



West Bengal tourism development corporation limited

(A Govt. of West Bengal Undertaking)

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NIQ No. 01 /WBTDCL/2017-18 (Publicity)

Subject:- Video photography on tourism destinations & Tourists Lodges of West Bengal Tourism

West Bengal Tourism Development Corporation Ltd(WBTDCL), a Govt. of W.B undertaking, invites sealed/covered expression of interest from reputed and competent creative production agencies for making video documentation/s on West Bengal Tourism including the tourist lodges of WBTDCL as well as photography on same subject. The selection may include one or more agencies for each of the zones. The agencies, who satisfy the corporation with the quality of production may be empanelled for the corporation for three years. West Bengal Tourism Destinations divides the scope of work in six (6) Zones -

- A. Hills** - includes Darjeeling and Kalimpong Districts.
- B. Dooars**- includes Siliguri, Jalpaiguri, Alipurduar and Koochbehar Districts.
- C. Central** - includes Uttar Dinajpur, Dakshin Dinajpur, Malda and Murshidabad Districts.
- D. Rahr** - includes Birbhum, East Burdwan and West Burdwan Districts.
- E. Gangetic Plain** - includes Kolkata, Howrah, Hoogly, East Midnapur, North 24 Parganas and South 24 Parganas Districts.
- F. Western**- includes Paschim Medinipur, Bankura and Purulia Districts.

Minimum Technical Specifications for making the Film/Video:

- Usage of 3D with VR Camera
- Usage of Multi Camera
- Usage of special flycam/Drone for aerial shoot
- Full HD Format raw footage
- Output format in broadcast quality
- Inclusion of appealing narration
- Inclusion of attractive and appropriate background scoring
- Non linear editing in professional editing set up for lossless output

Minimum Requirements for Making the Film/Video

1. Video must be captured and delivered in 4K format/HD/SD format with VR.
2. The Agency will have to capture all places of Tourism potentials falling within the Zone which also include the portraits of ethnicity, ritual, festivals, cuisine, local life, art & craft, culture etc of the area or areas.
3. They also have to capture tourist lodges of WBTDCL from inside and outside situated in the respective zones.
4. All shooting footages, audio recording, and other recorded material must be submitted to WBTDCL in raw format as well as in edited format and therefore it will be the sole property of WBTDCL.
5. The script for voice over and any other creative matter would have to be approved from the office before it is used in the final output. The script/Narration should be multilingual (English, Hindi & Bengali).
6. The final video should be produced in aesthetic manner and of duration of around 20 mnts with background music, captions and voice over to support the content suitably. The film can be edited in the duration of 2mnts, 3 mnts, 5 mnts, 7 mnts or 10 mnts for different Trade Fair and of 5 secs, 10secs, 20secs, 30secs & 1 minute for T.V.C & Digital Media.

Minimum Technical Specifications and requirements for Photography/Slide show:

1. The Agency will have to capture all places of Tourism potentials fall within the Zone which also include the portraits of ethnicity, ritual, festivals, cuisine, local life, art & craft, culture etc of the area or areas.
2. The Photographers also have to capture tourist lodges of WBTDCL from inside and outside.
 - a. Exteriors must include building(s) in its environment and surroundings having scenic beauty.
 - b. Interior may include interior décor of rooms, rest rooms, reception, dinning hall , bar cum restaurant and any other facility general and specific for the lodges.
 - c. Interior décor should be photographed using diffuser & setting lights.
 - d. Corner to corner light intensity of the frame should be equal.
 - e. Corner to corner exposure of the frame should be uniform.
 - f. Use of wide angle lens for interior photography will be preferred.
 - g. Production of 360 degree view for incorporate in official website from at least 04 strategic points for each Tourist Lodges.
 - h. All photographs should be of high resolution & submitted in soft version.
 - i. Resolution should be such that these photographs may be used for large scale printing.
 - j. All the pictures must have geo-tagging and the sole property of WBTDCL.

Requirements of WBTDCL:

The conditions for submitting the quotations are as follows:

Eligibility Criteria & Requisites from Agencies -

Intending participants must apply in writing together with documentary evidence in support of their experience and competency to execute such types of work keeping in mind the following guidelines:

Essential :-

1. The agency must be professionally qualified and experienced in making high resolution, good quality videos, documentary and photographs.
2. The Agency must have an excellent track record along with extensive experience in working with updated cinematography, editing and photographic techniques. Further the Agency shall produce their early work of same nature and to present before the selection committee.
3. An experience in making documentaries for government and corporate sectors.
4. Valid documents related to Trade License, I.T, Professional Tax Clearance certificates, GST Registration must be produced along with the application for obtaining permission from the undersigned to participate of the NIQ.
5. Selected Agency requires arranging their own logistics of transport. WBTDC may provide Accommodation (02 D/B rooms) and food at 50 % discount at WBTDC Tourist Lodges subject to availability.
6. Rates inclusive of taxes per zone to be quoted.
7. The assignment needs to be completed within 45days from issue of Work Order.(
8. Penal Clause :-1% of quoted amount per circuit for delay of each day from last date of submission.

9.EMD of Rs. 30000/- per circuit to be submitted (For Videography)

10. EMD of Rs.10000/- per circuit to be submitted (For Photography)

Desirable:-

1. An experience in handling jobs for tourism would be preferred.

Submission:

- I) Interested and eligible Agencies may apply in sealed cover.

Tender Summary:

Pre bid meeting	:	16 th March , 2018 at 3 PM
Last Date of Submission		19 th March , 2018 at 3 PM
Date of opening of Tech. Bid		21 st March, 2018 at 3 PM
Date of Presentation		23 rd March, 2018 at 3 PM
Date of Financial bid.		26 th March, 2018 at 3 PM

Rejection of Tender: EOI may be rejected, based on any one of the following reason:-

- I) Receipt of offers in an unsealed/open envelope and/or in an unsigned form.
- II) Receipt of offers after the due date and time of the tender.
- III) Non compliance of Technical parameters.
- IV) Non acceptance of General Terms and Conditions of the tender

Selection

- I) Selection will be based on the qualification, and other criteria as mentioned. The decision of the Selection committee will be final in this regard. The committee is not liable to furnish any clarification for selection.
- II) WBTDCL Ltd. has the right of **cancelling** any tender without providing any reason whatsoever.
- III) There would be a Selection Committee comprising officials from WBTDCL and WB Tourism Department.
- IV) The selection committee may select one or all participants for any or all zones provided they have to work with the lowest rate tendered for the concerned zone.
- V) However the MD, WBTDCL has the power to override the decision of the selection committee and may terminate all or any one of the selected agencies showing cogent reason(s) thereof.
- VI) The selected participant may be empanelled with the WBTDCL and the empanelment may be valid for three consecutive years.
- VII) The selection will be made in three steps

A) Technical Bid B) Presentation C) Financial Bid

After successful completion of technical bid, successful agencies will be called for presentation in any software of his choice. The presentation shall be of 2 mnts for videography and 1mnt for photography in a slide show showing between 10-12 photographs of any property depicting its surrounding, exterior & interior. The Selection Committee would assign marks for video and photo show from each participant. Only the agencies securing marks more than cut off marks will be eligible for participating in financial bid.

The lowest financial bid from participants clearing presentation stage would normally be considered for acceptance. However, WBTDCCL holds the right to consider the financial proposal of any participant beyond the lowest rate if the presentation is considered of exceptionally high quality by the Selection Committee.

The participants reaching presentation stage would have to bring their own laptop for presentation if they need any software other than a standard Media Player, MS Office, Adobe Flash or PDF.

- VIII) The decision of the selection committee or M.D will be final in this regard. WBTDCCL may purchase all or selected videos/photographs from the agencies submitted in the presentation for a negotiable price.
- IX) The Agency may participate one or more than one or all zones.

Payment:

The normal terms of payment are 30 days credit from the date of receipt of Bills and the final products. Deduction of Govt. taxes at source shall be done as per Govt. rules as applicable from time to time. No advance payment shall be made in any case.

Managing Director