



**DEPARTMENT OF INFORMATION & PUBLIC RELATIONS
GOVERNMENT OF SIKKIM
SOOCHNA BHAWAN, TADONG, GANGTOK**

CALL FOR EXPRESSION OF INTEREST (EOI) FOR PRODUCTION OF TEN (10) DOCUMENTARY FILMS OF 20-25 MINUTES DURATION ALONG WITH ITS PROMOTION AND MARKETING ON DIGITAL AND SOCIAL MEDIA PLATFORMS FOR THE GOVERNMENT OF SIKKIM.

EOI NO- 317/IPR/20-21

DATE-13.01.2021

SL.NO	NAME OF PROJECT	LAST DATE & TIME FOR SUBMISSION OF PROPOSAL
1	PRODUCTION OF TEN (10) DOCUMENTARY FILMS (20-25 MINUTES DURATION) ON SIKKIM ALONG WITH ITS PROMOTION AND MARKETING ON DIGITAL & SOCIAL MEDIA PLATFORMS	01.02.2021 (1pm)

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Secretary,
Information and Public Relations Department
Government of Sikkim

PRODUCTION OF TEN (10) DOCUMENTARY FILMS (20-25 MINUTES DURATION) ON
SIKKIM ALONG WITH ITS PROMOTION AND MARKETING ON DIGITAL & SOCIAL MEDIA
PLATFORMS

DISCLAIMER

The information contained in this Expression of Interest (EoI) subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of The INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF SIKKIM, or any of their employees or advisors, is provided to Bidders on the terms & conditions set out in this EoI & such other terms & condition subject to which such information is provided.

This Expression of Interest (hereafter referred to as EoI) is not an agreement & is neither an offer nor invitation by The INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF SIKKIM, to the prospective bidders or any other person or individual or firm. The purpose of this EoI is to provide interested bidders with information that may be useful to them in making their Bids/Proposals pursuant to this EoI. The assumptions, assessments, statements & information contained in this EoI may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigation & analysis & should check the accuracy, adequacy, correctness, reliability & completeness of the assumptions, assessments, statements & information contained in this EoI & obtain independent advice from appropriate sources.

The INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF SIKKIM accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this EoI. The INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF SIKKIM, may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this EoI.

The Bidder shall bear all its costs associated with or relating to the preparation & submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstration or

presentation which may be required by The INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF SIKKIM, or any other costs incurred in connection with or relating to its Bid. All such costs & expenses will remain with the Bidder. Either the issue of this EoI or its submission by the Bidder does not vest any right in the Bidder for being selected for the award of the project.

The INFORMATION & PUBLIC RELATIONS DEPARTMENT, GOVERNMENT OF SIKKIM, reserves the right to reject all or any of the Bids without assigning any reason whatsoever.

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1. Objective

The Information and Public Relations Department, Government of Sikkim intends to produce at least 10 episodes of documentary films of 20-25 minutes duration each in order to position the state at the global forum and to promote brand Sikkim as one of the most sought after Tourist & Filming destination not just in India but across the world. Initially the series will be named as “Shining Sikkim”. This will have to be promoted on digital and social media platforms such as Facebook, Instagram, Twitter etc. with an aim to enhance and maximize Sikkim’s tourist potential from global perspective.

2. Scope of Work

Given below is the broad scope of work:

- a. Production of 10 episodes of 20-25 minutes duration each documentary film on Sikkim (Themes will be given at later stage).
- b. Engagement of local talents (Sikkimese) while producing the series.
- c. The Sikkim Government agencies/department will be involved in conceptualization, research, production and post production.
- d. The documentary series to be extensively marketed and the content to be propagated on digital as well as social media platforms like Facebook, YouTube, Instagram, Twitter etc. while engaging digital media marketing agencies, social media strategist and digital media influencers.
- e. The final output should conform to the best practices in the industries.

3. Schedule for bidding process-

Sl.No	Stage	Date	Time
1	EoI publication date	15.01.2021	10am
2	Date and time for submission of EOI	16.01.2021 to 01.02.2021	Till 1pm of 01.02.2021
3	EoI opening date and	01.02.2021	3pm

	time		
4	Address for downloading bid form and tender documents	www.ipr.gov.in	
5	Cost of filing EoI	Rs.30,000/-through DD in favour of Sr.Account Officer, IPR Department	

4. Eligibility Criteria of the bidders

The applicant entities should fulfill the following criterion:

1. Should have proven and consistent track record of high quality media work/video & TV production output with an experience of at least 10 years.
2. The entity should have had a meaningful, substantial and relevant exposure of having worked in the “North East” and they should have a minimum of 15 hour output (produced and filmed in North East) and should have made at least 30 episodes (each of 22-25 minute duration) which was telecast/broadcast on the national broadcaster Doordarshan.
3. The entity should have in its senior management, for a period of at least 10 years, a person or persons who have a proven track record in media with at least 30 years experience of working with Regional, National and International Media.
4. The entity should have considerable experience of working with government departments and agencies and should be able to convincingly establish their credentials of having executed satisfactorily both Central and State Government assignments media related video/tv production work. The eligible entity should also be empanelled with at least one state in the country for video production and making of video spots and promotional short films.

5. Technical bid submission

Interested firms are to submit their technical proposal in separate envelope duly super scribed comprising of the following:

- a. Concept proposal.
- b. Details of production of documentary using the latest technology.
- c. Approach and methodology to promote and propagate the content.

- d. Scope and opportunities for engagement of local talents while preparation of the said series.
 - e. Time/duration for preparation of documentaries.
- 6. Financial Bid to be submitted in separate envelope duly superscribed**

The firm(s) are to submit their financial bid/amount in INR to be incurred for production and promotion of 10 documentary films.

7. Submission of the proposal

The interested parties are advised to study the EOI documents carefully before submitting their technical proposal.

The response to this EOI shall be deemed to have been done after careful study and examination of this document with understanding of its terms and conditions and implications. The technical proposal must be received not later than the time, date and venue as specified herein.

The applicant along with EOI should submit the certified copies of the following, wherever applicable:

- a) Applicant's legal status i.e. valid licence/incorporation certificate.
- b) Soft copy of media work/video TV production output of the last 10-15 years.
- c) Documentary proof of having worked with regional, national and international media for the last 30 years.
- d) Details/proof to establish the credentials of having executed both central and state government assignments in media related video/tv production work satisfactorily.
- e) Financial report of the applicant (each year's statement) for the year 2017-18, 2018-19, 2019-2020, 2020-2021.
- f) GST clearance for the past three months.
- g) Notarized non conviction certificate.

8. Selection criteria

The selection of bidder shall be made purely on the basis of proposal submitted to the Government of Sikkim and duly considering the eligibility clauses.

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COVER LETTER

To,

The Secretary,
Department of Information and Public Relations,
Soochna Bhawan,
Metro Point, Tadong,
Gangtok, 737102
Sikkim

Subject: Production of 10 documentary films on Sikkim and its promotion on digital and social media platforms

Madam,

In response to the Invitation for Expression of Interest published on DD/MM/YY for production of 10 documentary films on Sikkim and its promotion on digital and social media platforms, I/We (hereby referred as Applicant) would like to express our interest to undertake this activities as mentioned in the notification. As instructed, we have enclosed all the necessary documents as per the guidelines/format provided, for you information and records.

Thank You.

Sincerely,

(Signature)

Name:

Designation:

Seal: Contact No:

E-mail Id:

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The interested applicant is requested to submit the details either through speed post/courier or by hand delivery as per the format given in the cover letter in a sealed envelope or through an email clearly marked “Expression of Interest for production of 10 documentary films on Sikkim and its promotion on digital and social media platforms”, before the last date and time and submission in the following address:

The Secretary,
Department of Information and Public Relations,
Soochna Bhawan,
Metro Point, Tadong,
Gangtok, 737102
Sikkim,
Telephone No03592-231141
Email ID- secyipr@gmail.com

- The authority shall not be responsible for any delay in transit by post or courier and the same shall be treated as unresponsive.
- The delay in receipt of bid documents after the due date of submission shall be considered as unresponsive and would return unopened at the address given in the sealed envelope. The bid documents received late through E-mail shall be also considered unresponsive.
- It is recommended for the applicant to visit the office of the Authority, the proposed site and contact the undersigned to understand the scope of work for the project.
- All cost pertaining to submission of bid documents shall be borne by the respective applicant and the Authority shall not be liable for any loss or cost attributed for submission of the bid documents. The Authority reserves the full authority to cancel or postpone this project tendering process at any stage without any further notice or reason thereof.
- In the event of any dispute or differences whatsoever arising out of this, the venue of arbitration shall be Sikkim High Court only

Secretary,
Information and Public Relations Department
Government of Sikkim