

Swachh Bharat Mission-Urban

Directorate of Local Bodies

Gomti Nagar Extension, Sector- VII, Lucknow, Uttar Pradesh- 226010

Proposal from an empanelled list of vendors of Suchna Vibhag for videography of best practices to be done at different ULBs of Uttar Pradesh. The techno-commercial financial price of the empanelled vendor listed in Suchna Vibhag to be submitted to the Mission Director, Swachh Bharat Mission, Urban, Lucknow through email latest by 12:00 PM dated 08.02.2024 on the following email id - diruplb2012@gmail.com, diruplb@nic.in.

Overall objective of the Assignment:

The overall objective of the assignment is to develop Multiple short videos of 3–5 minute duration on six pillars i.e. all the components related to Swachh Bharat Mission or other allied activities assigned by the ULBs (to capture the best practices in the field of sanitation and hygiene, solid waste, and other components and activities of Swachh Bharat Mission, Urban activities which are being carried out in different ULBs of Uttar Pradesh.) of Approach highlighting real impacts in the ULBs under Swachh Bharat Mission-Urban of Uttar Pradesh.

Specific tasks for the Service Provider:

Under the direct supervision of the Mission Director, Swachh Bharat Mission- Urban, Lucknow, the service provider will be required to do the following:

- ❖ Develop the short videos' overall concept and scenario.
- ❖ Interview selected participants for highlighting the work done in Swachh Bharat Mission of All the components under SBM(U) in different ULBs of Uttar Pradesh.
- ❖ Perform appropriate video filming and shoot interviews with the projects' beneficiaries and stakeholders in the project locations in Different ULBs of Uttar Pradesh.
- ❖ All videos produced must be of the highest quality to adequately represent the organization.
- ❖ All material should be shot in 2160 , 4K video.
- ❖ The service provider shall use their own HD quality video camera and professional editing software;
- ❖ Present short draft videos to complete above work
- ❖ Delivery of final short videos (3-5 min duration) in different formats (for TV, Radio, online etc.,).

Output /Deliverables:

- ❖ Submit and coordinate to State and Concern ULBs for storyboard and script for the short videos for the work assigned by Nodal Authority of SBM-U of ULBs of Uttar Pradesh for approval before filming.

- ❖ Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories.
- ❖ Present short videos version, and hand over the master copies of each version and raw footages in a hard disk to Complete the work assigned.

Required Qualifications and Experience of the Service Provider:

The service provider will be required to have the following:

- ❖ More than 3 years' experience working in similar field (15 points).
- ❖ Extensive experience in producing development documentaries for organisations with the aim of reaching maximum citizens, gathering best footage and best practices of different Missions and Dept. Programs. (25 points)
- ❖ Capturing the cleanliness, Sanitation, used water activities and other components of Mission and Dept. Programs and best Practices of all ULBs in Uttar Pradesh (15 points).

Excellent technical capacities (state of the art filming equipment preferably High Definition) to ensure smooth and high-quality production (20 points).

Experience of working in Govt. sector in development communication (25 points).

Intellectual Property:

- ❖ All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc) belonging to the client, which the service provider may come into contact within the performance of his/her, duties under this consultancy shall remain the property of the Mission Director, SBM(U), who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever form without written permission of the Mission Director, SBM(U)

Contractual arrangements and supervision:

The service will be hired under SBM(U), Lucknow terms of contract and supervised by the IEC team of Swachh Bharat Mission (Urban) , Lucknow solely for the purpose of delivering the above outputs, within the agreed time frame. The client shall provide necessary support to the service provider in order to execute the assignment during the duration of the Videography Work. T

These shall include:

- ❖ Access to relevant project documents necessary for execution of the duties under this consultancy
- ❖ Contact details of relevant people to be interviewed

Equipment for the Assignment:

- ❖ No equipment will be purchased or provided by the SBM(U), Lucknow for the Proposal or work assigned. Any equipment needed to complete this assignment will be provided by the Proposer.

Remuneration:

**** The service provider's payment shall be based on the financial proposal Submitted and as per Suchna Vibhag approved DG&SD rate (Attached as Annex.1)***

Payment shall be made in three instalments of:

- ❖ 40% payment upon submission and Completion of an inception report acceptable to the client and fulfilling the task assigned by the Competent authority of ULBs looking after Swachh Bharat Mission (Urban) and other Dept. Programs.
- ❖ 40% upon submission of an acceptable and approval of Completed short videos and programme booklet; and
- ❖ 20% final payment upon submission of the final outputs, incorporating suggestions and recommendations from the swachh Bharat Mission, Urban and ULBs of Uttar Pradesh.

Duration of the Assignment: The assignment is expected to take within 8 working days from the date of signing the contract.

Application Procedure:

Applicants are required to be submitted to the Mission Director, Swachh Bharat Mission, Urban, Lucknow through email latest by 5:00 PM dated 08.02.2024 on the following email id - diruplb2012@gmail.com, diruplb@nic.in.with the subject line: Project Documentary of Videography 'Submission of Techno-Commercial Financial Bid Proposal for Videography for best practices under Swachh Bharat Mission- Urban, Lucknow.

Proposer are required to submit the following proposal:

- ❖ A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment;
- ❖ Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects;
- ❖ Work references - contact details (e-mail addresses) of referees (firms for whom you've produced similar assignments);
- ❖ Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment; and
- ❖ The Proposer need to submit previous work Videos/Documentary and other relevant work or link should be shared to competent authority.

Previously work order of the Similar work and any other assignments of work done in any State Govt/Central Govt, or any international organization.

Attached- Anne-1 .DGS&D approved rate of Suchna Vibhag for Reference

Video Spot./Documentaries/Telefilms : The consolidated rates of Video

Spot./Jingle/Documentaries/Telefilms are as given below, shot on Digi Beta or DV Cam:

Duration	Master	Dubbing	Language version	HD format	Re-Voice over	Re Shooting charges	Re editing charges	35/16 mm Film
Video Spot								
Upto 60 seconds	Rs.3,50,000	Rs.20,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.35,000	Rs.15,000	100 % more than the respective master/ Language rate
Above 60 seconds to 120 seconds	Pro-rata	Pro-rata	Pro-rata	50 percent more than the respective master/ Language rate	Pro-rata	Pro-rata	Pro-rata	100 % more than the respective master/ Language rate
Documen taries/Sp ots/ Telefilms								
From 2 to 5 mts	Rs.3,50,000	Rs.35,000	Rs.1,75,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs 25,000	Rs.15,000	100 % more than the respective master/ Language rate
Above 5 to 15 mts	Rs.4,50,000	Rs.45,000	Rs.2,25,000	50 percent more than the	Rs.12,000	Rs.30,000	Rs.18,000	100% more than the respecti

				respective master/Language rate				ve master/Language rate
Above 15 to 30 mts	Rs.5,50,000	Rs.50,000	Rs.2,50,000	50 percent more than the respective master/Language rate	Rs.15,000	Rs.35,000	Rs.21,000	100% more than the respective master/Language rate
Above 30 mts	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	50 percent more than the respective master/Language rate	Prorata, based on 30 minute rate	Prorata, based on 30 minute rate	Prorata, based on 30 minute rate	100% more than the respective master/Language rate

MISCELLANEOUS VIDEO COMPILATION

- ❖ **Video compilation in Beta SP/DVC Pro:** The rates given below are for consolidation of various video spots into one compilation :

Upto 5 min.	Rs. 5,000
Upto 30 min.	Rs. 10,000
Upto 60 min.	Rs. 15,000
More than 60 mts	Pro-rata, based on 60 mts rate

(charges include cost of title/graphic plate, one Beta/DVC Pro and two DVD/VCD copies)

❖ Additional Beta T'cast/DVC Pro copy : The rates given below is for duplication of creatives into Betas/DVC Pro

Upto 5 min. Rs. 2,000

Upto 30 min. Rs. 2,500

Upto 60 min. Rs. 3,000

DVD (per copy, of all durations) Rs. 100

CD (per copy, of all durations) Rs. 50

❖ Period of Applicability & Schedule of Payments:

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