Production of 2D Motion Graphics.
- d. **Animation Related Deliverables:** Production of 2D, 2.5D and 3D animation videos.
- e. **AR/VR/AI Related Deliverables:** Design, implementation, operation and maintenance of AR integration in to Print [through single model, video and 3D animation], AR Filters for social media, AR Integration into Outdoor through Real-time CGI, AR integration in to landmarks, AR Photo Booths, VR Walkthroughs [Basic, Intermediate and Advanced], 360Degree Video and Photo Capture.

## 3. PERIOD OF VALIDITY OF TENDER

The tender will be valid for 2 years + 1 year + 1 year from the date of opening of tender. If any renderer withdraws his tender before the said period or makes any modification in the terms and conditions of the tender, which are not acceptable to the CEO, Chhattisgarh Samvad, the CEO shall without prejudice to any other right be at liberty to forfeit the tender deposit absolutely.

## 4. MINIMUM ELIGIBILITY CRITERIA FOR TECHNICAL BID:

A pre-qualification criteria will be applied to short-list the bidders for technical evaluation. The criteria along with the supporting documents required are listed below:

## TIER-1

S. No.	Pre-Qualification Criteria	Supporting Documents
1.	<p>The bidder should be one of the following registered entities:</p> <p>vi. A partnership firm registered under the Indian partnership Act, of 1932 (or)</p> <p>vii. A Limited Liability Partnership registered under the Indian limited Liability Partnership Act, 2008 (or)</p> <p>viii. A company registered under the Indian Companies Act, 1956/2013</p> <p>iv. Proprietorship Firms registered under relevant law</p> <p>v. Societies Registered under relevant law</p> <p>The Agency Must have been in operation for a minimum of 5 years as on 30<sup>th</sup> Novembers 2024.</p>	<ul style="list-style-type: none"> <li>- Certificates of Incorporation (Registration certificates.)</li> <li>- Copy of MOA, AOA, Partnership deed etc.</li> <li>- Registration Certificate of Proprietorship firm</li> <li>- Certificate of Society Registration</li> </ul>
2.	<p>A minimum average turnover of 5 crores in the past 3 financial years (F.Y. 2021-22, 2022-23 &amp; 2023-24).</p>	<ul style="list-style-type: none"> <li>➤ CA Certified turnover certificate with valid UDIN.</li> <li>➤ Audited balance sheets for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24) to support the claim.</li> <li>➤ IT Returns of last 03 financial years ( i.e. 2021-22, 2022-23 and 2023-24).</li> <li>➤ Profit and loss statement for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).</li> </ul>
3.	<p>The bidding entity must have positive net worth in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).</p>	<p>CA/auditor certificate certifying the net worth in last in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).</p>
4.	<p>GST Return of financial year (i.e. 2021-22, 2022-23 and 2023-24).</p>	<p>Copy of the GSTR-9</p>
5.	<p>State GST Registration</p>	<p>Copy of State GST Registration Certificate or the bidder must be submitted state GST Registration Certificate during the time of agreement for empanelment</p>
6.	<p>The bidder must have experience of Audio-Visual Production for Central Govt./State Govt./PSU.</p>	<p>Work-Order/Work Completion/Work Satisfactory Certificate from the client must be submitted only. (Other documents not to be uploaded)</p>
7.	<p>Tender Fee Rs. 5900/- (Non-refundable) and EMD Rs. 5,00,000 (Refundable without interest)</p>	<p>Must have deposited tender Fee and EMD through online/RTGS in Bank Account :-  <b>Account Name: <u>Chhattisgarh Samvad</u></b>  <b>Bank Name: <u>Indian Bank</u></b></p>

		<b>Branch Name: <u>Nava Raipur (C.G.)</u></b> <b>Saving Account No.: <u>20246301259</u></b> <b>IFSC Code No.: <u>IDIB000N571</u></b> (original instrument should be submitted physically)
8.	The agency must have to established local office/branch in Chhattisgarh.	Gumasta/GST Registration certificate must be during the time of agreement for empanelment

## TIER-2

S. No.	Pre-Qualification Criteria	Supporting Documents
1.	The bidder should be one of the following registered entities: vi. A partnership firm registered under the Indian partnership Act, of 1932 (or) vii. A Limited Liability Partnership registered under the Indian limited Liability Partnership Act, 2008 (or) viii. A company registered under the Indian Companies Act, 1956/2013 iv. Proprietorship Firms registered under relevant law v. Societies Registered under relevant law The Agency Must have been in operation for a minimum of 3 years as on 30 <sup>th</sup> Novembers 2024.	<ul style="list-style-type: none"> <li>- Certificates of Incorporation (Registration certificates.)</li> <li>- Copy of MOA, AOA, Partnership deed etc.</li> <li>- Registration Certificate of Proprietorship firm</li> <li>- Certificate of Society Registration</li> </ul>
2.	A minimum average turnover of 50 Lacs in the past 3 financial years (F.Y. 2021-22, 2022-23 & 2023-24).	<ul style="list-style-type: none"> <li>➤ CA Certified turnover certificate with valid UDIN.</li> <li>➤ Audited balance sheets for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24) to support the claim.</li> <li>➤ IT Returns of last 03 financial years ( i.e. 2021-22, 2022-23 and 2023-24).</li> <li>➤ Profit and loss statement for the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).</li> </ul>
3.	The bidding entity must have positive net worth in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).	CA/auditor certificate certifying the net worth in last in the last three financial years (i.e. 2021-22, 2022-23 and 2023-24).
4.	GST Return of financial year (i.e. 2021-22, 2022-23 and 2023-24).	Copy of the GSTR-9
5.	State GST Registration	Copy of State GST Registration Certificate or the bidder must be submitted state GST Registration Certificate during the time of agreement for empanelment

6.	The bidder must have experience of Audio-Visual Production for Central Govt./State Govt./PSU.	Work-Order/Work Completion/Work Satisfactory Certificate from the client must be submitted only. (Other documents not to be uploaded)
7.	Tender Fee Rs. 5900/- (Non-refundable) and EMD Rs. 2,00,000 (Refundable without interest)	Must have deposited tender Fee and EMD through online/RTGS in Bank Account: - <b>Account Name: <u>Chhattisgarh Samvad</u></b> <b>Bank Name: <u>Indian Bank</u></b> <b>Branch Name: <u>Nava Raipur (C.G.)</u></b> <b>Saving Account No.: <u>20246301259</u></b> <b>IFSC Code No.: <u>IDIB000N571</u></b> (original in strument should be submitted physically)
8.	The agency must have to established local office/branch in Chhattisgarh.	Gumasta / GST Registration certificate must be during the time of agreement for empanelment

### TIER-3

S. No.	Pre-Qualification Criteria	Supporting Documents
1.	The bidder should be one of the following registered entities: i. A partnership firm registered under the Indian partnership Act, of 1932 (or) ii. A Limited Liability Partnership registered under the Indian limited Liability Partnership Act, 2008 (or) iii. A company registered under the Indian Companies Act, 1956/2013 vi. Proprietorship Firms registered under relevant law v. Societies Registered under relevant law The Agency Must have been in operation for a minimum of 2 years as on 30 <sup>th</sup> Novembers 2024. vi. Exempted ony for local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction.	<ul style="list-style-type: none"> <li>- Certificates of Incorporation (Registration certificates.)</li> <li>- Copy of MOA, AOA, Partnership deed etc.</li> <li>- Registration Certificate of Proprietorship firm</li> <li>- Certificate of Society Registration</li> </ul> (PAN Card and Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction must be uploaded)
2.	A minimum average turnover of 5 Lacs in the past 3 financial years (F.Y. 2021-22, 2022-23 & 2023-24).	(i) CA Certified turnover certificate with valid UDIN only. (ii) Exempted for local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction.
3.	IT Returns for Financial year 2021-22, 2022-23 & 2023-24.	(i) Copy of Acknowledgement of Income Tax Returns only. (ii) Exempted for local residents of Chhattisgarh who holds

		Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction.
4.	State GST Registration (Not Compulsory)	Copy of State GST Registration Certificate (Only for GST Registered firm)
5.	The bidder must have experience of Audio-Visual Production for Central Govt./State Govt./PSU.	(i) Work-Order/Work Completion/Work Satisfactory Certificate from the client must be submitted only. (ii) Exempted for local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction.
6.	Tender Fee Rs. 5900/- (Non-refundable) and EMD Rs. 50,000 (Refundable without interest)	Must have deposited tender Fee and EMD through online/RTGS in Bank Account: - <b>Account Name: <u>Chhattisgarh Samvad</u></b> <b>Bank Name: <u>Indian Bank</u></b> <b>Branch Name: <u>Nava Raipur (C.G.)</u></b> <b>Saving Account No.: <u>20246301259</u></b> <b>IFSC Code No.: <u>IDIB000N571</u></b> (original instrument should be submitted physically)
7.	The agency must have to established local office/branch in Chhattisgarh.	Gumasta/Rent Agreement for local branch office
8.	Degree/Diploma/Certificate Course holders in the field of AV Production/Scripting/Direction	Relevant Certificate must be uploaded.

## 5. GENERAL TERMS AND CONDITIONS:

- i. Tenderer shall submit the offer duly signed in every page by the Authorized Signatory.
- ii. Chhattisgarh Samvad shall in no circumstance what so ever, be held responsible or liable in any manner whatsoever, for any costs or expenses incurred or any loss suffered by Bidder, in connection with or in consequence of the preparation or delivery of any bids, or compliance with any of the requirements other Invitation for bids or in any other manner.
- iii. The tenderer shall be deemed to have duly considered all terms of this Invitation for bids document and acknowledge that it intends to submit bids offer in accordance with the provisions of this document having accepted the terms and conditions as have been incorporated herein and/or that may be incorporated by Chhattisgarh Samvad through any Addendum(s).
- iv. The decision of CEO, Chhattisgarh Samvad shall be final while short listing the bids entities.
- v. The tenderer has not been declared blacklisted/debarred/defaulters in making payments

by any government body at any stage. (As per prescribed format)

- vi. No change in the composition of tenderer will be permitted by the Chhattisgarh Samvad after the Bid or subsequently during execution.
- vii. Not with standing anything contained in the Bid Document, the Chhattisgarh Samvad reserves the right to accept or reject any application and to cancel or withdraw or amend the bid, scope of work, bid process and reject all applications in full or in part, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reason.
- viii. The rates quoted in the financial bid should be inclusive of all other Expenses/ Taxes . only GST will be paid extra.
- ix. **SUBLETTING** - The bidder shall not, without the prior approval of the competent authority in writing, sublet or assign to any other party or parties, the whole or any portion of the work under the contract. Where such approval is granted, the contractor shall not be relieved of any obligation or duty or responsibility which he undertakes under the RFP.

#### **6. PAYMENT TERMS**

The Invoice will be raised after successful completion of the given work. The payment shall be made upon verification by the authorized officer and after receiving payments from the respective department to Chhattisgarh Samvad. TDS deduction shall be as per law.

#### **7. TENDER PROCESS:**

All the required documents (self-attested) in support of eligibility criteria are to be online submitted along with the tender documents. All tender documents should be numbered serially. Financial bid will be submitted online at <http://samvad.cg.nic.in> in the prescribed format.

#### **8. EARNEST MONEY DEPOSIT & TENDER FEE:**

- i. The Bidder has to deposit an initial Earnest money of Rs. 5,00,000/- (Rupees Five Lacs only) for TEIR-1 & Rs. 2,00,000/- (Rupees Two Lacs only) for TEIR-2 & Rs. 50,000/- (Rupees Fifty Thousand only) for TEIR-3 and Tender fee of Rs. 5,900/- (Rupees Five Thousand nine hundred only) in the given Chhattisgarh Samvad bank account.
- ii. The EMD will be refunded to the all unsuccessful Bidders after the selection process is over. Conditional bids shall not be considered and will be rejected out-right.
- iii. The Bids not accompanied by EMD and tender fee shall be declared as non-responsive and shall be summarily rejected.

#### **9. OPENING OF BIDS:**

The technical bids will be opened on the date and time indicated in tender notice in the presence of the representatives of the bidders who wish to attend. Financial bids of the shortlisted applicants will be opened there after on the date, time and place as indicated.

#### **10. BID EVALUATION:**

- i. In the first stage, the Technical Bid will be evaluated for minimum eligibility criteria. Applicants fulfilling the minimum eligibility criteria will then further proceed for marking



as per the technical marking sheet mentioned hereunder.

- ii. Final technical score will be calculated based on the table given.
- iii. Only those applicants obtaining a total score of 70 marks (out of 100 marks) or more in the Technical Bid on the basis of criteria for evaluation given below would be declared technically qualified. **Exempted only in Tier-3 for local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production, Scripting, Direction.**
- iv. Financial bids of only those bidders which are declared technically qualified shall be opened publicly, on the date and time to be specified by the CG Samvad, in the presence of the bidders representatives who choose to attend.
- v. **One bidder can apply under only one of the three TIER categories. If any bidder participates in more than one TIER in that case bid of lower TIER will be considered and EMD of higher TIER will be forfeited.**
- vi. **Lower TIER'S L-1 Rate for each deliverables should not higher than higher TIER'S L-1 Rate for each deliverables. Tender Committee/CEO, Chhattisgarh Samvad right to negotiate rates.**

**11. TECHNICAL EVALUATION SHEET:**

**TIER-1**

Technical Evaluation Criteria	Points
1. The Bidder must have been in operation for a minimum of 05 years as on 30 <sup>th</sup> November 2024: 05-07 years - 05 Marks 07-10 years - 10 Marks 10 and Above - 15 Marks	15
2. Average Annual Turnover for the last 3 financial years (2021-22, 2022-23 & 2023-24): ₹ 5Cr. – 10 Cr. - 05 Marks ₹ 10 Cr. – 15 Cr. - 10 Marks Above 15 Cr. - 15 Marks	15
3. Cumulative Value of Central Govt./State Govt./PSUs's Audio-Visual Production Works: (Last 5 Years i.e. 01st January, 2020 to 31st December, 2024) ₹ 2 Cr. – 4 Cr. - 10 Marks More than ₹ 4 Cr. – 6 Cr. - 15 Marks More than ₹ 6 Cr. - 20 Marks <b>(Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company)</b>	20
4. The Bidder must have executed project/work-order of Audio-Visual Production with any State/Central Govt./PSU's: 1 One Show reel of Video Spots (upto 2 minutes duration) 2 One documentary of more than 5 minutes 3 One Video more than 15 minutes up to 30 minutes 4 One Event/Scheme/Programme video upto 2 minutes 5 One Video Anthem/Video Theme Song upto 2 minutes 6 One Video Anthem/Video Theme Song 2 to 5 minutes	20

7	One 2D Character Animation	
8	One 3D Character Animation	
9	One Radio Spot upto 60 seconds	
10	One Radio Jingle/Audio Anthem/Theme song or Signature Tune upto 60 Seconds <b>(2 Mark for each Project) (Work-Orders must be submitted)</b>	
5. A detailed PPT presentation (not more than 10 minutes). The presentation shall be evaluated on following parameters: i. Company/Individual past experience - <b>10 Marks</b> ii. Team Strength – <b>05 Marks</b> iii. Previous Audio/Video produced by the bidder – <b>10 Marks</b> iv. National Award in the field of AV Production, Scripting, Direction – <b>05 Marks</b> <b>(Date for PPT presentation shall be communication to the pre-qualified bidders)</b>		30

## TIER-2

Technical Evaluation Criteria		Points
1. The Bidder must have been in operation for a minimum of 03 years as on 30 <sup>th</sup> November 2024: 03-05 years - 10 Marks 05-07 years - 15 Marks 07 and Above - 20 Marks		20
2. Average Annual Turnover for the last 3 financial years (2021-22, 2022-23 & 2023-24): ₹ 50 Lacs. – 75 Lacs. - 10 Marks ₹ 75 Lacs. – 1 Cr. - 15 Marks Above ₹ 1 Cr. - 20 Marks		20
3. Cumulative Value of Central Govt./State Govt./PSUs's Audio-Visual Production Works: (Last 5 Years i.e. 01st January, 2020 to 31st December, 2024) ₹ 15 Lakhs – 20 Lakhs - 05 Marks More than ₹ 20 Lakhs – 30 Lakhs – 07 Marks More than ₹ 30 Lakhs - 10 Marks <b>(Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company)</b>		10
4. The Bidder must have executed project/work-order of Audio-Visual Production with any State/Central Govt./PSU's: 1 One Show reel of Video Spots (upto 2 minutes duration) 2 One documentary of more than 5 minutes 3 One Video more than 15 minutes up to 30 minutes 4 One Event/Scheme/Programme video upto 2 minutes 5 One Video Anthem/Video Theme Song upto 2 minutes 6 One Video Anthem/Video Theme Song 2 to 5 minutes 7 One 2D Character Animation 8 One 3D Character Animation 9 One Radio Spot upto 60 seconds 10 One Radio Jingle/Audio Anthem/Theme song or Signature Tune upto 60 Seconds <b>(2Mark for each Project) (Work-Orders must be submitted)</b>		20
5. A detailed PPT presentation (not more than 10 minutes). The presentation shall be evaluated on following parameters: 1. Company/Individual past experience - <b>10 Marks</b> 2. Team Strength – <b>05 Marks</b> 3. Previous Audio/Video produced by the bidder – <b>10 Marks</b>		30

4. National Award in the field of AV Production, Scripting, Direction – <b>05 Marks</b> <b>(Date for PPT presentation shall be communication to the pre-qualified bidders)</b>	
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### TIER-3

Technical Evaluation Criteria	Points
1.The Bidder must have been in operation for a minimum of 02 years as on 30 <sup>th</sup> November 2024: 02-03 years - 10 Marks 03-04 years - 15 Marks Above 04 - 20 Marks	20
2. Average Annual Turnover for the last 3 financial years (2021-22, 2022-23 & 2023-24): ₹ 05 Lacs. – 10 Lacs. - 10 Marks ₹ 10 Lacs. – 15 Lacs. – 15 Marks Above 15 Lacs. - 20 Marks	20
3. Cumulative Value of Central Govt./State Govt./PSUs's Audio-Visual Production Works: (Last 5 Years i.e. 01st January, 2020 to 31st December, 2024) Upto ₹ 5 Lakhs - 05 Marks More than ₹ 5 Lakhs – 10 Lakhs – 07 Marks More than ₹ 10 Lakhs - 10 Marks <b>(Experience certificate/Completion certificate from Client OR CA certificate, indicating the total payment received by the bidding company)</b>	10
4. The Bidder must have executed project/work-order of Audio-Visual Production with any State/Central Govt./PSU: 1 One Show reel of Video Spots (upto 2 minutes duration) 2 One documentary of more than 5 minutes 3 One Event/Scheme/Programme video upto 2 minutes 4 One Instructional Videos of upto 2 minutes 5 One Testimony Videos of upto 2 minutes 6 One Video Anthem/Video Theme Song of upto 2 minutes 7 One 2D Motion Graphics or related work 8 One 2D Character Animation 9 One 3D Motion Graphics or related similar work 10 One 3D Character Animation <b>(2 Mark for each Project) (Work-Orders must be submitted)</b>	20
5. A detailed PPT presentation (not more than 10 minutes). The presentation shall be evaluated on following parameters: i. Company/Individual past experience - <b>10 Marks</b> ii. Team Strength – <b>05 Marks</b> iii. Previous Audio/Video produced by the bidder – <b>10 Marks</b> iv. Local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction – <b>05 Marks</b>	30

For local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction is exempted for above evaluation.

All the technically qualified bidders will be given points out of total 100 points by the committee for technical & the presentation on the basis of the topics mentioned above. The bidders securing minimum 70

out of total 100 marks shall be eligible for opening of financial bids. (For local residents of Chhattisgarh who holds Degree/Diploma/Certificate Course in the field of AV Production/Scripting/Direction is exempted for above evaluation) Based on lowest price bids, item wise L1 rates shall be decided after comparison of shortlisted bidder after technical evaluation. All shortlisted bidders shall then be offered to work on the L1 item wise rates, Bidders agreeing to work at L1 rates shall then be empaneled for a period of 2 years which can be extended for further 1 year + 1 year. The Tender Committee has reserved the rights to Negotiate the L1 rates with qualified bidders.

#### **12 Project duration:**

The contract will be assigned for a period of 2 years + 1 year + 1 year, subject to satisfactory performance of the agency, and on the same terms & condition, without any cost escalation. The government of Chhattisgarh will evaluate and assess the performance of the agency periodically through its own mechanism and Chhattisgarh Samvad has Reserve the right to terminate the agreement at any time. The decision of the government of the CEO, Chhattisgarh Samvad regarding extension/termination will be final and binding.

#### **13 CONFIDENTIALITY:**

Information relating to evaluation of bids and recommendation concerning awards shall not be disclosed to the Bidders who submitted the bids or to other persons not officially concerned with the process, until the publication of the award of contract. The Bidders qualifying for opening of the financial bids based on the evaluation of the technical bid may, if desired, attend the financial bid opening meeting of the evaluation committee. The undue use by any bidder of any information related to the process may result in the rejection of its bid and may be subjected to the provisions of the Ministry's antifraud and corruption policy.

#### **14 DISPUTE RESOLUTION:**

If a dispute of any kind whatsoever arises between the Chhattisgarh Samvad and the BIDDER in connection with or arising out of the bids or the execution of the logistics, whether during the execution of the event or after its completion and whether before or after repudiation or termination of the Agreement, including any dispute as to any decision, opinion, consent, expression of satisfaction, approval, determination of value, action or instruction of the Chhattisgarh Samvad, the matter in dispute shall be referred in writing to the Chhattisgarh Samvad. Chhattisgarh Samvad shall give notice of its decision of the same to the Bidder/successful Bidder at the earliest. All rights are reserved with Chhattisgarh Samvad.

**15 Applicable law:** Applicable law means the laws and any other instruments having the force of law in india as they may be issued and in force from time to time. The contracts shall be interpreted in accordance with the laws of the union of India and the state of Chhattisgarh.

**16 Intellectual property rights:** The agency shall insure itself against all third-party claims of infringement of copyright, patent, trademark or industrial design rights arising from use of the press clippings, photographs, AV material or any part thereof in india or abroad. In the case of any claim asserted by a third party of infringement of copyright, patent, trademark or industrial design rights arising from the use of any material or any part thereof in india, the agency shall act expeditiously to extinguish such claim. If the agency fails to comply and the Chhattisgarh Samvad is required to compensate a third party resulting from such infringement, the agency shall be responsible for the compensation including all expenses, court costs, lawyer fees and will be liable for penalty/termination by the Chhattisgarh Samvad. The agency shall provide the Chhattisgarh Samvad with a notice of such a claim, if made, without delay.

**17 Suspension:** The Chhattisgarh Samvad may, in written notice to the agency, suspend all payments to it hereunder if the agency fails to perform any of its obligations under the contract including the carrying out of the services, provided that such notice of suspension,

- Shall specify the nature of failure.
- Shall request the agency for a remedy of such failure within a period not exceeding thirty (30) days after the receipt of such notice of failure by the agency.

**18 Termination:** Under the contract, the Chhattisgarh Samvad may, by written prior notice of 1 month can terminate the services of the agency in the following ways:

- Termination by default for failing to perform obligations under the contract or if the quality is not up to the specification or in the event of non-adherence to any time schedule that may be mentioned by the Chhattisgarh Samvad.
- The Chhattisgarh Samvad by written notice sent to the agency, may terminate the contract, in whole or in part, at any time for its convenience. The notice of termination shall specify that termination is for the Chhattisgarh Samvad's convenience, the extent to which performance of the agency under the contract is terminated, and the date upon which such termination becomes effective. The Chhattisgarh Samvad may at any time terminate the contract by giving a written notice to the agency, if the agency becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the agency, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Chhattisgarh Samvad.
- If Chhattisgarh Samvad finds unsatisfactory performance of the agency or breach of any term and condition laid down in this tender, the performance security and emd will be forfeited.

**19 Resolution of disputes:** If any dispute arises between parties, then there would be two ways for resolution of the dispute under the contract.

- Amicable settlement: the performance of the contract is governed by the terms & conditions of the contract. However, at times dispute may arise over the interpretation of any term or condition of contract including the scope of work, etc in such a situation either party of the contract may send a written notice of dispute to the other party. The party receiving the notice of dispute will consider the notice and respond to it in writing within 30 days after receipt. If the dispute cannot be amicably settled within 45 days following the response of that party, then clause resolution of dispute below, for resolution of disputes shall become applicable.
- Resolution of disputes: in the case of dispute arising between the Chhattisgarh Samvad and the agency, which has not been settled amicably, any party can refer the dispute for arbitration under the arbitration and conciliation act, 1996, as amended from time to time, and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings. the decision of the arbitrator shall be final and binding upon both the parties. All arbitration awards shall be in writing and shall state the reasons for the award. The expenses of the arbitration as determined by the arbitrators shall be shared equally by the Chhattisgarh Samvad and the agency. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself. Arbitrator shall be appointed by the government of chhattisgarh on recommendation of Chhattisgarh Samvad.

**20 Conflict of interest:** The agency is required to provide professional objective and impartial advice and at all times holds the Chhattisgarh Samvad's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work, without limitation on the generality of the foregoing, agency and any of its affiliates shall be considered to have a conflict of interest under any of the circumstances set forth below:

- Conflicting activities: an agency or any of its affiliates, selected to provide Consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods of works or services resulting from or directly related to this project.
- Conflicting assignment/job: an agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the agency to be

executed for the same or for another employer.

➤ **Conflicting relationships:** an agency that has a business or family relationship with a member of the Chhattisgarh Samvad staff who is directly or indirectly involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Chhattisgarh Samvad throughout the selection process and the execution of the contract. The agency has an obligation to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of Chhattisgarh Samvad, or that may reasonably be perceived as having this effect. Any such disclosure shall be made to Chhattisgarh Samvad, immediately. If the agency fails to disclose such situations and if the Chhattisgarh Samvad comes to know about any such situation at any time, it may lead to the disqualification of the agency during bidding process or the termination of its contract during execution of the assignment.

**21 Legal jurisdiction:** All legal disputes between the parties shall be subject to the jurisdiction of the courts situated in Raipur, Chhattisgarh only.

**22 Penalty clause:** The Chhattisgarh Samvad will evaluate the performance of the agency based on the quality & quantity of the services rendered, validation by the Chhattisgarh Samvad verification committee and feedback received by the officials concerned at the department. Any work done for offices apart from the Chhattisgarh Samvad will first be validated by officers concerned from such offices. The decision of the Chhattisgarh Samvad shall be binding in this regard.

All the documents/media assets/application etc. Prepared and developed by the bidder will be the property of the Chhattisgarh Samvad. All designs, reports, other documents etc. submitted by the bidder pursuant to this work order shall become and remain the property of the Chhattisgarh Samvad, and the bidder shall, not later than upon termination or expiration of this work order, deliver all such documents and software to the Chhattisgarh Samvad, together with a detailed inventory thereof. If at any given point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder doesn't fulfil any of the contractual obligations, the Chhattisgarh Samvad may take a decision to cancel the contract with immediate effect. Further, performance security of the agency may also be forfeited if the performance of the agency is not satisfactory.

In case of late/unsatisfactory/no services on a specific activity, in which the agency fails to deliver the services thereof within the period fixed for such delivery in the schedule or at any time repudiates the contract, the agency shall be liable to penalty. The timeline/schedule of deliverables will be decided as and when the requirement/tasks activities arise. The Chhattisgarh Samvad will have the right to cancel the contract at any time without assigning any reason thereof.

For non-execution of work as per work order within time, which hampers the image of the Government of Chhattisgarh/Department will attract a penalty of 10% of the award value for the particular Event. In reputation of such case the Agency may be black listed for 2 years. The decision of The CEO, Chhattisgarh Samvad shall be binding in this regards.

**23 Force Majeure:** Not with standing anything contained in the scope of work, the agency shall not be liable for liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of force majeure.

For purposes of this clause "force majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargos. The decision of the Chhattisgarh Samvad regarding force majeure shall be final and binding on the agency. If a force majeure situation arises, the agency shall promptly notify the Chhattisgarh Samvad in writing, of such conditions and the cause thereof. Unless otherwise directed by the Chhattisgarh Samvad in writing, the

agency shall continue to perform its obligations under the agreement as far as reasonably practical and shall seek all reasonable alternative means for performance not prevented by the force majeure event.

**24 Process confidentiality:** Information relating to the examination, clarification and comparison of the proposals shall not be disclosed to any bidders or any other persons not officially concerned with such process until the selection process is over. The undue use by any bidder of confidential information related to the process may result in rejection of its proposal. Except with the prior written consent of the Chhattisgarh Samvad, no party, shall, at any time communicate to any person or entity any confidential information acquired in the course of the contract.

**25 Data confidentiality:** The agency shall maintain full confidentiality of the data provided to it or data generated while providing services. Under no circumstances will the agency divulge/reveal/share such data for the purpose other than for meeting the Chhattisgarh Samvad's requirements. Any violation of this confidentiality clause may result in instant termination of the contract and blacklisting of the agency's services from the Government of Chhattisgarh, the decision of the client shall be final in this regard and binding on the agency.

#### **26 Channels of communications:**

- The Chhattisgarh Samvad, at all stages, will be the first point of contact for all communication from the creative agency.
- All communication that may require references or proof of occurrence of communication shall be made to the Chhattisgarh Samvad via electronic mail. Communication from the Chhattisgarh Samvad to the creative agency could be made telephonically, in writing, verbally or E-mail.
- The point of contact on behalf of the Chhattisgarh Samvad for the creative agency or anyone representing the agency shall be a nominated officer of the Chhattisgarh Samvad/Directorate of Public Relations, Government of Chhattisgarh.

#### **27 Fraud and corrupt practices:**

The bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the bidding process and subsequent to the issue of the **LOA** and during the entire project duration. Notwithstanding anything to the contrary contained herein, or in the LOA, the Chhattisgarh Samvad may reject a bid, withdraw the **LOA**, or terminate the association with the selected bidder, as the case may be, without being liable in any manner whatsoever to the bidder, if it determines that the bidder, has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the bidding process. In such an event, the authority shall be entitled to forfeit and appropriate performance security, as damages, without prejudice to any other right or remedy that may be available to the Chhattisgarh Samvad under the bidding documents and/or the LOA, or otherwise.

Without prejudice to the rights of the Chhattisgarh Samvad under the clause 'fraud and corrupt practices' herein above and the rights and remedies which the Chhattisgarh Samvad may have under the LOA, or otherwise if a bidder, is found by the Chhattisgarh Samvad to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the bidding process, or after the issue of the LOA or the project duration, such bidder shall not be eligible to participate in any tender or RFP issued by the Chhattisgarh Samvad for a period of 2 (two) years from the date such bidder, is found by the authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practices, as the case may be.

For the purposes of this clause fraud and corrupt practices, the following terms shall have the meaning

hereinafter respectively assigned to them:

- A.** 'Corrupt practice' means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with the bidding process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Chhattisgarh Samvad who is or has been associated in any manner, directly or indirectly, with the bidding process or the loa or has dealt with matters concerning or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Chhattisgarh Samvad, shall be deemed to constitute influencing the actions of a person connected with the bidding process); or (ii) save and except as permitted under the clause 'performance security' (b) of this tender, engaging in any manner whatsoever, whether during the bidding process or after the issue of the loa or during the project duration, as the case may be, any person in respect of any matter relating to the project or the loa, who at any time has been or is a legal, financial or technical adviser of the Chhattisgarh Samvad in relation to any matter concerning the project;
- B.** 'Fraudulent practice' means a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence the bidding process
- C.** 'Coercive practice' means impairing or haring, or threatening to impair or harm, directly or indirectly, any person of property to influence any person's participation or action in the bidding process.
- D.** 'Undesirable practice' means (i) establishing contact with any person connected with or employed or engaged by the Chhattisgarh Samvad with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the bidding process; or (ii) having a conflict of interest; and;
- E.** 'Restrictive practice' means forming a cartel or arriving at any understanding or arrangement among bidders with the objective of restricting or manipulating a full and fair competition in the bidding process.

**Chief Executive Officer  
Chhattisgarh Samvad  
Nava Raipur Atal Nagar**



**FORM-1****TENDERER'S INFORMATION SHEET**

S. No.	Particulars	Description
01	Name & Address of the Tenderer with Phone No., E-mail id and Fax no.	
02	Nature of constitution of Tenderer Firm (Whether individual, proprietorship, partnership firm, company registered under Companies Act, LLP) (Enclose registration certificate, Partnership Deeds etc.)	
03	Date and Place of Incorporation:	
04	Name and address of the proprietor/partner/Directors	
05	Details of authorized signatory/ nominated representative for this TENDER response:	Name
		Position
		Telephone Direct
		Mobile
		Bidderil Address
	Postal Address	
06	Branch office details (full address, contact Number & E-mail ID)	
07	Details of Registration	
	a) Shops & Office Establishment License	
	b) GST Registration Number	
	c) Income Tax PAN number	
08	Date of Commencement of Business	
09	Last three year's Turnover as per balance sheet	
	<b>Financial Year</b>	<b>Turnover (Rs. In Lakhs)</b>
	<b>2021-22</b>	
	<b>2022-23</b>	
	<b>2023-24</b>	
10	Previous Experience of Central or State Government Departments/bodies. (Form-5)	
11	Total Number of Employees on direct payroll	
12	Whether blacklisted by Central or State Government departments/bodies. (as per Form-4)	
13	Any other relevant Information	

Name of the Agency :

Signature of Authorized Signatory:

Name of Authorized Signatory :

Address :

Phone Number :

Fax Number :

E-mail :

Date :

**Form-2****E-PAYMENT**

<b>S. No.</b>	<b>Particulars</b>	<b>Details</b>
1.	Beneficiary name	
2.	Account Type	
3.	Bank Account No.	
4.	Name & Address of Bank	
5.	Bank Telephone/fax No. with STD Code	
6.	Bank Branch MICR Code	
7.	Bank Branch IFSC Code	
8.	Firm E-mail address	

I/We confirm that I/We will be rather change, if any, levied by my/our bank for the credit of NEFT Accounts in my/our account.

Thanking you,

For \_\_\_\_\_  
\_\_\_\_\_

**Authorized Signatory**

We confirm that we are enabled for receiving NEFT/ RTGS credits and further confirm that the A/c No. of (Firm's Name). The signature of authorized signatory and the MICR and IFSC Code of our branch mentioned above are correct.

Bank's Verification

(Manager's/Officer's Signature)

With Bank's Stamp

**Form-3**

**AFFIDAVIT**

**On Rs.100/- (Rupees hundred only) Non-Judicial Stamp Paper duly Notarized**

I.....S/o..... Aged. Years.....resident..... of.....  
(Address... ..)

(For and on behalf of.....), do hereby and here with  
solemnly Affirm/state on oath that :-

1. **All documents and Information's furnished are correct in all respects to the best of my knowledge and belief.**
2. **I have not suppressed or omitted any information as is required.**
3. **I am/we are/none of our partner or director is neither blacklisted nor debarred by Govt. of India/Other State Govt. Departments/Semi Govt. Departments.**
4. **I or any of the partner of the firm or any of the director of the company are neither partner o f any such firm or director of any such company which has been debarred/black listed by Government of India/other state Govt. Department/Semi Govt. Departments.**

Deponent (.....)

Authorized signatory/for and on behalf of.....

(Affix seal)

**Form -4**

**Work Experience Details**

<b>S. No.</b>	<b>Name of Client</b>	<b>Work Details</b>	<b>Date of Work order</b>	<b>Value of Work</b>

**Authorized Signatory**

## Financial Bid

### TIER-1

#### a) VIDEO RELATED DELIVERABLES

S. No.	Deliverable	Description	Rate (in INR without GST)
	<b>Video Spots (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b>		
1	Video Spot up to 60 seconds  [cost per Video Spot]	<p>This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro- rata calculation of production cost of a video upto 120 seconds video based on cost per second basis i.e., [Cost per second=L-1 Rate divided by 60].</p>	
2	Language Adaptation/Version of Video Spots up to 60 seconds  [cost of Language Adaptation/Version of one Video Spot into one language]	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost for Language Adaptation/Version of a video up to 120 second based on per second basis. [Cost per second=L-1 Rate divided by 60 seconds]</p>	
3	Dubbing of Video Spots up to 60 seconds  [cost of dubbing of one Video Spot into one language]	<p>This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost for dubbing of a Video Spot up to 120 second based on per second basis. [Cost</p>	

		per second = L-1 Rate divided by 60 seconds]	
4	Edits of Video Spot of up to 120 seconds into shorter versions such as 10/15/30/45 seconds etc.  [cost of per edit of one Video Spot]	Editing the video into the given timeframe while retaining the meaning.	
<b>SHORT VIDEOS (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b>			
5	Videos more than 2 minutes and up to 5 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.	
6	Language Adaptation/Version of videos of more than 2 minutes and up to 5 minutes  [cost of Language Adaptation/Version of one such video into one language]	Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.	
7	Dubbing of videos of more than 2 minutes to 5 minutes  [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.	
8	Edits of Short Video above 2 minutes and up to 5 minutes into shorter versions such as 10/15/30/45 seconds etc.  [cost of per edit]	Editing the video into the given timeframe while retaining the meaning.	
<b>LONG VIDEOS/DOCUMENTARY (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b>			

9	Videos more than 5 minutes and up to 15 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.	
10	Videos more than 15 minutes up to 30 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.  <b>Note:</b> This rate would be used for pro-rata calculation of production cost of a video of more than 30 minutes based on cost per minute basis i.e., [Cost per minute = L-1 Rate divided by 30]	
11	Dubbing of videos above 5 minutes to 15 minutes  [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.	
12	Dubbing of videos above 15 minutes to 30 minutes.  [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.  <b>Note:</b> This rate would be used for pro-rata calculation of production cost for dubbing of long form videos more than 30 minutes based on per minute basis. [Cost of per minute of dubbing = L-1 Rate divided by 30]	

13	<p>Language Adaptation/Version of video more than 5 minutes and up to 15 minutes</p> <p>[cost of Language Adaptation/Version of one such video into one language]</p>	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p>	
14	<p>Language Adaptation/Version of video more than 15 minutes and up to 30 minutes</p> <p>[cost of Language Adaptation/Version of one such video into one language]</p>	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p> <p>Note: This rate would be used for pro rata calculation of production cost of a video above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30 minutes]</p>	
15	<p>Edits of Videos above 5 minutes and up to 30 minutes into shorter versions such as 10/15/30/45 seconds or 1/2/3/4/5 minutes etc.</p> <p>[cost of per edit]</p>	<p>Editing the video into the given timeframe while retaining the meaning.</p>	
<p><b>TV OR WEB SERIES (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b></p>			
18	<p>TV or Web Series above 15 minutes and up to 30 minutes (minimum 5 episodes)</p> <p>[cost per episode]</p>	<p>This includes cost of concept, script development, story board presentation for a series of episodes, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.</p>	



19	<p>TV or Web Series above 15 minutes and up to 30 minutes (minimum 5 episodes)</p> <p>[cost per episode]</p>	<p>This includes cost of concept, script development, story board presentation for a series of episodes, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost of a video above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30 minutes]</p>	
<b>SPECIAL VIDEOS (Shot in 4K using latest technology and delivered in Hard Drive)</b>			
20	<p>Event/Scheme/Programme video up to 2 minutes</p> <p>[cost per video]</p>	<p>Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.</p>	
21	<p>Event/Scheme/Programme video above 2 minutes and up to 5 minutes</p> <p>[cost per video]</p>	<p>Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.</p>	
22	<p>Instructional Videos of up to 2 minutes</p> <p>[cost per video]</p>	<p>Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept &amp; script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.</p> <p><b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.</p>	

23	<p>Instructional Videos of above 2 minutes and up to 5 minutes</p> <p>[cost per video]</p>	<p>Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept &amp; script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.</p> <p><b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost for production of such videos of more than 5 minutes based on per minute basis. [Cost of per minute = L-1 Rate divided by 5]</p>	
24	<p>Testimony Videos of up to 2 minutes</p> <p>[cost per video]</p>	<p>Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel &amp; logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.</p>	
25	<p>Testimony Videos of above 2 minutes and up to 5 minutes</p> <p>[cost per video]</p>	<p>Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel &amp; logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.</p>	
26	<p>Video Anthem/Video Theme Song of up to 2 minutes</p> <p>[cost per video]</p>	<p>Original composition of a piece of music along with lyrics. Cost includes music composition, lyrics, casting musicians, well-known singer, choreography, equipment, studio, filming/shooting, and art direction, casting actors, editing, crew, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.</p>	

27	Video Anthem/Video Theme Song of above 2 minutes and up to 5 minutes  [cost per video]	Original composition of a piece of music along with lyrics. Cost includes music composition, lyrics, casting musicians, well-known singer, choreography, equipment, studio, filming/shooting, art direction, casting actors, editing, crew, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.	
28	Video Chat Show of up to 30 minutes  [cost per show]	Conversation with guests by a well-known host/anchor. Cost includes studio setup, professional lighting, equipment, backdrops, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.  <b>Note:</b> This rate would be used for pro rata calculation of production cost of a chat show above 30 minutes based on per minute basis [Cost per minute = L1 Rate of this deliverable divided by 30]	
<b>CELEBRITY ENGAGEMENT FOR VIDEO</b>			
29	Additional charges (per original video) for use of celebrities in production of <b>video of up to 120 seconds</b> over and above the L-1 rate for a video of such duration. (irrespective of number of celebrities)  [Cost per one video]	Indian Celebrities of <b>National</b> Recognition  [Refer to Annexure – 1 for categorisation of celebrity]	
30	Additional charges (per original video) for use of celebrities in production of <b>more than 2 mins to 5 mins</b> over and above the L1 rate for a video of such duration. (irrespective of number of celebrities)  [cost per one video]	Indian Celebrities of <b>National</b> Recognition [Refer to Annexure – 1 for categorisation of celebrity]	

31	Additional Charges for celebrity entourage [per original video] where a celebrity has provided pro-bono services.  [lumpsum cost per video]	Where an Indian celebrity [international/national recognition] is providing their services free of cost, the expenses involved in ensuring celebrity attendance such as travel and accommodation, food and beverages, makeup and costume, security, and all other such expenses related to the celebrity entourage [manager, makeup artist and support staff] must be included.	
<b>SPECIALISED SHOOTING CHARGES</b>			
32	Additional charges for capturing of complex and sophisticated aerial footage over and above the L-1 rate for such a video. Simple drone footage excluded from this head.  [cost per day of shooting]	Aerial shooting that includes capturing footage or filming from an aerial perspective, utilising helicopters, planes or other aerial platforms to capture sweeping views, dynamic movements, and expansive landscapes from the sky. It should include cost of special equipment and special crew.	
33	Additional charges for capturing of complex and sophisticated underwater footage over and above the L-1 rate for such a video. Simple submersible footage excluded from this head.  [cost per day of shooting]	Underwater shooting includes capturing footage or filming scenes or sequences in underwater aquatic environments such as oceans, lakes, pools, or underwater tanks. It should include cost of special equipment and special crew.	
<b>ACCESSIBILITY FEATURES</b>			
34	Subtitling of video content/Adding of subtitles (in language other than the master)  [cost to be quoted for adding subtitle to a video of up to 30 minutes in one language]	Subtitling into a language other than the language of the audio. The cost includes translation and superimposition on to the video.  <b>Note:</b> This rate shall be used for pro-rata calculation of cost for larger videos.	
35	Sign Language Addition  [cost to be quoted for adding sign language to a video of up to 30 minutes]	Showing the video in picture-in-picture mode by using experienced sign language expert. Cost includes hiring of expert, shooting of video and editing for synchronisation with the video.  <b>Note:</b> This rate shall be used for pro-rata calculation of cost for larger videos.	

b) **AUDIO RELATED DELIVERABLES**

S. No.	Deliverable	Description	Rate (in INR without GST)
<b>RADIO SPOT AND JINGLE</b>			
1	Radio Spot up to 60 seconds  [cost per spot]	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.	
2	Radio Spot of 60 to 120 seconds  [cost per spot]	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.  <b>Note:</b> This rate would be used for pro-rata cost calculation for production of radio spot above 120 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 120)	
3	Radio Jingle/Audio Anthem/Theme song or Signature Tune up to 60 seconds  [cost per one Radio Jingle/Audio Anthem/Theme song/ Signature Tune]	A radio jingle/signature tune/audio anthem/theme song refers to short musical piece or song produced with original music featuring catchy lyrics (if applicable), a memorable melody. Cost must include original composition of music, engagement of recognisable and well-known artists/musicians/instrument players along with concept & script/lyrics development, recording, direction, editing, equipment cost, cost of crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.	
4	Radio Jingle/Audio Anthem/Theme song or Signature Tune more than 60 seconds and up to 180 seconds  [cost per one Radio Jingle/Audio Anthem/Theme song/ Signature Tune]	Cost must include original composition of music, engagement of recognisable and well-known artists/musicians/instrument players along with concept & script/lyrics development, recording, direction, editing, equipment cost, cost of crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.  <b>Note:</b> This rate would be used for pro-rata cost calculation for production of radio jingle/signature tune above 180 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 180)	

<b>SPECIAL AUDIO PRODUCTIONS</b>		
5	<p>Audio Chat Show or Podcast of up to 30 minutes</p> <p>[cost per show]</p>	<p>Cost includes field interviews, hiring of recognisable host, crew, travel, logistics, studio setup, sound equipment, music, sound effects, or other enhancements and production processes as necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Chat Show/Podcast above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30)</p>
6	<p>Audio Books of up to 60 mins</p> <p>[cost per audio book per language]</p>	<p>Audiobook refers to a spoken-word version of a book or other written material that is intended for listening rather than reading. Cost includes hiring professional narrator, music, sound effects, editing, and other enhancements and production processes where necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Audio Book above 60 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 60)</p>
<b>SPONSORED RADIO PROGRAMME</b>		
7	<p>Sponsored Radio Programme up to 15 minutes</p> <p>[cost per episode]</p>	<p>Cost must include concept &amp; script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, studio, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.</p>
8	<p>Sponsored Radio Programme above 15 minutes to 30 minutes</p> <p>[cost per episode]</p>	<p>Cost must include concept &amp; script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, studio, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Sponsored Radio Programme above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30)</p>
9	<p>Re-edit or Re-voiceover of a Sponsored Radio Programme of up to 30 minutes duration</p> <p>[cost per episode]</p>	<p>In cases where a Sponsored Programme that is already produced in the past but certain figures, part of a message, scheme details or other such information are to be updated, and it involves only re-editing and/or re-voiceover.</p>

10	Edits of less than 1 minute, 1-2 minutes and other such shorter durations from Radio Jingle/Spots/Chat Show/Podcast/Sponsored Radio Programme of any duration.  [cost per edit]	Editing an audio deliverable into the given timeframe while retaining the meaning.	
<b>SPONSORED RADIO PROGRAMME</b>			
11	Dubbing of Radio Spot/ Jingle of up to 60 seconds [Cost per dubbing into one language]	This includes cost of replacing the original dialogue, script translation, narration, or other audio elements with translated version in a different language while retaining message and rhyming scheme, and hiring professional artists/singers/musicians and ensuring synchronisation of dialogues with music.  <b>Note:</b> This rate would be used for pro-rata cost calculation for dubbing of a radio spot/jingle above 60 seconds duration (Cost per second = L1 Rate for this deliverable divided by 60)	
12	Dubbing of Chat Show/Podcast/Sponsored Radio Programme etc. up to 15 minutes  [Cost per dubbing into one language]	This includes cost of replacing the original dialogues, narration, or other audio elements with translated version in a different language while retaining message and hiring professional artists.	
13	Dubbing of Chat Show/Podcast/Sponsored Radio Programme etc. of more than 15 minutes to 30 minutes.  [Cost per dubbing into one language]	This includes cost of replacing the original dialogues, narration, or other audio elements with translated version in a different language while retaining message and hiring professional artists.  <b>Note:</b> This rate would be used for pro-rata cost calculation for dubbing Chat Show/Podcast/Sponsored Radio Programme etc. above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30).	
<b>CELEBRITY ENGAGEMENT FOR AUDIO</b>			

14	<p>Additional charges (per original audio) for use of celebrities in radio jingle/spot/audio anthem/theme song/signature tune <b>up to 120 seconds</b> over and above the L-1 rate for an audio of such duration.</p> <p>(irrespective of number of celebrities)</p> <p>[cost per one radio jingle/spot/audio anthem/theme song/signature tune]</p>	<p>Indian Celebrities of National Recognition</p> <p>[Refer to Annexure – 1 for categorisation of celebrity]</p>	
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**c) ANIMATION RELATED DELIVERABLES**

S. No.	Deliverable	Description	Rate (in INR without GST)
1	2D Motion Graphics [cost up to 60 seconds]	2D motion graphics involve creating animated visuals in a two-dimensional space. This form of animation combines graphic design elements—such as shapes, text, and images—with movement to convey information, tell a story, or enhance visual appeal. The cost should include Story or Narrative Development, voiceover, music, sound effects, development and motion of shapes, colours, models, vectors, text animation, graphic illustrations, icons, images, transitions and effects etc.	
2	2D Motion Graphics [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[same as in the deliverables specified above for 2D Motion Graphics]	
3	2D Character Animation [cost up to 60 seconds]	<p>2D character animation is the process of creating moving images in a two-dimensional space. It involves design of characters, creatures, FX, and backgrounds and generating a sequence of images, or frames, that in rapid succession create the illusion of movement and bring characters, objects, and scenes to life. The cost includes <b>designing up to 3 characters with multiple backgrounds</b>, concept development and storyboard designing, script writing and dialogues, voice over, music, character designing and model sheets design, designing backgrounds/environment where the characters will interact, editing, etc.</p> <p><b>Key Features:</b> All elements exist on a flat plane with Simple Shading and Flat Textures.</p>	



4	2D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	
5	Complex 2D Character Animation or 2.5D Character Animation [cost up to 60 seconds]	<p>Complex 2D Character Animation or 2.5D involves creating animations that appear to have depth and perspective while still maintaining a fundamentally 2D framework. Although the animation is based on 2D graphics, it incorporates techniques to give the illusion of three-dimensional depth and movement i.e., pseudo 3D Effect. The cost includes of <b>designing of up to 3 characters with multiple backgrounds</b> and following:</p> <ul style="list-style-type: none"> <li>(i). Concept Development and Storyboard Designing wherein story, characters, settings etc. is presented</li> <li>(ii). Script Writing and Dialogues Development</li> <li>(iii). Voice over, music development, recording and such related processes.</li> <li>(iv). Character Designing and Model Sheets Design</li> <li>(v). Detailed background art and environment</li> </ul> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>(i). Detailed/Stylized Shading, Textures, Hair, Cloth etc.</li> <li>(ii). Environmental Interactions</li> <li>(iii). Crowd, group of people, jungle other such complex detailing</li> </ul>	
6	Complex 2D Character Animation or 2.5D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	
7	3D Character Animation [cost up to 60 seconds]	<p>3D Character Animation involves creating and manipulating three-dimensional models to produce moving images with depth and realism. 3D animation involves creating objects, characters, and environments that have depth and volume, making them appear more lifelike and dynamic. The cost includes of <b>designing of up to 3 characters with multiple backgrounds</b> and following:</p> <ul style="list-style-type: none"> <li>(i). Concept Development and Storyboard Designing wherein story, characters, settings etc. is presented</li> <li>(ii). Script Writing and Dialogues Development</li> <li>(iii). Voice over, music development, recording and such related processes.</li> <li>(iv). Minimum 4 Character Designing with multiple</li> </ul>	

		backgrounds and Model Sheets Design (v). Design of detailed background art, objects and environment Key Features: (i). Detailed/Realistic Character Features, Lighting, Textures, Rigging and Movements (ii). Realistic Effects (iii). Detailed Environment (iv). Dynamic Camera Angles, Unique Composition, Original Design Elements	
8	3D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	

d) **AR/VR/AI RELATED DELIVERABLES**

S. No.	Deliverable	Description	Rate (in INR without GST)
<b>Print - Augmented Reality (AR) Deliverables</b>			
1	AR Integration into Print Advertisement/Calendar/Flyer/Coffee Table Book and other such print material or hoarding etc. <b>through a 3D Model</b> of Logo, Mascot, statue, bridge, roads, buildings, landmarks, product or similar single element etc. [cost per instance of AR implementation]	<p>This integration must provide a more immersive and engaging way for audience to interact with the products or services, AR elements should help in offering additional information or entertainment beyond what the printed publicity material alone could provide. This includes but is not limited to the following:</p> <ol style="list-style-type: none"> <li>1) The print publicity material must include specific markers, codes, or images that can be recognized by a smart device's camera.</li> <li>2) Digital Overlay: When a user points their device at the print publicity material using a camera, digital content such as 3D Model of a Logo, Mascot, statue, bridge, roads, buildings, landmarks, product or similar single element etc. with related interactive elements are overlaid onto the visual frame.</li> <li>3) This should include the cost of 3D rendering of the 3D model for this specific implementation.</li> <li>4) Users should be able to interact with these digital elements, such as rotating a 3D Model of Logo, Mascot, Project, Product etc. or redirect to additional information or call to action at a specified website already in operation.</li> <li>5) Server, software and other ancillary costs involved in the implementation of this interaction.</li> <li>6) The response time generally should be quick and not with a delay of more than 10</li> </ol>	

		seconds.	
2	<p>AR Integration into Print Advertisement/Calendar/Flyer/Coffee Table Book and other such print material or hoarding etc. <b>through a Video/3D Animation Video</b></p> <p>[cost per instance of AR integration]</p>	<p>This integration must provide a more immersive and engaging way for audience to interact with the products or services, AR elements should help in offering additional information or entertainment beyond what the printed publicity material alone could provide. This includes but is not limited to the following:</p> <ol style="list-style-type: none"> <li>1) The print publicity material must include specific markers, codes, or images that can be recognized by a smart device's camera.</li> <li>2) Digital Overlay: When a user points their device at the printed publicity material using a camera, digital content such as a <b>pre-produced video/3D Animation video</b> with related interactive elements are overlaid onto the visual frame.</li> <li>3) This should include the cost of adapting the video to work with this specific implementation.</li> <li>4) Users should be able to interact with these digital elements, or redirect to additional information or call to action at a specified website already in operation.</li> <li>5) Server, software and other ancillary costs involved in the implementation of this interaction.</li> <li>6) The response time generally should be quick and not with a delay of more than 10 seconds.</li> </ol>	
<b>Social Media Augmented Reality Deliverables</b>			
3	<p><b>AR Filter [Facial Effects]</b> with native background and a static digital element within the frame</p> <p>[cost per such AR filters]</p>	<p>AR filters are interactive digital effects that users can apply to their photos and videos for implementation on digital platforms such as Facebook/Instagram or web. These filters use AR technology to overlay or modify visual elements in real-time, creating engaging and often entertaining experiences. Cost includes the following:</p> <ol style="list-style-type: none"> <li>1) Conceptualisation, design and development that may be needed to deploy this interaction on the platform.</li> <li>2) <b>Up to Three Facial Effects</b> where users can add virtual makeup, masks, or accessories (like hats or glasses) and such</li> </ol>	

		<p>similar effects to the user's face.</p> <p>3) Coding and deployment of the feature on the platform for use by the audience.</p> <p>4) 3D modelling of the elements/accessories that would be used to enhance user interaction.</p> <p>5) Server, software and other ancillary costs involved in the implementation of this interaction.</p>	
4	<p><b>AR Filter [Background Effects]</b> with native background and a static digital element within the frame</p> <p>[cost per instance of AR integration]</p>	<p>AR filters are interactive digital effects that users can apply to their photos and videos for implementation on digital platforms such as Facebook/Instagram or web. These filters use AR technology to overlay or modify visual elements in real-time, creating engaging and often entertaining experiences. Cost includes the following:</p> <p>1) Conceptualisation, design and development that may be needed to deploy this interaction on the platform.</p> <p>2) <b>Up to Three Background Effects</b> where users can change or enhance their background with virtual elements or scenery.</p> <p>3) Coding and deployment of the feature on the platform for use by the audience.</p> <p>4) 3D modelling of the elements/accessories that would be used to enhance user interaction.</p> <p>5) Server, software and other ancillary costs involved in the implementation of this interaction.</p>	
5	<p><b>AR Filter [Special Effects]</b> with native background and a static digital element within the frame</p> <p>[cost per such AR filters]</p>	<p>AR filters are interactive digital effects that users can apply to their photos and videos for implementation on digital platforms such as Facebook/Instagram or web. These filters use AR technology to overlay or modify visual elements in real-time, creating engaging and often entertaining experiences. Cost includes the following:</p> <p>1) Conceptualisation, design and development that may be needed to deploy this interaction on the platform.</p> <p>2) Up to Three Special Effects where users can include animations, visual effects like</p>	

		<p>sparkles or flames, and other such interactive elements that respond to gestures or movements.</p> <p>3) Coding and deployment of the feature on the platform for use by the audience.</p> <p>4) 3D modelling of the elements/accessories that would be used to enhance user interaction.</p> <p>5) Server, software and other ancillary costs involved in the implementation of this interaction.</p>	
6	<p><b>AR Filter [Quiz]</b> with native background and a static digital element within the frame</p> <p>[cost per such AR filters]</p>	<p>AR filters are interactive digital effects that users can apply to their photos and videos for implementation on digital platforms such as Facebook/Instagram or web. These filters use AR technology to overlay or modify visual elements in real-time, creating engaging and often entertaining experiences. This includes but is not limited to the following:</p> <p>1) Conceptualisation, design and development that may be needed to deploy this interaction on the platform.</p> <p>2) <b>Up to Ten Questions</b> where users can interact with question pop ups on the screen using facial gestures to enhance user interaction.</p> <p>3) Content for the quiz to be provided by the Department/Ministry.</p> <p>4) Users must be able to record their scores/interaction and share the video in the form of a post on social media platforms.</p> <p>5) Server, software and other ancillary costs involved in the implementation of this interaction.</p>	
<b>Outdoor/Exhibition - Augmented Reality Deliverables</b>			
7	<p>AR integration into Outdoor Canters/Exhibition through Realtime CGI experience</p> <p>[cumulative cost per instance of CGI AR experience]</p>	<p>This integration must provide a more immersive and engaging way for audience to interact with the products or services, AR elements should help in offering additional information or entertainment beyond what the outdoor design/exhibition panel/elements alone could provide. This includes but is not limited to the following:</p>	

		<p>1) The outdoor design/exhibition panel/elements must include specific markers, codes, or images that can be recognized by a smart device's camera.</p> <p>2) Digital Overlay: When a user points their device at the outdoor design/exhibition panel/elements using a camera, digital content such as 3D CGI Experience with related interactive elements are overlaid onto the visual frame.</p> <p>3) This should <b>include the cost of design and production of 3D Computer Generated Image (CGI) Experience up to 15 seconds</b> specific to the theme of the campaign and its adaptation for this specific implementation. This should include the cost of sound recording, music composition (if any), cost of voice over etc.</p> <p>4) Users should be able to interact with these digital elements, or redirect to additional information or call to action at a specified website already in operation.</p> <p>5) Server, software and other ancillary costs involved in the implementation of this interaction.</p> <p>6) The response time generally should be quick and not with a delay of more than 10 seconds.</p>	
8	<p>AR integration into landmarks through Realtime CGI experience</p> <p>[cumulative cost per instance of CGI AR experience]</p>	<p>This integration must provide a more immersive and engaging way for audience to interact with the products or services, AR elements should help in offering additional information or entertainment beyond what viewing a landmark alone could provide. This includes but is not limited to the following:</p> <p>1) The landmark must be recognised by a smart device's camera and should project a logo, mascot, animation and other imagery specific to the theme of the campaign with related interactive elements and blend them into the visual frame.</p> <p>2) This should include the cost of design and production of 3D Models/Animation/3D CGI Experience up to 15 seconds specific to the theme of the campaign and its adaptation for this specific implementation. This should include the cost of sound recording, music composition (if any), cost of voice over etc.</p>	

		<p>3) Users should be able to interact with these digital elements, or redirect to additional information or call to action at a specified website already in operation.</p> <p>4) Users should be able to record the experience on the devices and share the video as a post on social media platforms</p> <p>5) Server, software and other ancillary costs involved in the implementation of this interaction.</p> <p>6) The response time generally should be quick and not with a delay of more than 10 seconds.</p>	
	<b>Virtual Reality Deliverables</b>		
9	<p><b>Production of Virtual Reality Video Content</b></p> <p>[cost of the VR Content Creation up to 60 seconds]</p>	<p>Production of Virtual Reality (VR) video content including walkthrough/Storytelling/Product Demonstration/Gamification/Presentations <b>up to 60 seconds duration</b> is an immersive experience that allows users to explore a digital environment as if they were physically present. Such VR content must allow users to navigate through a virtual space, often designed to replicate real-world locations or fictional environment which can be experienced through VR headsets, motion controllers etc. Cost should include the following:</p> <p>1) Cost of Conceptualisation and design</p> <p>2) Immersive Environment: Design of the 3D environment, which can range from a detailed architectural model to a completely imaginative world.</p> <p>3) Interactive Navigation: Design interactivity, this must involve walking through rooms, opening doors, or examining objects up close amongst others.</p> <p>4) Integration of the content with virtual systems in VR Stations.</p>	
10	<p><b>Production of Virtual Reality Video Content</b></p> <p>[Additional cost of the VR Content Creation for every 10</p>	<p>Additional Cost of production of Virtual Reality Video Content per 10 seconds beyond 60 seconds duration.</p>	

	seconds]		
	<b>360 Degree Video/Photo Capture</b>		
11	<p>360 Degree Video Capture for Virtual Tour</p> <p>[cost of the Content Creation up to 5 minutes]</p>	<p>A 360-degree virtual tour of up to 5 minutes in aggregate through an immersive experience that allows users to explore a location or environment as if they were physically present there. This should include the following but not be limited to:</p> <p>1) 360-Degree Imagery: The tour should be composed of panoramic videos captured in 360 degrees, providing a complete view of the surroundings. Users should be able to look in any direction—up, down, left, right, and behind them—as though they are actually there</p> <p>2) The video should include 360- degree imagery of at least six rooms/galleries/halls/lobby/library/building etc.</p> <p>3) The video can be segmented into individual room/gallery/hall/lobby experience.</p>	



## Financial Bid

### TIER-2

#### e) VIDEO RELATED DELIVERABLES

S. No.	Deliverable	Description	Rate (in INR without GST)
	<b>VIDEO SPOT (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b>		
1	Video Spot up to 60 seconds  [cost per Video Spot]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.  <b>Note:</b> This rate would be used for pro-rata calculation of production cost of a video upto 120 seconds video based on cost per second basis i.e., [Cost per second=L-1 Rate divided by 60].	
2	Language Adaptation/Version of Video Spots up to 60 seconds  [cost of Language Adaptation/Version of one Video Spot into one language]	Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.  <b>Note:</b> This rate would be used for pro rata calculation of production cost for Language Adaptation/Version of a video up to 120second based on per second basis. [Cost per second =L-1 Rate divided by 60 seconds]	
3	Dubbing of Video Spots up to 60 seconds  [cost of dubbing of one Video Spot into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.  <b>Note:</b> This rate would be used for pro rata calculation of production cost for dubbing of a Video Spot up to 120 second based on per second basis. [Cost per second = L-1 Rate divided by 60 seconds]	
4	Edits of Video Spot of up to 120 seconds into shorter versions such as 10/15/30/45	Editing the video into the given timeframe while retaining the meaning.	

	seconds etc. [cost of per edit of one Video Spot]		
<b>SHORT VIDEOS (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b>			
5	Videos more than 2 minutes and up to 5 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.	
6	Language Adaptation/Version of videos of more than 2 minutes and up to 5 minutes  [cost of Language Adaptation/Version of one such video into one language]	Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.	
7	Dubbing of videos of more than 2 minutes to 5 minutes [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.	
8	Edits of Short Video above 2 minutes and up to 5 minutes into shorter versions such as 10/15/30/45 seconds etc. [cost of per edit]	Editing the video into the given timeframe while retaining the meaning.	
<b>LONGVIDEOS/DOCUMENTARY (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixed)</b>			
9	Videos more than 5 minutes and up to 15 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.	

10	<p>Videos more than 15 minutes up to 30 minutes</p> <p>[cost per video]</p>	<p>This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro-rata calculation of production cost of a video of more than 30 minutes based on cost per minute basis i.e., [Cost per minute = L-1 Rate divided by 30]</p>	
11	<p>Dubbing of videos above 5 minutes to 15 minutes</p> <p>[cost of dubbing of one such video into one language]</p>	<p>This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.</p>	
12	<p>Dubbing of videos above 15 minutes to 30 minutes.</p> <p>[cost of dubbing of one such video into one language]</p>	<p>This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.</p> <p><b>Note:</b> This rate would be used for pro-rata calculation of production cost for dubbing of long form videos more than 30 minutes based on per minute basis. [Cost of per minute of dubbing = L-1 Rate divided by 30]</p>	
13	<p>Language Adaptation/Version of video more than 5 minutes and up to 15 minutes</p> <p>[cost of Language Adaptation/Version of one such video into one language]</p>	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p>	

14	<p>Language Adaptation/Version of video more than 15 minutes and up to 30 minutes</p> <p>[cost of Language Adaptation/Version of one such video into one language]</p>	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost of a video above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30 minutes]</p>	
15	<p>Edits of Videos above 5 minutes and up to 30 minutes into shorter versions such as 10/15/30/45 seconds or 1/2/3/4/5 minutes etc.</p> <p>[cost of per edit]</p>	<p>Editing the video into the given timeframe while retaining the meaning.</p>	
<b>TV OR WEB SERIES (Shot in 4K using latest technology and delivered in hard drive both mixed and unmixe)</b>			
16	<p>TV or Web Series above 15 minutes and up to 30 minutes (minimum 5 episodes)</p> <p>[cost per episode]</p>	<p>This includes cost of concept, script development, story board presentation for a series of episodes, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.</p>	
17	<p>TV or Web Series above 15 minutes and up to 30 minutes (minimum 5 episodes)</p> <p>[cost per episode]</p>	<p>This includes cost of concept, script development, story board presentation for a series of episodes, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost of a video above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30 minutes]</p>	
<b>SPECIAL VIDEOS (Shot in 4K using latest technology and</b>			

<b>delivered in Hard Drive)</b>		
18	Event/Scheme/Programme video up to 2 minutes  [cost per video]	Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.
19	Event/Scheme/Programme video above 2 minutes and up to 5 minutes  [cost per video]	Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.
20	Instructional Videos of up to 2 minutes  [cost per video]	Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept & script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.  <b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.
21	Instructional Videos of above 2 minutes and up to 5 minutes  [cost per video]	Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept & script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.  <b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.  <b>Note:</b> This rate would be used for pro rata calculation of production cost for production of such videos of more than 5 minutes based on per minute basis. [Cost of per minute = L-1 Rate divided by 5]
22	Testimony Videos of up to 2 minutes	Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing,

	[cost per video]	equipment, crew, travel & logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.	
23	Testimony Videos of above 2 minutes and up to 5 minutes  [cost per video]	Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel & logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.	
24	Video Anthem/Video Theme Song of up to 2 minutes  [cost per video]	Original composition of a piece of music along with lyrics. Cost includes music composition, lyrics, casting musicians, well-known singer, choreography, equipment, studio, filming/shooting, and art direction, casting actors, editing, crew, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.	
25	Video Anthem/Video Theme Song of above 2 minutes and up to 5 minutes  [cost per video]	Original composition of a piece of music along with lyrics. Cost includes music composition, lyrics, casting musicians, well-known singer, choreography, equipment, studio, filming/shooting, art direction, casting actors, editing, crew, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.	
26	Video Chat Show of up to 30 minutes  [cost per show]	Conversation with guests by a well-known host/anchor. Cost includes studio setup, professional lighting, equipment, backdrops, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.  <b>Note:</b> This rate would be used for pro rata calculation of production cost of a chat show above 30 minutes based on per minute basis [Cost per minute = L1 Rate of this deliverable divided by 30]	

f) **AUDIO RELATED DELIVERABLES**

S. No.	Deliverable	Description	Rate (in INR without GST)
<b>RADIO SPOT AND JINGLE</b>			
1	Radio Spot up to 60 seconds  [cost per spot]	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.	
2	Radio Spot of 60 to 120 seconds  [cost per spot]	Cost must include concept & script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.  <b>Note:</b> This rate would be used for pro-rata cost calculation for production of radio spot above 120 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 120)	
3	Radio Jingle/Audio Anthem/Theme song or Signature Tune up to 60 seconds  [cost per one Radio Jingle/Audio Anthem/Theme song/ Signature Tune]	A radio jingle/signature tune/audio anthem/theme song refers to short musical piece or song produced with original music featuring catchy lyrics (if applicable), a memorable melody. Cost must include original composition of music, engagement of recognisable and well-known artists/musicians/instrument players along with concept & script/lyrics development, recording, direction, editing, equipment cost, cost of crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.	
4	Radio Jingle/Audio Anthem/Theme song or Signature Tune more than 60 seconds and up to 180 seconds  [cost per one Radio Jingle/Audio Anthem/Theme song/ Signature Tune]	Cost must include original composition of music, engagement of recognisable and well-known artists/musicians/instrument players along with concept & script/lyrics development, recording, direction, editing, equipment cost, cost of crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.  <b>Note:</b> This rate would be used for pro-rata cost calculation for production of radio jingle/signature tune above 180 seconds duration (Cost per second = L-1 Rate for this deliverable divided by 180)	

<b>SPECIAL AUDIO PRODUCTIONS</b>		
5	<p>Audio Chat Show or Podcast of up to 30 minutes</p> <p>[cost per show]</p>	<p>Cost includes field interviews, hiring of recognisable host, crew, travel, logistics, studio setup, sound equipment, music, sound effects, or other enhancements and production processes as necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Chat Show/Podcast above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30)</p>
6	<p>Audio Books of up to 60 mins</p> <p>[cost per audio book per language]</p>	<p>Audiobook refers to a spoken-word version of a book or other written material that is intended for listening rather than reading. Cost includes hiring professional narrator, music, sound effects, editing, and other enhancements and production processes where necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Audio Book above 60 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 60)</p>
<b>SPONSORED RADIO PROGRAMME</b>		
7	<p>Sponsored Radio Programme up to 15 minutes</p> <p>[cost per episode]</p>	<p>Cost must include concept &amp; script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, studio, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.</p>
8	<p>Sponsored Radio Programme above 15 minutes to 30 minutes</p> <p>[cost per episode]</p>	<p>Cost must include concept &amp; script development, recording, direction, casting musicians/singers/instrument players, editing, equipment, studio, crew, music and voice over, adding sound effects, or other enhancements and production processes where necessary.</p> <p><b>Note:</b> This rate would be used for pro-rata cost calculation for production of Sponsored Radio Programme above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30)</p>
9	<p>Re-edit or Re-voiceover of a Sponsored Radio Programme of up to 30 minutes duration</p> <p>[cost per episode]</p>	<p>In cases where a Sponsored Programme that is already produced in the past but certain figures, part of a message, scheme details or other such information are to be updated, and it involves only re-editing and/or re-voiceover.</p>



10	Edits of less than 1 minute, 1-2 minutes and other such shorter durations from Radio Jingle/Spots/Chat Show/Podcast/Sponsored Radio Programme of any duration. [cost per edit]	Editing an audio deliverable into the given timeframe while retaining the meaning.	
<b>SPONSORED RADIO PROGRAMME</b>			
11	Dubbing of Radio Spot/ Jingle of up to 60 seconds [Cost per dubbing into one language]	This includes cost of replacing the original dialogue, script translation, narration, or other audio elements with translated version in a different language while retaining message and rhyming scheme, and hiring professional artists/singers/musicians and ensuring synchronisation of dialogues with music.  <b>Note:</b> This rate would be used for pro-rata cost calculation for dubbing of a radio spot/jingle above 60 seconds duration (Cost per second = L1 Rate for this deliverable divided by 60)	
12	Dubbing of Chat Show/Podcast/Sponsored Radio Programme etc. up to 15 minutes  [Cost per dubbing into one language]	This includes cost of replacing the original dialogues, narration, or other audio elements with translated version in a different language while retaining message and hiring professional artists.	
13	Dubbing of Chat Show/Podcast/Sponsored Radio Programme etc. of more than 15 minutes to 30 minutes.  [Cost per dubbing into one language]	This includes cost of replacing the original dialogues, narration, or other audio elements with translated version in a different language while retaining message and hiring professional artists.  <b>Note:</b> This rate would be used for pro-rata cost calculation for dubbing Chat Show/Podcast/Sponsored Radio Programme etc. above 30 minutes duration (Cost per minute = L-1 Rate for this deliverable divided by 30).	

**g) ANIMATION RELATED DELIVERABLES**

S. No.	Deliverable	Description	Rate (in INR without GST)
1	2D Motion Graphics [cost up to 60 seconds]	2D motion graphics involve creating animated visuals in a two-dimensional space. This form of animation combines graphic design elements—such as shapes, text, and images—with movement to convey information, tell a story, or enhance visual appeal. The cost should	

		include Story or Narrative Development, voiceover, music, sound effects, development and motion of shapes, colours, models, vectors, text animation, graphic illustrations, icons, images, transitions and effects etc.	
2	2D Motion Graphics [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[same as in the deliverables specified above for 2D Motion Graphics]	
3	2D Character Animation [cost up to 60 seconds]	<p>2D character animation is the process of creating moving images in a two-dimensional space. It involves design of characters, creatures, FX, and backgrounds and generating a sequence of images, or frames, that in rapid succession create the illusion of movement and bring characters, objects, and scenes to life. The cost includes <b>designing up to 3 characters with multiple backgrounds</b>, concept development and storyboard designing, script writing and dialogues, voice over, music, character designing and model sheets design, designing backgrounds/environment where the characters will interact, editing, etc.</p> <p><b>Key Features:</b> All elements exist on a flat plane with Simple Shading and Flat Textures.</p>	
4	2D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	
5	Complex 2D Character Animation or 2.5D Character Animation [cost up to 60 seconds]	<p>Complex 2D Character Animation or 2.5D involves creating animations that appear to have depth and perspective while still maintaining a fundamentally 2D framework. Although the animation is based on 2D graphics, it incorporates techniques to give the illusion of three-dimensional depth and movement i.e., pseudo 3D Effect. The cost includes of <b>designing of up to 3 characters with multiple backgrounds</b> and following:</p> <ul style="list-style-type: none"> <li>(i). Concept Development and Storyboard Designing wherein story, characters, settings etc. is presented</li> <li>(ii). Script Writing and Dialogues Development</li> <li>(iii). Voice over, music development, recording and such related processes.</li> <li>(iv). Character Designing and Model Sheets Design</li> </ul>	

		<p>(v). Detailed background art and environment</p> <p><b>Key Features:</b></p> <p>(i). Detailed/Stylized Shading, Textures, Hair, Cloth etc.</p> <p>(ii). Environmental Interactions</p> <p>(iii). Crowd, group of people, jungle other such complex detailing</p>	
6	Complex 2D Character Animation or 2.5D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	
7	3D Character Animation [cost up to 60 seconds]	<p>3D Character Animation involves creating and manipulating three-dimensional models to produce moving images with depth and realism. 3D animation involves creating objects, characters, and environments that have depth and volume, making them appear more lifelike and dynamic. The cost includes of <b>designing of up to 3 characters with multiple backgrounds</b> and following:</p> <p>(i) Concept Development and Storyboard Designing wherein story, characters, settings etc. is presented</p> <p>(ii) Script Writing and Dialogues Development</p> <p>(iii) Voice over, music development, recording and such related processes.</p> <p>(iv) Minimum 4 Character Designing with multiple backgrounds and Model Sheets Design</p> <p>(v) Design of detailed background art, objects and environment</p> <p>Key Features:</p> <p>(i) Detailed/Realistic Character Features, Lighting, Textures, Rigging and Movements</p> <p>(ii) Realistic Effects</p> <p>(iii) Detailed Environment</p> <p>(iv) Dynamic Camera Angles, Unique Composition, Original Design Elements</p>	
8	3D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	

## Financial Bid

### TIER-3

#### h) VIDEO RELATED DELIVERABLES

S. No.	Deliverable	Description	Rate (in INR without GST)
	<b>VIDEO SPOT (Shot in HD Camera using latest technology and delivered in hard drive both mixed and unmixed)</b>		
1	Video Spot up to 60 seconds  [cost per Video Spot]	<p>This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.</p> <p><b>Note:</b> This rate would be used for pro- rata calculation of production cost of a video upto 120 seconds video based on cost per second basis i.e., [Cost per second=L-1 Rate divided by 60].</p>	
2	Language Adaptation/Version of Video Spots up to 60 seconds  [cost of Language Adaptation/Version of one Video Spot into one language]	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost for Language Adaptation/Version of a video up to 120second based on per second basis. [Cost per second =L-1 Rate divided by 60 seconds]</p>	
3	Dubbing of Video Spots up to 60 seconds  [cost of dubbing of one Video Spot into one language]	<p>This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost for dubbing of a Video Spot up to 120 second based on per second basis. [Cost per second = L-1</p>	

		Rate divided by 60 seconds]	
4	Edits of Video Spot of up to 120 seconds into shorter versions such as 10/15/30/45 seconds etc.  [cost of per edit of one Video Spot]	Editing the video into the given timeframe while retaining the meaning.	
<b>SHORT VIDEOS (Shot in HD Camera using latest technology and delivered in hard drive both mixed and unmixed)</b>			
5	Videos more than 2 minutes and up to 5 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation where necessary including cost of travel, logistics and other incidentals.	
6	Language Adaptation/Version of videos of more than 2 minutes and up to 5 minutes  [cost of Language Adaptation/Version of one such video into one language]	Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.	
7	Dubbing of videos of more than 2 minutes to 5 minutes  [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.	
8	Edits of Short Video above 2 minutes and up to 5 minutes into shorter versions such as 10/15/30/45 seconds etc.  [cost of per edit]	Editing the video into the given timeframe while retaining the meaning.	
<b>LONGVIDEOS/DOCUMENTARY (Shot in HD Camera using latest technology and delivered in hard drive both mixed and unmixed)</b>			
9	Videos more than 5 minutes and up to 15 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding	

		visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 120 seconds) where necessary including cost of travel, logistics and other incidentals.	
10	Videos more than 15 minutes up to 30 minutes  [cost per video]	This includes cost of concept, script development, story board presentation, filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics/2D or 3D Character Animation (up to 180 seconds) where necessary including cost of travel, logistics and other incidentals.  <b>Note:</b> This rate would be used for pro-rata calculation of production cost of a video of more than 30 minutes based on cost per minute basis i.e., [Cost per minute = L-1 Rate divided by 30]	
11	Dubbing of videos above 5 minutes to 15 minutes  [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.	
12	Dubbing of videos above 15 minutes to 30 minutes.  [cost of dubbing of one such video into one language]	This includes replacing the original dialogue, narration, or other audio elements in a video with a translated version in a different language. This includes cost of script translation, use of professional voice-over artists, ensuring lip-sync.  <b>Note:</b> This rate would be used for pro-rata calculation of production cost for dubbing of long form videos more than 30 minutes based on per minute basis. [Cost of per minute of dubbing = L-1 Rate divided by 30]	
13	Language Adaptation/Version of video more than 5 minutes and up to 15 minutes  [cost of Language Adaptation/Version of one such video into one language]	Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.	

14	<p>Language Adaptation/Version of video more than 15 minutes and up to 30 minutes</p> <p>[cost of Language Adaptation/Version of one such video into one language]</p>	<p>Language Adaptation/Version of a video with reshooting involves the process of modifying or recreating a video content originally produced in one language to suit a different linguistic and cultural context. It includes all the deliverables described in the original video's production, and recreating or reshooting, selecting local film locations, local actors, local costumes, cultural adaptation and cost of travel and logistics.</p> <p><b>Note:</b> This rate would be used for pro rata calculation of production cost of a video above 30 minutes based on per minute basis [Cost per minute = L-1 Rate of this deliverable divided by 30 minutes]</p>	
15	<p>Edits of Videos above 5 minutes and up to 30 minutes into shorter versions such as 10/15/30/45 seconds or 1/2/3/4/5 minutes etc.</p> <p>[cost of per edit]</p>	<p>Editing the video into the given timeframe while retaining the meaning.</p>	
<b>SPECIAL VIDEOS (Shot in HD Camera using latest technology and delivered in Hard Drive)</b>			
16	<p>Event/Scheme/Programme video up to 2 minutes</p> <p>[cost per video]</p>	<p>Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.</p>	
17	<p>Event/Scheme/Programme video above 2 minutes and up to 5 minutes</p> <p>[cost per video]</p>	<p>Video or Capsule to showcase an event/scheme/programme or its launch. Such videos typically are used for promotional or informational purposes. Adding visual/sound effects, subtitles in same language or other enhancements or graphics or voiceover where necessary.</p>	
18	<p>Instructional Videos of up to 2 minutes</p> <p>[cost per video]</p>	<p>Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept &amp; script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.</p> <p><b>Examples:</b> Tax filing instructions, voting</p>	

		procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.	
19	Instructional Videos of above 2 minutes and up to 5 minutes  [cost per video]	Video designed to teach viewers how to perform a specific task, use a particular service, or learn a particular skill. Cost should include concept & script development, story board presentation, limited filming/shooting, art direction, casting actors, editing, equipment cost, cost of crew, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics or 2D/3D animation where necessary.  <b>Examples:</b> Tax filing instructions, voting procedures, guides on applying for permits or licenses, detailing required documents, procedures, and fees etc.  <b>Note:</b> This rate would be used for pro rata calculation of production cost for production of such videos of more than 5 minutes based on per minute basis. [Cost of per minute = L-1 Rate divided by 5]	
20	Testimony Videos of up to 2 minutes  [cost per video]	Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel & logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.	
21	Testimony Videos of above 2 minutes and up to 5 minutes  [cost per video]	Testimony videos on Government Scheme beneficiaries. Include cost of concept development, filming/shooting, editing, equipment, crew, travel & logistics, music and voice over, adding visual/sound effects, subtitles in same language or other enhancements or graphics where necessary.	
22	Video Anthem/Video Theme Song of up to 2 minutes  [cost per video]	Original composition of a piece of music along with lyrics. Cost includes music composition, lyrics, casting musicians, well-known singer, choreography, equipment, studio, filming/shooting, and art direction, casting actors, editing, crew, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.	



23	Video Anthem/Video Theme Song of above 2 minutes and up to 5 minutes  [cost per video]	Original composition of a piece of music along with lyrics. Cost includes music composition, lyrics, casting musicians, well-known singer, choreography, equipment, studio, filming/shooting, art direction, casting actors, editing, crew, visual/sound effects, subtitles in same language or other enhancements or graphics where necessary. Agency shall also provide audio version of the same if needed at no additional cost.	
<b>ACCESSIBILITY FEATURES</b>			
24	Subtitling of video content/Adding of subtitles (in language other than the master)  [cost to be quoted for adding subtitle to a video of up to 30 minutes in one language]	Subtitling into a language other than the language of the audio. The cost includes translation and superimposition on to the video.  <b>Note:</b> This rate shall be used for pro-rata calculation of cost for larger videos.	

**i) ANIMATION RELATED DELIVERABLES**

S. No.	Deliverable	Description	Rate (in INR without GST)
1	2D Motion Graphics [cost up to 60 seconds]	2D motion graphics involve creating animated visuals in a two-dimensional space. This form of animation combines graphic design elements—such as shapes, text, and images—with movement to convey information, tell a story, or enhance visual appeal. The cost should include Story or Narrative Development, voiceover, music, sound effects, development and motion of shapes, colours, models, vectors, text animation, graphic illustrations, icons, images, transitions and effects etc.	
2	2D Motion Graphics [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[same as in the deliverables specified above for 2D Motion Graphics]	
3	2D Character Animation [cost up to 60 seconds]	2D character animation is the process of creating moving images in a two-dimensional space. It involves design of characters, creatures, FX, and backgrounds and generating a sequence of images, or frames, that in rapid succession create the illusion of movement and bring characters, objects, and scenes to life. The cost includes <b>designing up to 3 characters with multiple backgrounds</b> , concept development and storyboard designing, script writing and dialogues, voice over, music, character designing and model sheets design, designing backgrounds/environment where	

		<p>the characters will interact, editing, etc.</p> <p><b>Key Features:</b> All elements exist on a flat plane with Simple Shading and Flat Textures.</p>	
4	<p>2D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]</p>	<p>[All elements as in the original description above]</p>	
5	<p>Complex 2D Character Animation or 2.5D Character Animation [cost up to 60 seconds]</p>	<p>Complex 2D Character Animation or 2.5D involves creating animations that appear to have depth and perspective while still maintaining a fundamentally 2D framework. Although the animation is based on 2D graphics, it incorporates techniques to give the illusion of three-dimensional depth and movement i.e., pseudo 3D Effect. The cost includes of <b>designing of up to 3 characters with multiple backgrounds</b> and following:</p> <ul style="list-style-type: none"> <li>(i). Concept Development and Storyboard Designing wherein story, characters, settings etc. is presented</li> <li>(ii). Script Writing and Dialogues Development</li> <li>(iii). Voice over, music development, recording and such related processes.</li> <li>(iv). Character Designing and Model Sheets Design</li> <li>(v). Detailed background art and environment</li> </ul> <p><b>Key Features:</b></p> <ul style="list-style-type: none"> <li>(i). Detailed/Stylized Shading, Textures, Hair, Cloth etc.</li> <li>(ii). Environmental Interactions</li> <li>(iii). Crowd, group of people, jungle other such complex detailing</li> </ul>	
6	<p>Complex 2D Character Animation or 2.5D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]</p>	<p>[All elements as in the original description above]</p>	
7	<p>3D Character Animation [cost up to 60 seconds]</p>	<p>3D Character Animation involves creating and manipulating three-dimensional models to produce moving images with depth and realism. 3D animation involves creating objects, characters, and environments that have depth and volume, making them appear more lifelike and dynamic. The cost includes of <b>designing of up to 3 characters</b></p>	

		<p><b>with multiple backgrounds</b> and following:</p> <ul style="list-style-type: none"> <li>(i). Concept Development and Storyboard Designing wherein story, characters, settings etc. is presented</li> <li>(ii). Script Writing and Dialogues Development</li> <li>(iii). Voice over, music development, recording and such related processes.</li> <li>(iv). Minimum 4 Character Designing with multiple backgrounds and Model Sheets Design</li> <li>(v). Design of detailed background art, objects and environment</li> </ul> <p>Key Features:</p> <ul style="list-style-type: none"> <li>(i). Detailed/Realistic Character Features, Lighting, Textures, Rigging and Movements</li> <li>(ii). Realistic Effects</li> <li>(iii). Detailed Environment</li> <li>(iv). Dynamic Camera Angles, Unique Composition, Original Design Elements</li> </ul>	
8	3D Character Animation [pro rata cost for every additional 10 seconds beyond initial 60 seconds]	[All elements as in the original description above]	

**Definition:** A celebrity is a person who may be a writer/author, actor, sportsperson, musician, dancer, social worker, or anyone who captures public attention and has a remarkable public image, voice, subject expertise, or other traits that make their identity unique.

**Actors/Directors/Music Directors/Playback Singers/Lyricists**

<b>Parameter</b>	<b>Indian Celebrity of International Recognition</b>	<b>Indian Celebrity of National Recognition</b>
Based on following on social media	Actors/Directors/Music Directors/Playback Singers/Lyricists with minimum 15 million followers on platforms such as Instagram/YouTube/Twitter with at least 15% of followers from outside the country.	Actors/Directors/Music Directors/Playback Singers/Lyricists with minimum 5 million followers on platforms such as Instagram/Twitter/YouTube.
<b>OR</b>		
Based on Awards	Actors/Directors/Music Directors/Playback Singers/Lyricists who are recipients of awards such as the Academy Awards, Golden Globe Awards, Cannes Film Festival Awards, Berlin Film Festival Awards, India National Film Awards, Dadasaheb Phalke Award or awards of equivalent nature.	Actors/Directors/Music Directors/Playback Singers/Lyricists who are recipients of awards such as the State Governments Awards, Filmfare Awards, International Indian Film Academy Awards (IIFA), Screen Awards, South Indian International Movie Awards (SIIMA) in the field or awards of equivalent nature.

**Sport Celebrities:**

<b>Parameter</b>	<b>Indian Celebrity of International Recognition</b>	<b>Indian Celebrity of National Recognition</b>
Based on Awards	Recipients of awards/medals in the following: <ul style="list-style-type: none"> <li>• Olympics and Para Olympics</li> <li>• World Championships, World Cup trophies, Grand Slam titles, World record holders, Continental Competitions such as Asian Games, European Championship, Commonwealth Games etc.</li> <li>• Grandmasters in Chess</li> <li>• Major Dhyan Chand Khel Ratna</li> </ul> And other awards/medals of equivalent nature.	Recipients of awards/medals in the following: <ul style="list-style-type: none"> <li>• Indian National Games</li> <li>• National championships in various sports such as Badminton, Table Tennis, Chess, Hockey etc.</li> <li>• Winners of Ranji Trophy, Santosh Trophy, Durand Cup and other such important national level tournaments.</li> <li>• Arjuna Awardees</li> </ul> And other awards/medals of equivalent nature.

**Other Categories:**

<b>Parameter</b>	<b>Indian Celebrity of International Recognition</b>	<b>Indian Celebrity of National Recognition</b>
Awards/ Recognition	Bharat Ratna, Nobel Prize, Gandhi Peace Prize, Highest Civilian Awards from Countries and such awards of equivalent nature or popular personalities with more than 10 million followers such as Instagram/YouTube/Twitter.	Recipients of Padma Awards, Jnanpith Awards, Sahitya Academy Awards, Shanti Swarup Bhatnagar Prize, Raja Ram Mohan Roy Award, Gallantry Awards for acts of bravery in military, police and fire services, National Bravery Awards, Pradhan Mantri Rashtriya Bal Puraskar, PM Awards for Excellence in Public Service etc; or popular personalities with more than 3 million followers on platform such as Instagram/YouTube/Twitter.

**Note:** The categorisation provided is indicative for the sole purpose of rate discovery and does not in any way constitute a reflection on the assessment/gradation of the talent, reputation other such personal or professional attributes, or an individual’s overall merit or status.

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