



GOVERNMENT OF JAMMU & KASHMIR  
J&K FOREST DEPARTMENT, JAMMU

Request for Proposal (RFP) for hiring of a Creative  
Agency for making of a short film on diverse  
forests of Jammu & Kashmir

Titled

**“Diverse Forests of Jammu & Kashmir”**  
**(Notification No. CCFJ / Plg/20-21/1290 of**  
**2021 Dated 08- 01- 2021**

**Office Address**

May to October: Forest Complex, Shiekh Bagh,  
Lal Chowk, Sgr- 190001

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Nov. to April : Van Bhawan, Below Gumat,  
Jammu-180001

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URL Address: [www.jkforest.gov.in](http://www.jkforest.gov.in)  
E-mail: [pccfjkforest@gmail.com](mailto:pccfjkforest@gmail.com)  
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**E-tendering**

**QUALITY CUM COST BASED SELECTION**



**GOVERNMENT OF JAMMU AND KASHMIR**  
**OFFICE OF THE PR.CHIEF CONSERVATOR OF FORESTS & HoFF**



Request for Proposal (RFP) for making a short film on diverse forests of Jammu & Kashmir

**IMPORTANT DATES**

S.No.	Key Activities	Date and Time
1.	Date of Publication of RFP	09/01/2021 on <a href="http://www.jktenders.gov.in">www.jktenders.gov.in</a>
2.	RFP Document Download Date	09/01/2021 05.00 PM onwards
3.	Last date/time for submission of written queries by intending bidders through email at: <a href="mailto:ccfjammu1@gmail.com">ccfjammu1@gmail.com</a>	16/01/2021 till 4.00 PM.
4.	Response to the Queries will be published on <a href="http://www.jktenders.gov.in">www.jktenders.gov.in</a> & <a href="http://www.jkforest.gov.in">www.jkforest.gov.in</a>  Pre-bid conference	21/01/2021  23/01/2021 (at 11 AM)
5.	Submission of bids on <a href="http://www.jktenders.gov.in">www.jktenders.gov.in</a>	Start Date: 25/01/2021 from 10.00 AM End Date: 30/01/21 up-to 02:00 PM
6.	Bid Validity	180 days from the date of opening of bids.
7.	Bid Procedure	Two stage bidding (Technical & Financial) through e-Tendering mode at <a href="http://www.jktenders.gov.in">www.jktenders.gov.in</a>
8.	Bid Evaluation Criteria (Selection Method)	Quality and Cost Based Selection (QCBS)
9.	Websites for downloading RFP, Corrigendum's, Addendums etc. (if any)	<a href="http://www.jktenders.gov.in">www.jktenders.gov.in</a> or <a href="http://www.jkforest.gov.in">www.jkforest.gov.in</a>
10.	Opening of Technical Bids	11:00 AM of 01/02/2021 in Pr. Chief Conservator of Forests Office Van Bhawan Forest Complex Jammu
11.	Date of presenting Proof of Concept (PoC)	Will be communicated separately
12.	Bid Document/Tender Fee	Nil

13.	Bid Security/EMD	Bid Security-Earnest Money Deposit in the form of a CDR/ FDR/BG, from a scheduled or Nationalized Indian Bank in favor of CAO O/o Pr. Chief Conservator of Forests, J&K, valid for (01) one year payable at Srinagar, J&K, for the sum of Rs 10,000/- (Rupees Ten Thousands Only). Scanned Copy of the instrument is to be uploaded on JK Tenders Portal (www.jktenders.gov.in) along with the bid. However, L1 bidder has to submit original document of EMD in the office of CCF JAMMU, DOGRA HALL, JAMMU before the issue of work order, failing which the bidder shall be liable to disqualification including blacklisting. EMD is exempted for MSMEs/NSIC certificate holders
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The bids shall be submitted online only at website: <https://www.jktenders.gov.in>

Manual Bids will be summarily rejected.

### 1. Scope of work

J&K Forest Department invites proposals from eligible filmmakers for making a short film on diverse forests of Jammu & Kashmir.

Details of the project are given below on which the film-maker should base their proposals:

Language	English
Duration	To be made in following versions: (i) 10-12 minutes (ii) Promo version of 2-3 minutes (iii) 40 sec. (snippets – independent short clips of individual section of film for use on social media, TV fillers).
Format	Full HD Format
Objective	<ul style="list-style-type: none"> <li>To showcase the diverse forests of Jammu &amp; Kashmir.</li> </ul> A short background note is at annexure-3

Treatment & storyline	Should be fast paced, engaging to watch, cohesive and creatively presented. Narration or anchor driven approach may be chosen without long monologues.
What to include	Fresh shooting in various parts of UT of J&K
Location of shooting	Whole of UT of J&K (At least all the forest types of J&K are covered)
Deadline	Deadline for submission of the final project is within three months of signing of the agreement.

## 2. Eligibility criteria:

- A. In order to participate, Film-makers should fulfill all the following conditions given below:
- i. EMD of Rs 10,000/- (Rupee Ten thousand only) payable to Chief Accounts Officer O/o Pr. Chief Conservator of Forests, J&K valid for 06 months, should be scanned and enclosed in pdf file of technical bid of tender. Hard copy of the EMD should be submitted by the successful bidder only.( MSME registered Agencies and NSIC certificate holders shall be exempted from EMD)
  - ii. Annual turnover of Rs 10.00 lakh during each of the last three years (Audited balance sheet from the CA and for the last Financial year 2019-20 provisional balance sheet would be accepted).
  - iii. The company should be empanelled with DAVP or Doordarshan or NFDC.
- B. Filmmakers should fulfill all or any one of the following (proof/web-links should be submitted/uploaded in support):
- (a) Have made a documentary film earlier on the theme of Forest & Wildlife in last 5 years;
  - (b) Have made a similar film or public awareness film for any Government of India Ministry or Department in the last 5 years;
  - (c) Have won a National Films Award for documentary, short film (given by Directorate of Film Festivals, Ministry of Information & Broadcasting, Government of India) produced in the last 5 years.
  - (d) Made a film earlier for J&K Government.

The Bidders should upload the copies of the relevant supporting documents for the above as proof for fulfilling the above conditions.

## 3. Submission of Proposal:

Bidders should upload their bids on [jktenders.gov.in](http://jktenders.gov.in) in two separate parts viz.

- i. Technical bid: To be submitted as given in Annexure-1.
  - ii. Financial bid: To be submitted in the proforma as given in Annexure-II.
- \* Please note: Any information about the budget should not be mentioned in technical bid submitted.

#### 4. Evaluation procedure:

- i) Only those bids will be accepted for technical evaluation which fulfill the basic eligibility criteria.
- ii) Incomplete proposals will not be considered.
- iii) Acceptance of a proposal for the next round will be on the basis of:

##### a) Preliminary evaluation:

A Preliminary evaluation of project synopsis, objectives and description, methodology and treatment, etc, will be done in respect of the eligible bidders, which carry a maximum of 30 marks.

- b) Presentation: The eligible bidder then will be invited to give a detailed Presentation to an evaluation committee of the J&K Forest Department, expressly constituted for evaluation of proposals for this project. Presentation can be in the form of PowerPoint, demo reel, etc. Members of the evaluation committee will evaluate and rate each proposal on following parameters: (i) knowledge of the theme (ii) Engaging storyline (iii) Uniqueness of idea (iv) Treatment of the film. The presentation carries a maximum of 40 marks.
- c) The bidders who score a minimum of 50 marks in technical bid out of 70 marks will qualify the technical round. Financial bid of only those bidders will be opened who qualify the technical round.
- d) The financial score will be calculated as per following formula:  
The bidder with the lowest financial bid (L1) shall be awarded 100 financial score and for the rest, financial score would be:-  
$$\left\{ \frac{\text{Financial bid of L1}}{\text{Financial bid of the bidder}} \times 100 \right\}$$
 (adjusted to two decimals).
- e) The final selection will be based on Quality cum Cost Based System wherein 70% weightage will be given to the technical score and 30% weightage to the financial score. The bidder with the highest score will be awarded the contract. The formula to be used to evaluate the final scores/Cumulative score of the bidders

after Technical and financial evaluation:

$CS = (T)*0.7 + (F)*0.3$ , where CS is cumulative score, (T) is Technical bid score and (F) is Financial bid score.

- f) The Committee will recommend the finally selected bidder to the Competent Authority for acceptance. Successful bidder will be informed of the decision and shall be required to sign an agreement with the J&K Forest Department.

#### 5. Terms and Conditions:

- (i) Mere submission of the proposal, shall not confer any right whatsoever on the submitting entity.
- (ii) The proposal shall remain valid for a period of 6 months from the date of publication of the RFP.
- (iii) It shall be obligatory on part of the submitting entity to furnish any further information as may be sought by J&K Forest Department.
- (iv) Neither the issue of this RFP nor any part of its contents are to be taken as any form of commitment or acknowledgement on part of J&K Forest Department to proceed with any proposal or any entity. J&K Forest Department reserve the rights to annul or terminate the process/project or reject any proposal at anytime or at any stage without assigning any reason.
- (v) The successful bidder will have to submit a performance guarantee equivalent to 10% of the contract value before signing of agreement. EMD of successful bidder will be returned after submission of performance guarantee.
- (vi) Tender not accompanied by the Bid security (EMD) are liable for rejection.
- (vii) No amendments/changes will be allowed after the last date of submission of bids.

#### 6. Opening of RFP:

The proposals shall be opened as per schedule mentioned in the table titled '**important dates**' at the office of PCCF, J&K, Van Bhawan, Jammu in the presence of bidder or their authorized representatives who choose to attend the opening of bids. Authorized Representative with authority letter on the letter head of bidding company, duly signed by the bidder only, will be allowed to attend the meeting of the evaluation committee. J&K Forest Department reserves the right to call for additional information from the bidders at any stage.

## **7. Terms of Payment: -**

- I. No advance payment shall be made to the agency.
- II. The agency shall submit the bill for payment after the successful completion of the work. The Bill after the due verification as per the scope of work, if found eligible, shall be paid by the J&K Forest Department.
- III. Agency shall furnish only the original GST Bill for payment along with the Bank account details.
- IV. J&K Forest Department reserves the right to deduct the payment if any deliverable is found missing/ not delivered.

## **8. Force Majeure:**

The successful Bidder shall not be liable for forfeiture of its performance security, liquidated damages or termination of contract in the event of delay in performance or other failure in performing material obligations under the contract as a result of force majeure.

For the purpose of this clause, "Force Majeure" means an event beyond the control of the bidder and not involving negligence or fault of bidder. Such events may include, but are not restricted to wars & revolutions, fires & floods, epidemics & quarantine restrictions and freight embargoes.

If a force majeure situation arises, the bidder shall promptly notify in writing such conditions to the CCF, JAMMU with the cause thereof, otherwise, the Bidder shall continue to perform its obligations under the Contract, as far as possible, for which all reasonable/alternative means have to be adopted by the bidder to perform as if not prevented by the event of Force Majeure.

## **9. Arbitration:**

- I. For any dispute between the agency and J&K Forest Department, the decision of PCCF (HoFF), J&K shall be final and binding upon the agency.
- II. Time being essence of contract, the successful bidder is bound to complete the allotted work within stipulated completion period.
- III. The successful bidder shall be responsible for all safety measures at sites.
- IV. The decision of the Arbitrator as above shall be final & binding on both the parties to the contract.

## **10. Penalty Conditions:**

- I. Time of completion, being essence of contract, the successful bidder is bound to complete the allotted work within stipulated time frame as per the job order failing which penalty to the extent of 2% of the total cost of the work allotted for delay of each fortnight shall be imposed upon the agency.
- II. Failure of successful bidder to execute the work in full, in a time bound manner, will be considered as breach of contract.
- III. In case of breach of contract, the Performance Bank Guarantee will be forfeited and the agency shall be recommended for blacklisting for breach of contract.
- IV. A notice sent through email / special messenger to the agency will be sufficient to initiate action against the agency and will be considered as the notice served to the agency.
- V. That the jurisdiction of all kinds of disputes between the parties to this agreement shall be within the Union Territory of J&K.



## Forms and Formats of Technical Proposal

The Chief Conservator of Forests  
J&K Forest Department  
Jammu

Ref: NIT No. \_\_\_\_\_ dated \_\_\_\_\_

Subject: Making of a short film on “Diverse Forests of Jammu & Kashmir”

Dear Sir,

- a. Having examined the RFP document, I/We the undersigned herewith submit our bid online in response to your NIT No.....  
Dated.....Selection of a Creative Agency for making of a short film on “Diverse Forests of Jammu & Kashmir” in full conformity with the said RFP document.
- b. I/We have read and understood the provisions of the RFP document and confirm that these are acceptable to me/us. I/We confirm that the terms and conditions in the RFP shall be acceptable to me/us.
- c. I/We hereby declare satisfaction over the technical eligibility criteria as specified in the RFP and agree to abide by all the terms and conditions specified therein.
- d. The Earnest Money Deposit (EMD)/Bid Security of **Rs 10,000/- (Rupees Ten Thousand Only)** submitted by me/us bearing CDR/FDR number.....issued by bank.
- e. I/We hereby declare that I/we are not involved in any litigation having impact on delivery of services as required under this assignment and I/we are not under a declaration of ineligibility for corrupt or fraudulent practices.
- f. I/We have not been blacklisted by any department /society/PSU/organization of central/ state government.
- g. I/we accept that if any misrepresentation/wrong information is contained in the bid or suppression of material or relevant facts & figures mentioned therein may lead to my/our disqualification.

Our correspondence details with regards to this bid are

<b>S. No.</b>	<b>Information</b>	<b>Details</b>
1	Name of responding Bidder:	
2	Address of responding Bidder:	
3	Name, Designation of the Person to whom all correspondence shall be made regarding this RFP	
4	Telephone No	
5	Mobile no. of contact person:	
6	E-mail address of contact person	

I/We hereby declare that our bid submitted in response to this RFP is made in good faith and the information contained therein is true and best to my / our knowledge and belief.

Thanking you,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

### Documents Required for technical bid

SI No.	Document	Type
1.	A self contained proposal for the short film based on brief scope of work mentioned in Para 1 of the RFP.	PDF
2.	Copy/You tube link or other video sharing website link of the short film made earlier on the theme in which the proposal is being sent.	PDF
3.	<p>List of Enclosures on a self attested Company letter head with complete address, contact numbers, email:</p> <ul style="list-style-type: none"> <li>i) Undertaking that you meet the eligibility criteria and indicate which one (please submit proof):</li> <li>ii) Project Description (not more than one A-4 page) Brief storyline and how the film will unfold.</li> <li>iii) Project methodology &amp; treatment: Describe your vision and creative approach to the film and visual treatment. Also mention proposed people to interview; choice of narrator/anchor; special techniques to be employed in filming; format.</li> <li>iv) EMD of Rs 10,000/- should be submitted by bidders</li> <li>v) Profile of the film maker (not more than one A-4 page) with mention of past projects and brief description of body of work.</li> <li>vi) Company profile (not more than A-4 page) where registered, tax registration details, years in existence and past work. Please highlight any Government work.</li> <li>vii) Audited balance sheet of last three years (2017-18, 2018-19 and 2019-20) from statutory auditor.</li> <li>viii) Testimonials and web-links if any (not more than one A-4 page).</li> </ul>	PDF

## Forms and Formats of Financial Proposal

### FINANCIAL BID COVER LETTER

**To**

The Chief Conservator of Forests  
J&K Forest Department  
Jammu

Ref: NIT No. \_\_\_\_\_ dated \_\_\_\_\_

Subject: Making of a short film on “Diverse Forests of Jammu & Kashmir”

Dear Sir,

I/We, the undersigned having read & examined in detail, the RFP regarding Making of a short film on “Diverse Forests of Jammu & Kashmir” for J&K Forest Department in the UT of J&K, the receipt of which is hereby duly acknowledged, I/we the undersigned offer to work in conformity with the said RFP.

I/ We undertake:

- a. that the quoted prices are in conformity with prescribed requirements and inclusive of all costs relating to work execution. The prices also include all type of taxes/duties as mentioned in the financial bid (BoQ).
- b. that if the contract is awarded, I/we shall submit the prescribed performance security deposit (equivalent to 10% of work order value) and shall work in accordance with the prescribed timelines.
- c. to abide by this bid for a period of 180 days from the last date of bid opening.
- d. that until a formal contract is prepared and executed, this bid together with your written notification of award shall constitute a binding on me/us.
- e. that the bid has been made in good faith without collusion or fraud and the information contained therein is true and best of our knowledge and belief.
- f. I/We unconditionally agree to all the terms & conditions as mentioned in the RFP and submit that we have not submitted any deviations in this regard.

Authorized Signatory Name:

**Designation:**

**Date:**

## Financial Proposal

S.No	Description	All Inclusive Amount (INR)	GST %	Total Amount including GST
1.	Making of a short film on "Diverse Forests of Jammu & Kashmir" for J&K Forest Department in UT of J&K as per the scope of the work mentioned in the RFP.			
<b>Total</b>				
<b>Total Amount in words</b>				

Signature of the bidder with seal

## **“Diverse Forests of Jammu & Kashmir”**

### **Salient Features:**

The forest and tree cover of U.T of J&K is around 55% which is higher than the national average of 24.56%.

The UT of J&K has registered an increase of 348 sq km in forest cover in 2019 when compared to 2017 assessment.

A total of 42 forest types are recorded in the UT of J&K which is highest in the country and denotes the diversity of forest ecosystems in J&K.

The UT of J&K has recorded the highest diversity of herbs in the country.

The total carbon stock of forests in the UT of J&K is 165.25 tonnes per hectare, which is 3<sup>rd</sup> highest in the country.

The forests of J&K have recorded the highest growing stock of wood per unit area, which is 144.16 cubic meter per hectare.

J&K has figured among top 5 states/that have registered maximum increase in forest cover during the last two years.

For more information on forests of J&K, please visit : <https://fsi.nic.in/isfr19/vol2/isfr-2019-vol-ii-jammu-kashmir.pdf>.