



**REQUEST FOR PROPOSALS
FOR
PROCUREMENT OF EDUCATIONAL
AND EDUTAINMENT VIDEOS**

Address for communication

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GENERAL EDUCATION DEPARTMENT
GOVERNMENT OF KERALA

CHAPTER - I

Introduction

- 1.1. IT @ School ViCTERS (Virtual Classroom Technology on EDUSAT for Rural Schools) is the education channel of Government of Kerala. EDUSAT interactive network was inaugurated by His Excellency the President of India Dr. A.P.J.Abdul Kalam on 28th July 2005. IT @ School is the nodal agency of EDUSAT network in Kerala and the ViCTERS channel. Non-Interactive channel of ViCTERS was inaugurated by Hon'ble Chief Minister Shri. V.S.Achuthanandan on 3rd August 2006. The ViCTERS is now fully operational with a full fledged studio and uplinking station at Thiruvananthapuram. The Channel is now available in every nook and corner of Kerala through local cable networks and DTH.

1.2. Objectives of RFP

In order to meet the vast content requirement of the channel, it is proposed to initiate 'Request For Proposals' (RFP) from individuals / firms for procurement of qualitative educational & edutainment content.

1.3. Pre-qualification conditions

- 1.3.1. The content of the programme should not hurt the sentiments of any section of society. It should be strictly impartial on religions, values, cultures, traditions, gender and heritage.
- 1.3.2. Controversial remarks or comments on Government or Non-governmental Institutions, persons or topics should be strictly avoided.
- 1.3.3. The programme should not contain any kind of advertisement or propaganda in background or foreground, implied or explicit.
- 1.3.4. All information provided in the educational resources should be proved/true, authentic and reliable. It should include the latest developments in the particular field. The offerer should ensure that the products they offer will not in any way, misguide the students.
- 1.3.5. The content should have logical sequencing and should provide reference and illustrations from daily life.
- 1.3.6. The offerer should be the IPR holder of the product offered or the genuine distributor authorized by the original IPR holder for the resource offered.

- 1.3.7. After procurement, IT @ School Project will have the right to modify, alter, use partly or wholly or in whatsoever manner it may deem fit for the educational purposes, including broadcasting of the material over ViCTERS, as many times as it desires.
- 1.3.8. Claim of a producer to be the IPR holder of the product and later found not to be so is violation of IPR. In such cases Government will initiate legal procedures and Revenue Recovery Proceedings to recover damages, if any, arising consequential to such act of the producer.

1.4. Duration

- 1.4.1. The educational videos should be delivered/produced/offered as time-bound packages of 10 minutes or above.
- 1.4.4.1. The producer can also offer 'Quickies' videos or animation, explaining a place, principle, events etc. of shorter duration of 30 seconds to maximum 10 minutes.

The offerers must ensure that the product they offer/services comply all the afore-said pre-requisites before submitting their proposal.

CHAPTER - II

Procurement of Video Content

It is proposed to procure ready-to-air educational videos for telecasting through the ViCTERS channel in Digital Video (DV) format.

2.1. General Guidelines

- 2.1.1. The video offered could either be produced or outsourced by the offerer.
- 2.1.2. The offerer should have absolute right over the property offered and shall attach documentary proof for the same.
- 2.1.3. The educational videos are to be given in DVD format for preview and DV cassette should unfailingly be submitted by the producer of the selected content.

2.2. Submission of proposals

- 2.2.1. The proposal should be submitted in the specified application form as given under **Annexure - 1**.
- 2.2.2. DVD of the programme should be sent along with the application.
- 2.2.3. Details of prior usage, IPR etc.
 - a. If the video offered has already been used elsewhere (telecast, distribution or sale in CDs, tapes), that fact should be clearly mentioned while submitting the application.
 - b. If the video has been produced for any other agency under financial assistance from them, no-objection certificate of such agency/individual should be submitted.
 - c. The offerer should enclose documentary proof and a declaration about the ownership of IPR copyright. If video has been purchased from outside, the details of the original producer and originals/copies of the documents specifying that the offerer has been authorized by the IPR holder to do so, should be submitted with the application form.

2.3. Evaluation of the proposal – First Round

The documents submitted by the offerer will be scrutinized by the Project in order to verify the conformance of the qualification of the offerer vis-à-vis the pre-qualification conditions laid down in this RFP document.

2.4. Preview of the multimedia video

The content shall be vetted by Content Vetting Committee (constituted by DPI/Government) for this purpose. Committee will evaluate the video during the preview and will grade the videos into three:

- A – Over 80%
- B – Between 61% and 80%
- C – Between 41% and 60%
- D - Between 25% and 40%

The committee/project will request for clarifications, if required. The offerer need to submit the written clarifications for the queries of the committee/project on or before the last date prescribed by the committee/project.

2.5. Price fixation

The Content Vetting Committee would submit graded short list of offerers after evaluation of preview of the video and subsequent clarifications submitted, to a Price Fixation Committee constituted by Government/DPI. The Committee may fix a common price applicable to a particular category of product after taking into notice the criteria which will be fixed by the committee, at its discretion. After fixing the rate, it will be communicated to the offerer in writing and will call for a letter of acceptance.

2.6. Submission of letter of acceptance

The offerer should submit an acceptance letter if the terms fixed by the Price Fixation Committee / Project are acceptable to the offerer on or before the date prescribed in the intimation letter. Format of the letter of acceptance is appended as **Annexure-II**. The communication of price by the project and acceptance by the offerer will not however create a binding relation or contract for purchase of the videos.

2.7. Signing on agreement

The approval of the Project shall be communicated to the offerer and after this the offerer has to enter into an agreement with the Project for the supply of the videos in a stamp paper worth Rs.50/-.

2.8. Submission of the master copy

The offerer, after signing the agreement, should submit a master copy of the video by complying the following requisites:

- i. The offerer should ensure that the theme of final version of the video does not have any deviation from content approved by the committee.

- ii. The product should be complete in all respects and in deliverable condition before being handed over to the project.

2.9. Final Acceptance

The final acceptance letter shall be issued by the project on the basis of recommendations of the Content Vetting Committee if it conforms to the requirement as per the RFP document and on the basis of the decision of Content Vetting Committee and Price Fixation Committee.

2.10. Payment

The Project will release the payment to the offerer by way of Demand Draft after telecast of the content or before 3 months from the date of submission of the content, whichever is earlier.

CHAPTER - III

General terms and conditions

3.1. Amendment of RFP document

At anytime prior to the deadline for submission of the application form and other documents, IT @ School Project may, for any reason, modify the RFP document by amendment. Such amendments, if any, shall be notified in the website www.itschool.gov.in and such amendments shall be binding on them thereafter.

3.2. Acceptance/Rejection of offers

- 3.2.1. IT @ School Project will be the final authority to decide on the offers submitted.
- 3.2.2. The Executive Director, IT @ School Project reserves the rights to reject any offer without assigning any reason thereof at any stage of the evaluation process.
- 3.2.3. The Executive Director, IT @ School Project will be at discretion, to split the offers or procure the educational resources as part/whole.
- 3.2.4. The Executive Director, IT @ School Project, reserves the right to cancel the supply order/agreement even after it is awarded selection offer in the event the firm deviates from the agreed terms and conditions.
- 3.2.5. An offerer, at any stage of evaluations process or thereafter, in the event of being found after verification by the Project, to indulge in concealment or misrepresentation of facts in respect of claims or the offer, shall be debarred/black listed, for three years from making any dealings with the Project or participating in tendering/RFP processes.

3.3. Deadline for submission of offers

- 3.3.1. Offers must be received in the Office of the Executive Director, IT @ School Project at Poojappura, Thiruvananthapuram on or before 05.00 pm of 31st March, 2010.
- 3.3.2. In the event of the specified date for submission of offers being declared holiday, the offers will be received upto the appointed time on the next working day.
- 3.3.3. If the offers are sent by Registered post or by Courier, it should reach the above office on or before the time and date

stipulated for the receipt of offers. The Project shall not be held liable for the delay in transit where offers are sent by post.

- 3.3.4. The Project may, at its discretion, extend the deadline for submission of offers by amending the RFP document, in which case, all rights and obligations of the Project and the offerers previously subjected to the deadline shall thereafter be the same.

APPLICATION FORM

I. DETAILS ABOUT THE OFFERER

Sl. No.	Particulars	Details
For individual offerers		
1.	Name of the offerer	
2.	Address	
3.	Telephone, mobile	
4.	E-mail	
5.	Profession, Designation	
6.	Experience / Qualification in the relevant field	
For institutional offerers		
1.	Name of the company	
2.	Registered address of the company (With phone, email & website)	
3.	Principal business activities	
4.	Principal place of business	
5.	Experience / Qualification in the relevant field	

II. DETAILS ABOUT THE CONTENT OFFERED

Sl. No.	Particulars	<u>Details</u>
1.	Producer/ Programme Maker	
2.	ProgrammeTitle (use additional sheet if required)	1. 2. 3. 4. 5.
3.	Details of the content	
4.	Format	
5.	Language	
6.	Ownership details of the offer	
7.	Name of the IPR holder	
8.	Any other relevant details	

Date :
OFFERER

office seal

SIGNATURE OF THE

LETTER OF ACCEPTANCE

I / we hereby accept to supply / provide..... on the topic..... to ViCTERS channel of IT@School Project, as per the terms and conditions stipulated in the RFP document or by the decisions of IT @ School Project or its authorized committees from time to time.

I / we have also understood that any loss caused to Project due to my/our failure in executing the agreement as prescribed in the RFP document or as per the decisions of IT@School project or its appointed committees from time to time, are liable to be recovered from me / us or my / our properties movable or immovable.

Place :

Name :

Date:

Signature :

Address of the offerer(s) :