

Expression of Interest

For Production of Documentary films for KSSFCL

Managing Director, KSSFCL invites sealed EoI in prescribed Proforma from professional production houses for the production of documentary films for KSSFCL

Scope of Work

- The selected production house shall be producing presentation films in Kannada, English and Hindi for KSSFCL for external and internal target audiences.
- 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 university.
 - **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 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 22-23, FY 23-24 and FY 24-25. 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 (2022-23 to 2024-25) 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 (2022-23 to 2024-25)
- 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

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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: <table><tr><th>No. of Projects</th><th>Marks</th></tr><tr><td>20 to 24 Projects</td><td>5</td></tr><tr><td>25 to 29 Projects</td><td>7</td></tr><tr><td>30 or more Projects</td><td>10</td></tr></table>	No. of Projects	Marks	20 to 24 Projects	5	25 to 29 Projects	7	30 or more Projects	10	10
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20 to 24 Projects	5										
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2.1.2	Relevant Experience As per Sl. No. 1.1 & 1.3 above	<table><tr><th>Years of Experience</th><th>Marks</th></tr><tr><td>5 – 8 Years</td><td>5</td></tr><tr><td>9 – 12 Years</td><td>7</td></tr><tr><td>12 Years or more</td><td>10</td></tr></table>	Years of Experience	Marks	5 – 8 Years	5	9 – 12 Years	7	12 Years or more	10	10
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12 Years or more	10										
2.1.3	Relevant Experience Productions in multiple languages	<table><tr><th>Years of Experience</th><th>Marks</th></tr><tr><td>1 – 2 Languages</td><td>5</td></tr><tr><td>2 – 5 Languages</td><td>7</td></tr><tr><td>5 Languages and above</td><td>10</td></tr></table>	Years of Experience	Marks	1 – 2 Languages	5	2 – 5 Languages	7	5 Languages and above	10	10
Years of Experience	Marks										
1 – 2 Languages	5										
2 – 5 Languages	7										
5 Languages and above	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)	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 marks, based on which final technical score will be calculated. The qualifying score of this round is 50% (15 marks).

- **Stage III**

The cut-off mark for merit will be minimum 60% of 70 marks in Stage II and III combined. The highest scorer would be selected.

Application to produce corporate / presentation films for KSSFCL

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)		2022-23 (Audited)	2023-24 (Audited)	2024-25 (audited)
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 (video projects in Pen drive attached)		2022-23	2023-24	2024-25
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 :