



SMART CITY THIRUVANANTHAPURAM LIMITED

REQUEST FOR QUOTATIONS
FOR

**FOR ENGAGEMENT OF A CREATIVE
AGENCY FOR
BRANDING/GRAPHIC DESIGN AND FOR
MEDIA MANAGEMENT**



RFQ documents can be downloaded from website of Smart City Thiruvananthapuram from
28 March 2023 onwards www.smartcityvm.in
Last date for bid submission: 01 April 2023



SMART CITY THIRUVANANTHAPURAM LIMITED
(Under LSGD, Government of Kerala)

REQUEST FOR QOUTATION

For engagement of a creative agency for
Branding/Graphic Design and for Media Management

Smart City Thiruvananthapuram Limited
4th Floor, Felicity Square, MG Road, Statue, Thiruvananthapuram - 695001
Phone: 0471 - 4010374
www.smartcitytvm.in

1. Objective:

Smart City Thiruvananthapuram Limited is inviting Request for Quotation (RFQ) for engagement of a creative agency for Branding and Graphic Design for Media Management for the inauguration of Multilevel Parking Project at Thampanoor (Scheduled on 12 April 2023 by Hon'ble CM of Kerala)

Sl. No	Particulars	Details
1	Name of Work	Branding/Graphic Design and for Media Management
2	Location of Work	Multi-Level Car Parking Project at Thampanoor, Thiruvananthapuram
3	Last date for Submission	01.04.2023; 15:00 Hrs IST
8	Website address to download RFQ documents	https://smartcitytvm.in/
9	Address for proposal submission	Chief Executive Officer Smart City Thiruvananthapuram Limited 4th Floor, Felicity Square, Opp. AG's office, MG Road, Statue, Thiruvananthapuram - 695001

2. Project Site:

Multilevel Parking Project at Thampanoor, Thiruvananthapuram.

3. Important Dates:

06 April 2023 - Submission of video (to illustrate project benefits and awareness to the citizens) to host on social media 7 days prior to the inauguration date.

06 April 2023 - Submission of collaterals/ images for upload on social media and website.

08 April 2023 - Submission of Newspaper AD (English and Malayalam)

12 April 2023 - Inauguration Events documentation.

14 April 2023 - Submission of final video incorporating the inauguration day's events

4. Proposal Submission:

Agencies shall submit the technical documents in Sealed envelope 1 and financial quotes in sealed envelope 2 addressed to Chief Executive Officer, Smart City Thiruvananthapuram Limited on or before the last date of submission. If unsealed envelopes are received in the office of SCTL the same shall be returned to the sender and shall not be considered for the evaluation.

5. Selection Criteria:

For selecting the agency to undertake the above work, SCTL has adopted a Single Stage - Two Round System. The first round comprises the evaluation of technical documents and a technical presentation to shortlist the agencies and the second Round is the opening of financial quotes. Only those Bidders who are shortlisted will be considered for the Second Round

6. Documents to be submitted:

- a) Agency needs to have prior experience working on similar assignments (at least 3 works) for Government of India/ Kerala Govt/ Depts/ PSU's/ agencies. (Documentary evidence to be submitted in the form of completion certificates, work orders, agreements etc. in envelope 1)
- b) Agency has to submit the videos/ images/ collateral prepared for similar works and present the same during Technical Presentations to demonstrate their abilities to undertake such works. (to be submitted in pen drive inside envelope 1)
- c) Agency should not be blacklisted by any Govt dept/ Agency/ PSU etc. (self-declaration should be attached)
- d) The duly filled forms attached in the annexures have to be submitted with envelope 1
- e) A bid submitted with an adjustable/ variable price quotation will be treated as non – responsive and rejected from the period of the Tender.
- f) Agency may submit empanelment certificate and G.O if they are empaneled by the PRD for similar works.
- g) Submit credentials of inhouse capacity or existing agreements with partnering agencies for all the works mentioned in the scope of work to demonstrate agencies preparedness to undertake this assignment.

7. Technical Presentation:

The documents submitted by various agencies would be screened for their responsiveness to the requirement and shortlisting process would be conducted. A bid that is substantially responsive is one that conforms to the preceding requirements without material deviation or reservation. SCTL reserves the right to reject any bid which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by SCTL in respect of such bids.

Only the shortlisted agencies would be invited for the Technical Presentation.

8. Scoring parameters during technical presentation

Sl. No	Parameter	Max Marks	Marks obtained
1	Quality of final video output submitted to agency (Past Works)	20	
2	Quality of drone imagery used in video (Past Works)	20	
3	Quality of Concept narration and voice overs (Past Works)	20	
4	Quality of collaterals/ graphic designs (Past Works)	20	
5	Agency's preparedness to undertake this work.	20	
	Total Marks	100	

9. **Selection Criteria:** Quality cum Cost-Based Selection (QCBS) – Evaluation based on the cost committed by the bidder and the technical qualification of the bidder (70:30)

10. Period of validity

The quotes should shall remain valid for acceptance for a period of **60 days** from the date of submission.

11. Scope of work:

- a) Agency is responsible for undertaking video/photo shooting of the project site/ inauguration venue to ensure full coverage of the site in the best possible ways. Agency shall deploy a professional photographer and videographer to record the entire events in high definition (HD) quality.
- b) Agency shall also undertake shooting of the photos/ videos using drones. Agency has to deploy the best suited cameras/ drones to showcase the building in the best possible way using their creative discretion.
- c) Agency has to convert the raw video footage into eye-catching presentable videos with visual effects/ texts, voice overs, visuals, drone video shoots, photographs etc. The final presentable video of 3 minutes shall be submitted and additionally cut videos shall be submitted in three formats - 2 Nos: 30 Sec Video/ Reel, 2 Nos: 60 Sec, 1 Nos: 120 Sec cut Video.
- d) The final presentable videos should be such that they should be suitable for uploading on social media platforms like Facebook, Instagram, WhatsApp, LinkedIn etc.
- e) Agency shall utilize/incorporate the Architectural walkthrough Video (to be provided by SCTL) in the final video.
- f) Agency shall prepare Graphic Design for collaterals which includes but not limited to Newspaper Ad/ Banners/ social media/ posters/ hoarding/ vertical standees/ invitation notice/ project brochures/ Inauguration Stone/ other collaterals (in English and Malayalam)
- g) Agency shall deploy a professionally trained Compere during the event. Compere should have a past good track record of hosting events chaired by Hon'ble CM or similar mega events and understands the Government Protocol. Compere should have good ability to converse in English and Malayalam.
- h) If agency utilizes any video/ audio/ voice overs given by SCTL then 30% will be deducted from the final video making charges. (Clause 11 e. is exempted from this provision)
- i) Any other terms will be finalised based on mutually agreeable terms.

Annexure-I:

Declaration (part of Envelope 1)

I Son/ Daughter of Shri Proprietor/
Partner/ Director/ Authorized Signatory of is / am competent to sign this declaration and execute
this tender document.

I have carefully read and understood all the terms and conditions of the tender and here by convey
my acceptance of the same.

The information / documents furnished along with the above tender are true and authentic to thee
best of my knowledge and belief. I/ We/ am/are well aware of the fact that furnishing of any false
information/ fabricated document would lead to rejection of my tender at any stage besides liabilities
towards prosecution under appropriate law

Date -
Place
Address: Company's Seal

Signature of Authorized Person
Full Name:

N.B.: The above declaration in letter head, duly signed and sealed by authorized signatory
of the company, should be enclosed with Technical bid.

Annexure-II: Proforma (part of Envelope 1)

NATURE OF WORK :

NAME OF THE FIRM/AGENCY: _____

POSTAL ADDRESS :

TELEPHONE :

MOBILE :

E- MAIL :

FAX : _____

DETAILS OF THE FIRM: SOCIETY/PARTNERSHIP FIRM/ COMPANY (Attach copy of relevant document such as certificate of registration etc.)

NAME & BACKGROUND OF THE MAIN PROMOTER / CEO: (Attach separate sheet) _____

ORGANIZATION CHART (Attach chart)

DETAILS OF SIMILAR PROJECTS DURING THE LAST 2 YEARS

Si. No	Name and Address of the Client	From	To	Works undertaken	Remarks

N.B: Attach Sheets if necessary

DETAILS OF STATUTORY REGISTRATION (Attach copies for whatever is applicable)

- GST Registration No : _____
- Company /Society/Partnership /Registration No : _____
- PAN No : _____
- Others : _____

DETAILS OF LICENSES OBTAINED :

QUALITY CERTIFICATIONS (IF ANY) :

I/We hereby certify that the details given above are correct to the best of my/our knowledge and belief. I/We also understand that in case any information has been concealed or information provided is not factual our request for pre-qualification will be rejected without assigning any reason therefore.

I/We have no objection to contacting our Clients and Bankers for reference.

Place:

Date:

Seal:

Signature:

Name:

Designation

Financial Bid to be submitted in sealed envelope (Envelope 2)

BID BOQ

Sl. No	Description	Quantity	Units	Rate	Total
A	Content Creation and graphic design				
1	Graphic Design Charges for Invitation notices	Unit	1		
2	Graphic Design Charges for Newspaper AD (English & Malayalam) - quarter (Colour)	Unit	1		
3	Graphic Design Charges for Banner for stage (English & Malayalam)	Unit	1		
4	Graphic Design Charges for Banner for Project Brochure (English & Malayalam)	Unit	1		
5	Graphic Design Charges for Banner for Hoardings (English & Malayalam)	Unit	1		
6	Graphic Design Charges for Banner for Vertical Standees (English & Malayalam)	Unit	1		
8	Drone Video Shooting for content creation	per Day	1		
9	Submission of 3 Minutes HD edited final video (Short video/ reels) - inclusive of Photography/ video charges 2 Nos: 30 Sec Video/ Reel 2 Nos: 60 Sec 1 Nos: 120 Sec Cut Video of the same also to be provided. (Without additional charges)	Unit	1		
B	Event Documentation				
1	Deployment of photographer for recording HD photos for event documentation	Half Day	2		
2	Deployment of videographer for recording HD video for event documentation	Half Day	2		
3	Professional Compering during the event	Half Day	1		
4	Arrangements for going live on social media on the inauguration day.	Half Day	1		
	Total (Excluding GST)				

Agency shall quote rates excluding GST.