The Malnad Areca Marketing Co-op Society Ltd., Shivamogga

Expression of Interest

Tender Notice No.	: MAMCOS/HO / 400/2024-25
Last Date	: 21 June 2024 up to 04:00 PM.
Tender Open Date	: Will be Communicated.
Name and Address	: The Malnad Areca Marketing Cooperative Society Ltd., APMC Yard, Sagara Road, Shivamogga-577204,
Website	: www.mamcos.info,
E-Mail	: homamcos@gmail.com
Tel	: 08182-250513. 9448285795
Earnest Money Deposit Details	: Rs. 25,000/- (Rupees Twenty Five Thousand Only) by demand draft favouring "The Malnad Areca Marketing Cooperative Society Ltd.," payable at Shivamogga.
Application Fee	: Rs.1180/- (Rupees One thousand one Hundred and eighty only)

Expression of Interest

Production of corporate / presentation films for MAMCOS

Managing Director, Malenadu areca Marketing Co-Op Society Ltd Shivamogga (here in after called as MAMCOS) invites sealed EoI in prescribed Proforma from professional production houses for the production of corporate / presentation films for MAMCOS

Scope of Work

- · The selected production house shall be producing presentation films in Kannada, English and Hindi for MAMCOS for external and internal target audiences. Details are given below

Sl no	Language	Duration	Target Audience
1	Kannada	15-18 minutes	General public and anyone interested in any events, exhibitions, websites, and YouTube
2	Kannada	07-08 minutes	For those interested in Mamcos but with limited time
3	Kannada	03 minutes	Senior officials, VVIPs such as CM-PM
4	English	07-08 minutes	Public and central government - to showcase in southern states, on websites, and YouTube
5	English	03 minutes	Senior officials, VVIPs such as CM-PM
6	Hindi	15-18 minutes	Public and central government - to showcase in outer states, on websites, and YouTube

- · The production house should be capable of handling the entire process of production from script writing to final film as per the requirement of the MAMCOS
    - **Pre-production:** Research, concept and content development along with writing of voice over scripts in Kannada
    - **Production:** Outdoor and indoor shooting at the required locations, aerial (drone) shoot, engaging creative and technical human resources, hiring of Ultra HD camera with special lenses, using necessary lights, quality audio recording equipment and other production equipment such as sliders, gimble, etc., if necessary.
    - **Post production:** Editing the footage as per the script, editing studio, Kannada voice over recordings, production of necessary info-graphics, titling, background music track, video and audio special effects, if necessary and final mastering.
    - **Dubbing** of final Kannada films to English and Hindi: Translation of VO script and titles to English and Hindi, voice over recording in English and Hindi, re-edit of the Kannada film to sync with English voice over and Hindi voice over and final mastering. ·
- The film to be shot with Ultra HD (4K) resolution
- Final films shall be delivered in Ultra HD (4K), downgraded to HDV (2K) and required lower resolution for Large Screen projections, TV Viewing and all social media platforms, respectively
- The master film should be submitted in MP4 and MOV container formats.

Procedure of Selection

Stage I: Eligibility Criteria
Stage II: Techno-Commercial Assessment
(Shortlisting 3 entities among the applicants)
Stage III: Qualitative Assessment and announcement of selected production house
Stage IV: Financial Bid

Stage I: Eligibility Criteria

The bidder shall have to meet all the below mentioned criteria

1.1 The bidder can be a Proprietorship Firm / Partnership Firm / a Company incorporated under the Companies Act 1956 / 2013. (Copy of Registration certificate to be provided)

1.2 The bidder needs to have professional experience of over 5 years as a Production House

1.3 The bidder shall provide the PAN and GST registration details and copies of certificates

1.4 The bidder needs to have an average annual turnover of over Rs. 50 Lakh for the last three financial years of FY 21-22, FY 22-23 and FY 23-24. Financial statements should be certified by a Chartered Accountant mentioning UDIN, indicating his/her membership number along with the seal.

1.5 The bidder shall provide details of the active bank account and a cancelled cheque.

1.6 The bidder should have produced at least 12 documentaries/corporate/short films in the last Three (3) years (2021-22 to 2023-24) for Govt. of India / Govt. of Karnataka / Central & State PSUs and Co-operative Sector. Work samples to be provided in a pen drive.

1.7 The bidder shall have an average annual billing to Govt. of India / Govt. of Karnataka / Central & State PSUs of over Rs. 10.00 Lakh for the last three financial (2021-22 to 2023-24)

1.8 Completion certificate by the competent authority or proof of payment received (Copy of GST Invoice and bank pass-sheet for the corresponding amount received) in support of submitted sample works to be submitted.

1.9 The bidder must have in-house production facility with proper editing studio, qualified pool of creative manpower on its panel for direction, cinematography, script writing, video editing, creative and technical personnel adept with latest film-making technology.

1.10 Prior experience of producing docu-films/corporate films of any other Co-operative sector would be preferred.

Stage II: Techno-commercial Assessment

Applicants who fulfill all the eligibility criteria will move to Stage 2

Sl. No.	Evaluation Criteria	Scoring Methodology	Max. Marks
2.1	**Technical Capacity**		**30**
2.1.1	No. of Projects under taken (As per Sl. No. 1.6 above)	No of projects undertaken by the bidder, shall be awarded marks in the following manner: **No. of Projects** — **Marks** 20 to 24 Projects — 5 25 to 29 Projects — 7 30 or more Projects — 10	10
2.1.2	Relevant Experience As per Sl. No. 1.2 above	**Years of Experience** — **Marks** 5 – 8 Years — 5 9 – 12 Years — 7 12 Years or more — 10	10
2.1.3	Relevant Experience Productions in multiple languages	**Years of Experience** — **Marks** 1 – 2 Lang uages — 5 2 – 5 Languages — 7 5 Languages and above — 10	10

Bidder must score minimum 50% (15 marks) in Stage II to qualify for Stage III

Stage III: Qualitative Assessment

The selection committee shall preview 3 films (one each in Kannada, English and Hindi) of less than 5 minutes duration produced by final shortlisted 3 production houses

Sl. No.	Evaluation Criteria	Marks
3.1	**Qualitative Assessment**	**Max 40**
1	Content Quality (Communication of the concept including language quality)	10
2	Visual quality	10
3	Editing quality	10
4	Overall impact of the film	10

Bidder must score minimum 50% (minimum 20 marks) in Stage III to qualify. However, a bidder must score minimum 60% (minimum 42 marks) in Stage II + Stage III for getting selected.

Evaluation

- **Stage I**

An internal committee will undertake the initial screening of all the applications based on the qualifying criteria. Applicants not meeting any of the qualifying criteria and other essential conditions, etc., mentioned in the EoI document will be summarily rejected. Those qualifying at this stage will go to Stage II.

- **Stage II**

Assessment based on documents submitted, work samples, creative presentation the technical evaluation will be done on the basis of the documents submitted. Each of the item type has been allocated mark, based on which final technical score will be calculated. The qualifying score of this round is 50% (15 marks). Agencies shortlisted from Stage II round shall be informed about Stage III round.

- **Stage III**

The cut-off mark for merit will be minimum 60% of 70 marks in Stage II and III combined. The three highest scorer would be selected.
Financial Bid –Annexure-2 – Only the cost/commercial/financial bid of three highest scorers would be opened for further process.

Application Fee and EMD

"All bids should include an Earnest Money Deposit (EMD) of Rs. 25,000/- (Twenty-five Thousand Rupees only), to be paid via demand draft (DD) from any Nationalized/Scheduled Bank made payable to The Malnad Areca Marketing Cooperative Society Ltd. The EMD is refundable upon completion of the bidding process. Tenders lacking earnest money or found incomplete in any aspect will be outright rejected. Moreover, a non-refundable Application Fee of Rs. 1180/- (Rupees One thousand one Hundred and eighty only) is applicable at the time of quotation submission."

Annexure-1
Application to produce corporate / presentation films for MAMCOS

Name of the Production House				
Mailing address				
Phone Numbers		**+91** **+91**		
E-mail				
Contact Person	Name			
	Designation			
	Cell No.			
Commencement Year Commencement Date ROC CIN		(ROC Certificate of Registration copy attached)		
Udyam Aadhaar		(Certificate copy to be attached)		
Turnover (Balance sheets attached)		**2021-22** (Audited)	**2022-23** (Audited)	**2023-24** (Un audited)
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Cumulative Turnover		CA Certificate to be attached		
Average Annual Turnover		CA Certificate to be attached		
EXPERIENCE				
Work order details with copies along with duly signed completion certificate		**Attached herewith**		
Number of video projects done for GoI/State Govt./PSU		**2021-22**	**2022-23**	**2023-24**

Equipment and Machinery Details (Self-Certified)			
Main Crew details from the pool (Self-certified details to be attached)	**Cinematographers**	**Editors**	**Writers**
Production equipment details (Self-certified details to be attached)			
Post-production Equipment (Self certified details to be attached)			
Tax Registrations and Certificates			
PAN	(Copy to be attached)		
GSTIN	(Copy to be attached)		
Udyam Aadhaar	(Copy to be attached)		

Signature & Seal of applicant of EOI:
Full Name :
Designation:
Address :
Date :
Place :

ANNEXURE – 2: Financial Bid

Tender Notice No.: MAMCOS/HO/400/2024-25

Particulars (Cost all inclusive)	Amount
Pre-production: Research, concept and content development along with writing of voice over scripts in Kannada **Production:** Outdoor and indoor shooting at the required locations, aerial (drone) shoot, engaging creative and technical human resources, hiring of Ultra HD camera with special lenses, using necessary lights, quality audio recording equipment and other production equipment such as sliders, gimble, etc., **Post production:** Editing the footage as per the script, editing studio, Kannada voice over recordings, production of necessary info-graphics, titling, background music track, video and audio special effects, if necessary and final mastering. **Dubbing** of final Kannada films to English and Hindi: Translation of VO script and titles to English and Hindi, voice over recording in English and Hindi, re-edit of the Kannada film to sync with English voice over and Hindi voice over and final mastering. The film shall be shot with Ultra HD (4K) resolution. Final films shall be delivered in Ultra HD (4K), downgraded to HDV (2K) and required lower resolution for Large Screen projections, TV Viewing and all social media platforms. The master film shall be submitted in MP4 and MOV container formats. **Deliverables:** 1 Kannada 15-18 minutes 2 Kannada 07-08 minutes 3 Kannada 03 minutes 4 English 07-08 minutes 5 English 03 minutes 6 Hindi 15-18 minutes **Total 6 Films**	**₹ TL,TT,HTU.00**
GST @ 18@	**₹ L,TT,HTU.00**
Total	**₹ TL,TT,HTU.00**

Signature of Seal of Applicant of EOI
Full Name:
Designation:
Address:
Place:
Date: