

SOCIETY FOR PROMOTION OF HORTICULTURE (SPH)
ICAR- INDIAN INSTITUTE OF HORTICULTURAL RESEARCH
Hesaraghatta Lake Post, Bengaluru – 560089
Karnataka

F. No. SPH/NHF2021/Virtual

Dated: 20/12/2021

CRITICAL DATES

EOI Reference No.	F. No. SPH/NHF2021/Virtual
Date of release of EOI through e-publishing on CPP Portal	21.12.2020 (10.00 am)
Prebid Meeting	23.12.2020 (2:00 pm)
Last Date & Time for submission of EOI	31.12.2020 (3.00 pm)
Date & Time of opening of Technical Bid	01.01.2021 (02.00 pm)
Address for Communication	The President, Society for Promotion of Horticulture, ICAR - Indian Institute of Horticultural Research, Hesaraghatta Lake Post, Bengaluru – 560 089, Karnataka, India

SOCIETY FOR PROMOTION OF HORTICULTURE (SPH)
ICAR- INDIAN INSTITUTE OF HORTICULTURAL RESEARCH
Hessaraghatta Lake Post, Bengaluru – 560089
Karnataka

The President, SPH, ICAR - Indian Institute of Horticultural Research, Bengaluru, invites “**Expression of Interest (E.O.I.)**” from Interested and Competent Firms for “**Video Production, Live Casting and Satellite Broadcasting of National Horticulture Fair-2021**”, in **Virtual Mode** from February 8th to 12th, 2021 (5 days).

The estimated cost of the work is about Rs. 30.00 lakhs including the service charges of executing agency.

Scope of Work

1. Live video content production for 5 days has to be produced. Wherever already shot video clips of good quality are available, it will be broadcasted by the firm.
2. The firm shall undertake Live Casting and Satellite Broadcasting of the Whole Event of Horticultural Fair-2021 in Virtual Mode on Turnkey Key Basis.
3. There shall be 8 hours live casting for 5 days from 9 am to 5 pm which involves Pre-recorded video contents (2 minutes x 75 numbers) streaming for 5 days.
4. There should be provision for two way interaction using Zoom/WebEx platform for 1000 audience at any given time.
5. Off-site webinars/meetings will have to be integrated during the live streaming.
6. The firm shall provide P3 LED panels (4 x 6 feet, 4 nos) with audio support for Live Scientist-Farmer interaction during all the 5 days.

Who can apply

To be eligible for consideration of award of work, the firm should have the following

1. The firm should have been in existence for at least 3 years.
2. The firm should have executed at least one work of Rs.24.00 lakhs or two works of Rs.18.00 lakhs or three work of Rs.12.00 lakhs during the last 3 years.
3. The firm should have had average financial turnover of not be less than Rs.90.00 lakhs during the last two years.
4. The firm should be registered by MSME for the relevant activity/business
5. **The firm should have the following attainments in the area related to the work**

a. Video production Services:

- Company should have executed broadcast level multi camera production for at least 10 projects using fibre optic driven signal relay, RF relay camera production, PCR setup with on air graphics insertions during live broadcast.

b. Live cast services:

- Company should have executed at least 10 live streaming services to reputed private and public sector companies (attach proof) .
- Should have executed Native feed live cast on minimum 50 social media accounts simultaneously and reaching minimum 5 lakhs viewers during stream
- Should have executed minimum 12 hr live cast without break.
- Company should have executed Zoom/ Cisco webex conference integration in live stream with minimum 3000 simultaneous log in from remote locations. In this, at least 200 guests should have 2-way interactions with Host.

c. Broadcasting services:

- Company should have executed at least 8 occasional news gathering projects using DSNG vehicles.
- Company should have DSNG vehicles, bird space on any Indian satellite. Capability to broadcast C- band and KU band simultaneously with downlink facility.
- Company should have MIB, WCC license to operate DSNG or should have consortium with DSNG/ teleport operators.
- Company should have executed similar multi-cam setup, Live cast with DSNG integration.
- Company should be in position to present a complete schematics and proof of concepts as demo on their own cost before the bid opening.
- Should have executed continuous DSNG broadcast and live cast for 15 days at stretch.
- Should have expertise in networking and internet bandwidth aggregation
- Should have expertise in playback automation using live and pre-recorded content
- Should have executed required internet felicitation.
- Should be in position to test run 10 days prior to the first day of the event.
- The bidder should provide seamless internet connectivity with load sharing (~500 mbps)

Evaluation Method of Shortlisting the Firms submitting the EoI

Sl. No	Parameters	Description of Parameter	Marks	Evaluation Methodology
1.	Past experience	Video Production Service Experience of bidder	15	The bidder having produced 10 broadcast level multi-camera production using fibre optic driven signal relay, RF relay camera production, PCR setup with on air graphics insertions during live broadcast will be awarded full marks and others will be assigned marks proportionately.
		Social Media Exp: Experience of executing Native feed live cast on social media minimum 50 social media accounts	15	Firms who executed live cast on 50 social media accounts reaching 5 lakh live cast would get full marks. Others will be assigned marks proportionately.
		Zoom/WebEx conference integration in live stream experience	10	Firms who executed live stream integration with atleast 3000 simultaneous log in will get full marks. Other will be assigned proportionately.
		Broadcasting service experience: News gathering projects using DSNG vehicles	5	Firms who executed atleast 8 occasional news gather projects using DSNG vehicles will get full marks. Others will be assigned proportionately.
		DSNG Vehicle with capability to broadcast C-band and KU band simultaneously with downlink facility	5	Firms owning DSNG vehicle with the required capability of C- and KU band, MIB, WCC licence will get full marks. Others will be assigned proportionately.
2.	Contract value of Similar work	Value of work of similar nature	10	Firm who executed one work of Rs.24 lakhs or 2 works of Rs.18 lakhs or 3 works of rs.12 lakhs will be awarded full marks. Other will be assigned proportionate marks.
3.	Turnover	Financial credential in terms of turnover	10	The bidders having turnover of Rs.90.00 lakhs or more will be assigned full marks, others will be assigned proportionate marks.

4.	Equipment (Assets) & Personnel strength	Strength of Assets & Manpower	10	The bidders having own equipment and personnel will be awarded full marks. Those hiring equipment and personnel will be awarded proportionately. The bidder has to provide a list of equipment (with model and make) and the Personnel with details.
		Total Marks	80	

Presentation

Sl. No	Parameters	Description of Parameter	Marks	Evaluation Methodology
1.	Quality	• Capability for Production of quality videos, live streaming and integration	20	The bidder will demonstrate their capability to produce quality videos, live streaming and integration through a presentation of similarly done work.

How to Apply

The agencies will have to submit EoI in the prescribed format along with supportive documents in a two-bid system to the **President, Society for Promotion of Horticulture, ICAR-IIHR, Hesaraghatta Lake Post, Bengaluru- 560089, Karnataka.**

A two-stage selection process will be adopted in evaluating the Proposals. In the first stage, a technical evaluation will be carried out. The financial bids of only those bidders would be opened who is/are found to meet the eligibility criteria in the Technical evaluation.

All the required and essential copies/brochures, relevant forms and supporting documents need to be included in the Technical Bid except Financial Bid which needs to be separate. One set of complete Technical and Financial Bid need to be submitted to **President, Society for Promotion of Horticulture, ICAR-IIHR, Hesaraghatta Lake Post, Bengaluru- 560089, Karnataka, on/before the closing date.** Each of these Bids is to be put in separate sealed envelope, clearly super scribed “**Technical Bid**” and “**Financial Bid,**” respectively. The Technical Proposal shall not include any financial information relating to the Financial Proposal. Both these sealed envelopes shall be put in one sealed envelope (Containing Address, Name and Contact No.) superscribed “**EoI for Video Production, Live Casting and Satellite Broadcasting of National Horticulture Fair-2021 in Virtual Mode** from February 8th to 12th, 2021 (5 days).

Technical Bids: The details to be furnished in technical bids are:

Annexure-I

The basic information / profile of the firm along the details of Registration.

Annexure-II

Financial status, turnover during the preceding 3 years. Company's audited balance sheet of the preceding 3 years.

Annexure-III

List of similar works carried out costing **at least one work of Rs.24.00 lakhs or two works each of Rs.18.00 lakhs or three works each of Rs.12.00 lakhs** executed during the last three years.

Annexure- IV

List of works costing equal to or more Rs.90 Lakhs during the last 3 years

Financial Bid:

The financial bid for the above scope of work shall be submitted in prescribed format at

Annexure-V and should be signed by the authorized signatory of the firm. In the event of any variation in figures and words, the amount indicated in words shall be considered.

Annexure VI: Acceptance of Terms and Conditions of EoI

After evaluation of technical bid and presentation, the firm scoring 75 marks and more than 75 marks will be qualified for opening of the financial bids.

Opening of the financial bid

The financial bid of qualified bidders will be opened by a committee in presence of authorized representatives of the qualified bidders. The agency quoting lowest will be recommended for award of the work. In case of two or three being the same, the contract will be awarded to the firm which has the highest turnover. The decision of the Committee shall be final and binding.

ANNEXURE-I

BASIC INFORMATION OF THE BIDDING FIRM

1.	Name	
2.	Head Office	
(a)	Address	
(b)	City	
(c)	Pin	
(d)	E-mail address	
(e)	Phone No. 1 with STD Code	
	Phone No. 2 with STD Code	
(f)	Fax Number	
	Contact person's name & designation and mobile Number	
	Whether worked with ICAR /IIHR earlier (if yes, project-wise details may be provided)	
	Year of establishment of Agency and details of its Registration	
	Year of experience in the area of proposed work	
	Attach organizational (if any)	

**(Signature of the Authorised Person with
Designation)**

ANNEXURE-II

FINANCIAL STATUS OF THE BIDDING FIRM

Turnover during 2019-20	
Turnover during 2018-19	
Turnover during 2017-18	
Average Annual Turnover	
Contract value of Similar work (2017-18)	
Contract value Similar work (2018-19)	
Contract value Similar work (2019-20)	
Average Annual Contract value of similar work	
NET PROFIT DURING THE LAST THREE YEARS	

**ATTACH CHARTED ACCOUNTANT CERTIFIED COMPANY'S AUDITED
BALANCESHEET OF PRECEDING 3 YEARS**

(Signature of the Agency)

ANNEXURE-III

LIST OF EQUIPMENTS

Details of full-time technical manpower, total strength of the organization

Sl.No	Name	Model	Make	Nos
LIST OF PERSONELL				
Sl.No	Name	Designation	Experience	Any other information

(Signature of the Agency)

ANNEXURE-IV

**LIST OF PROJECTS / WORKS COSTING MORE THAN RS. 90.00 lakhs
EXECUTED DURING THE LAST 3 YEARS**

Sl. No.	Name of the similar project, location, and client	Name of the project	Cost of the work		Completion of the project		Stipulated D.O.C.
			Original Cost	Completed Cost	Date of start	Date of completion	
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Note: Relevant Copies of the above stated works may be attached

(Signature of the Agency)

ANNEXURE-V

Proforma for Financial Bid

Reference No. -----

Date: -----

From:

To

The President

SOCIETY FOR PROMOTION OF HORTICULTURE

ICAR - Indian Institute of Horticultural Research

Hessaraghatta Lake Post, Bengaluru – 560089

Karnataka, India

Ref: EOI No. ----- Date: -----

Subject: EOI for “Video Production, Live Casting and Satellite Broadcasting of National Horticulture Fair-2021”, in Virtual Mode from February 8th to 12th, 2021 (5 days).

Sir,

In response to the subject and reference, we hereby quote our consultancy Fee as under:

Description of Work	Quote (in INR) for the work (including all taxes/cesses applicable)	
	In Figures	In Words
“Video Production, Live Casting and Satellite Broadcasting of National Horticulture Fair-2021”, in Virtual Mode from February 8 th to 12 th , 2021 (5 days).		

Date:

(Signature of Authorized Signatory)

ANNEXURE-VI

**EOI ACCEPTANCE LETTER
(To be given on Letter Head)**

Date: -----

**To,
The President
SOCIETY FOR PROMOTION OF HORTICULTURE
ICAR - Indian Institute of Horticultural Research
Hessaraghatta Lake Post, Bengaluru – 560089
Karnataka, India**

Subject: Acceptance of Terms & Conditions of EoI for “Video Production, Live Casting and Satellite Broadcasting of National Horticulture Fair-2021”, in Virtual Mode from February 8th to 12th, 2021 (5 days).

EoI Reference No. _____

Name of the Work: EoI for Video Production, Live Casting and Satellite Broadcasting of National Horticulture Fair-2021”, in Virtual Mode from February 8th to 12th, 2021 (5 days).

Dear Sir,

- i. I / We have downloaded / obtained the tender/EOI document(s) for abovementioned “Tender / EOI” from the web site (s) namely:
.....
.....
as per your advertisement, given in the above-mentioned website (s)
- ii. I / we hereby certify that I/We have read the entire terms and conditions of the tender documents from Page No. ----- to ----- (including all documents like annexures, schedules etc.), which form part of the contract agreement and I/We shall abide by the terms / conditions / clauses contained therein.
- iii. The corrigendum(s) issued from time to time by your department / organization too has also been taken into consideration, while submitting this acceptance letter.
- iv. I / we hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.

- v. I/we certify that all information furnished by our PSU is True & correct and in the event that the information is found to be incorrect / untrue or found violated, then your department / organization shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours faithfully,
(Signature of Authorized Signatory)