



APSFL
Andhra Pradesh State FiberNet Ltd.

Expression of Interest (EOI)

For

Empanelment of Agencies / Firms for Preparation of
High Quality Films / Documentaries / Events live
Coverage/ TVCs / Radio Jingles / Script Translations /
Dubbing & Promotional videos

Ref. No. APSFL/APCC/1/2018, Dated 26/11/2018

Andhra Pradesh State FiberNet Limited

NTR Administrative Block, 3rd Floor, Pandit Nehru Bus Station,

Vijayawada - 520013

Web address: www.apsfl.in

Email address: apsfl@ap.gov.in

1. Key Events and Dates

Andhra Pradesh State FiberNet Limited (APSFL) invites sealed proposals from the prospective vendors for Preparation of High Quality Films / Documentaries / TVCs / Radio Jingles / Script Translations / Dubbing & Promotional videos.

Sl. No.	Description	Details
1.	Name of the Authority	Andhra Pradesh State FiberNet Limited
2.	Purpose of EOI	Empanelment of Agencies / Firms for Preparation of High Quality Films / Documentaries / Events live Coverage/TVCs / Radio Jingles / Script Translations / Dubbing & Promotional videos
3.	EOI Number	APSFL/APCC/1/2018, Dated 26/11/2018
4.	EOI Publishing Date	26/11/2018
5.	Last date and time for submission	25/01/2019 at 3:00 PM The proposal is to be submitted at APSFL Office, Vijayawada.
6.	For any enquiries and clarifications, please contact:	Executive Director –Technical, Andhra Pradesh State FiberNet Limited NTR Administrative Block, 3rd Floor, Pandit Nehru Bus Station, Vijayawada - 520013 Web address: www.apsfl.in Email: apsfl@ap.gov.in , gmco-apcc@ap.gov.in
7.	Validity of the Proposal	Bidder proposals shall remain valid for a period of 90 days from the Proposal due date.

2. Introduction

About Andhra Pradesh State FiberNet Limited(APSFL):

APSFL is a fully owned entity of the Government of Andhra Pradesh under the control of Energy, Infrastructure and Investment (EI&I) Department. This corporation is responsible for undertaking the works of AP Fiber Grid, its Operations and Maintenance and Business activities duly partnering with various stake holders for the benefit of all. At an affordable price, APSFL offers triple play services to the citizens which include 15Mbps broadband connection to the household, a telephone connection and IP TV services. The IPTV Service offers 250+ TV Channels (including FTA, Pay TV and Local channels) along with Video on Demand content and other services like Catch up TV, Video Calling, Surveillance, Gaming and more.

About AP Content Corporation (APCC):

APCC is a 100% subsidiary of Andhra Pradesh State FiberNet Limited (APSFL) and is predominantly working on two objectives- 1. To fulfill the content needs of the citizens of AP by strengthening the content catalogue on AP Fiber and 2. To address the content needs of the various Government departments and offer them services to create or improve and market their content.

Objective:

The Objective is to create Videos as per the needs of Andhra Pradesh Government Departments and requirement. These could be a short film, a TV commercial, etc.

3. Disclaimer

1. The Expression of Interest (EOI) is issued by Andhra Pradesh State FiberNet Limited (APSFL).
2. The EOI is not a prospectus or offer of an invitation to the public in relation to the sale of shares, debentures, or securities, nor shall this EOI or any part of it form the basis of or be relied upon in any way in connection with, any contract relating to any shares, debentures or securities. In taking up the said assignment, each interested Agency / Firm should make its own independent assessment and seek its own professional, technical, financial and legal advice.
3. Whilst the information in this EOI has been prepared in good faith, it is not and does not purport to be comprehensive or to have been independently verified. Neither APSFL nor Government of Andhra Pradesh (GoAP), nor any of their officers or employees, nor any of their advisers nor consultants, accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to the proposed Assignment, or makes any representation or warranty, express or implied, with respect to the information contained in this EOI or on which this RFP is based or with respect to any written or oral information made or to be made available to any of the recipients or their professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, and liability therefore is hereby expressly disclaimed.
4. The information contained in this EOI is selective and is subject to updating, expansion, revision and amendment. It does not, and does not purport to contain all the information that a recipient may require. Neither APSFL, nor GO AP, nor any of their officers; employees nor any of its advisors or consultants undertakes to provide any recipient with access to any additional information or to update the information in this EOI or to correct any inaccuracies therein which may become apparent. Each recipient must conduct its own analysis of the information contained in this EOI or to correct any inaccuracies therein and is advised to carry out its own investigation into the proposed Assignment, the legislative and regulatory regime which applies thereto and by and all matters pertinent to the proposed Assignment and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering into any agreement or arrangement relating to the proposed Assignment.
5. This EOI includes certain statements, estimates, projections, designs, targets and forecasts with respect to the Assignment. Such statements, estimates, projections, targets and forecasts, designs reflect various assumptions made by the management, officers and employees of APSFL, which assumptions (and the base information on which they are made) may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based and nothing in this EOI is, or should be relief on as, a promise, representation or warranty.
6. The issue of this EOI does not imply that APSFL is bound to shortlist an Applicant(Agency / Firm) or to appoint all or any empanelled applicant, as the case may be, for the Assignment

and the APSFL reserves the right to reject all or any of the applications so received without assigning any reason whatsoever. Mere submission of a responsive application does not ensure empanelment of the Agency (Agency/ Firm).

7. The Applicant shall bear all its costs associated with or relating to the preparation and submission of its EOI including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by APSFL or any other costs incurred in connection with or relating to its EOI. All such costs and expenses will remain with the Applicant and APSFL shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Application preparation or submission of the Proposals, regardless of the conduct or outcome of the Empanelment Process.

Suggested List of works:

- High Quality Films
- Documentaries
- Television Commercials (TVC)
- Radio Jingles
- Promotional Videos
- Script Translations
- Dubbing and voiceover services
- Events live Coverage

4. Prequalification Criteria

The Bidder should meet the following eligibility criteria to get empaneled with APSFL.

S. No.	Prequalification Criteria	Documentary Proof to be submitted
1.	The Bidder/consortium members should be a Company registered in India under the Indian Companies Act 1956/2013 or a Registered Partnership Firm or a Sole Proprietary Firm or LLP.	Certificate of Incorporation of the Bidders to be enclosed along with MOA and AOA
2.	The Bidder/consortium should have Cumulative Annual Turnover in last two audited financial years for the scope of Work mentioned will categorized as below: Category 1 : Below 50 Lakhs Category 2: 50 Lakhs to 1Crore Category 3: More than 1 crore	Copies of the Audited Balance sheets and Profit and Loss Accounts for the last 2 audited financial years (FY 16-17 & FY 17-18) The bidder can provide Certified Provisional Balance sheet certified by the statutory auditor/practicing Chartered Accountant for the year 2017-18 in case the Audited Balance Sheets are not available.
3.	The Bidder should have valid GST registration and PAN Number in India	Certified copy of valid GST registration certificates and PAN issued by competent authority in India.
4.	The Bidder/consortium should not have been blacklisted by any Govt or PSU in India as on the date of bid submission.	Self-declaration by the bidder duly signed by the authorized signatory
5.	Bidder/consortium must have minimum strength of 15 resources working with the company. These resources should be available as on proposal submission date.	Self-declaration by the bidder duly signed by the authorized signatory and a list of the resources.
6.	Bidder/consortium shall not possess any conflict of interest with the Project that would adversely impact the ability of the Bidder to complete the requirements as given in the EOI	Self-declaration by the bidder duly signed by the authorized signatory and a list of the resources.
7.	Bidder should fulfil all or any one of the technical requirements mentioned in Annexure X	Proof/web-links should be submitted/uploaded.

Note:

- a. In case of consortium, all correspondence related to this project shall be done with/through the lead member. Consortium cannot be more than two members.
- b. A notarized or registered agreement between the Consortium members mentioning the details of Lead member and other consortium members and outline the financial strengths, technical strengths and the role and responsibility of each of the members of the consortium.

5. Empanelment Procedure

The following are the procedures that will be followed in the empanelment process.

1. The applicant should submit all the necessary documents / proofs / self- declaration as mentioned in the table above to record their participation.
2. After submission of all necessary documents as mentioned, APSFL will carry out an evaluation process given in order to shortlist the eligible applicants.
3. The shortlisted applicants will be called to give a presentation to the APSFL Technical Committee.
4. After the evaluation of the presentation, the Empaneled members will be informed by APSFL via a Letter of Empanelment/ Letter of Award upon submission of necessary documents.
5. Empaneled members will be **categorized** based the turn over criteria mentioned in Prequalification clause of this document.

5.1 Earnest Money Deposit

Qualified Vendors/Agencies for Empanelment shall submit the EMD to be paid by way of Bank Guarantee drawn in favour of “Andhra Pradesh State FiberNet Limited” payable at Vijayawada valid for 3 years.

The EMD amount held by APSFL till it is refunded to Vendors will not earn any interest thereof.

The EMD amount will be forfeited by APSFL, if the Vendor/Agency withdraws from empanelment during the period of its validity specified in the tender or if the Successful Vendor fails to sign the contract.

EMD Amount per category is as follows:

Category 1: Rs. 50,000 (Fifty Thousand)

Category 2: Rs. 1,00,000 (One lakh)

Category 3: Rs. 2,00,000 ((Two lakhs)

6. Scope of Work

Note: The scope of work as given below is subject to change / modification.

Locations: Empaneled Agencies will be required to do reconnaissance (Recce) to shoot videos / prepare documentary / cover events thereby resulting in a final outcome / final product of a video of a duration/quality as desired by APSFL.

The broad categories under which work will be required to be done includes High Quality Films, Documentaries, TV Commercials, Radio Jingles, Covering an event over a variable duration, Promotional videos around schemes or initiatives launched by any Government departments, Interactive Digital Solutions, Script translations, dubbing , Voiceovers.

Wherever possible and feasible, high-production value shots should be taken by using cameras mounted on drones and Jimmy Jibs. The responsibility regarding taking permissions / payment of fee for the same shall rest with the Empaneled Agencies.

The videos should include music, creative graphics and a voice over in one or multiple language as desired by the Government department from time to time.

Organizing and covering Events with multiple cameras and online switching for recording and Live transmission.

Production of films should be such that the output shall be on High Definition camera format with the following:

- Video resolution should be at least Full HD and 4K Format (4096 X 2160)
- YouTube, Facebook, Twitter, WhatsApp etc. supported format Videos should be provided separately. (e.g. MP4).
- Video format shall be such that video size can be reduced without sacrificing its quality.
- Any other format as desired from time to time. Ex: Cinema Hall Projections, OOH Media, etc.

Audio should be at least Stereo and Surround Sound 5.1

High resolution photographs or videos on various themes as per the need of the Department.

Preparation of story/ text on the individual sites based on reconnaissance (Recce) and research report, historical perspective of the monument / site, cultural, religious and social significance in the past & its co-relation to the present time and co-relation with other contemporary monuments and sites.

Obtain prior approval for the script / concept of the entire production from APSFL.

Hiring of artists/ anchor(s) and their costumes (if necessary)

All the raw data, shoot rushes and graphics with the final output shall be the ownership of APSFL and the same has to be submitted along with the final submission.

APSFL shall retain the absolute copyrights on all rushes and all such related rights including the rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period of all such creatives and their inputs which might be produced by the agency for executing a work/campaign. Such creatives could be used in any such future campaigns that the Government may consider appropriate.

Adaptation of the language version, content, characters, property, artists, outdoor shooting, language graphic animations etc. to ensure the programs / TVCs / Documentaries etc.

Development of short duration Videos should be having relevant storyline, background music, and relevant audio with detailed scripts(Dubbing) and voiceovers that explains information about the subject into consideration.

Translation works will be having one or more languages as well as English to Telugu, Hindi to Telugu, Telugu to English, Telugu to Hindi.

Composition Services: Including color correction (DI-Digital Intermediate), transitions, chroma keying, mattes, masks, corner - pinning, motion tracking, and motion graphics.

The final film should incorporate necessary changes as suggested by APSFL.

Adaptation of the language version, content, characters, property, artists, outdoor shooting, Green/Blue matte shooting indoor or outdoor, dubbing studios, language graphic animations etc. to ensure the program completion rest with Empaneled Agencies .

7. Annexure A - Technical Requirements

Filmmakers should fulfil all or any one of the following proof/web-links should be submitted/uploaded in support:

1. Have made a film earlier on the theme/ in the same domain in which proposal is being sent;
2. Have made a similar film or corporate, promo, public awareness film for any Government Department;
3. Have won/participated in National Awards for advertising/documentary/short film/marketing produced/directed earlier;
4. For translation works, must be fluent in one or more languages as well as English, Hindi and Telugu have knowledge of the culture in the State, usually gained by living and working there.

8. Terms & Conditions:

1. The empaneled agencies by agreeing to these Terms and Conditions shall be liable to for penalty as per the terms of the work contract/agreement in the event of their failing to adhere to them.
2. This Empanelment would not in any way mean that APSFL would be paying any retainer ship fee or monthly consultancy charges or any other form of remuneration to the empaneled agencies.
3. As per the time schedule agreed between the Parties for specific projects given to the empanelled Agency from time to time, the Agency shall submit all the deliverables on due date as per the delivery schedule. The Agency shall not without APSFL's prior written consent disclose the Contract, drawings, specifications, plan, pattern, samples to any person other than an entity authorized by the APSFL for the performance of the Contract. In case of termination of the Contract all the documents used by Agency in the execution of project shall become property of APSFL.
4. Selection Process for the issuing of workorder is Lowest One(L1) for the RFP from the tendered quotations.
5. APSFL/APCC, at its sole discretion, may permit new partners, to get empaneled post closure of the empanelment procedure and such newly empaneled partners may be eligible to participate in the subsequent tenders or RFPs as need be.
6. The contract period between the empanelled vendor and APSFL will be for 3 years.
7. APSFL shall terminate the agreement anytime if the performance showcased by the vendor is not satisfactory as per the scope of work mentioned in RFP.
8. In case any of the data provided by the vendor is found to be incorrect/ fraudulent at any stage, the vendor shall be penalized as per applicable law and the agreement shall be deemed terminated. The vendor engaged in such an act shall be blacklisted for 5 years.

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