



Army Institute of Management
(ISO 9001:2015 Certified)
Plot No III B/11, Action Area III
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Kolkata-700160
E-mail : aimk@awesindia.edu.in
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0037/Gen/AIM

13 Feb 2023

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CALL FOR QUOTATION FOR PROVISION OF SERVICES FOR SHOOTING, DIRECTION, PRODUCTION AND DELIVERY OF CORPORATE VIDEO, INTERVIEW CUTAWAYS/HIGHLIGHTS, FILLERS, EXCLUSIVE FEATURE STORIES AND TESTIMONIALS, AS PER MEDIA PLAN OF AIMK

1. Sealed Quotation is invited for provision of services for shooting, direction, production and delivery of corporate video, interview cutaways/highlights, fillers, exclusive feature stories and testimonials, as per media plan of AIMK as per specifications / details attached (Bids be submitted in the bid Format attached).
2. Interested vendors are requested to submit their sealed quotation in company letter head with brand, capacity, model No., cost and GST charges. "Quotation for Shooting of Corporate Film" should be clearly written on top of the envelope. Job description along with the other terms and conditions and the technical and commercial bid format is enclosed.
3. The Tender will be submitted in the Tender Box kept in Reception of AIMK on the address mentioned above by 28 Feb 2023 (1700hrs). Bids would be opened at 1030hrs on 01 Mar 2023. in the Conference Room of Army Institute of Management, Kolkata. The details of your Point of Contact (Mob number) be entered on the bottom left corner of the envelope.

Sd/- x x x x x x x
(Prof. Tamojit Ghosh Roy)
Presiding Officer
for Director, AIMK

Enclosure : As above.

PROVISION OF SERVICES FOR SHOOTING, DIRECTION, PRODUCTION AND DELIVERY OF CORPORATE VIDEO, INTERVIEW CUTAWAYS/HIGHLIGHTS, FILLERS, EXCLUSIVE FEATURE STORIES AND TESTIMONIALS, AS PER MEDIA PLAN OF AIMK

1. **Job / Work.** For provision of services for shooting, direction, production and delivery of corporate video, interview cutaways/highlights, fillers, exclusive feature stories and testimonials, as per media plan of AIMK including following details of services / specifications details / terms & conditions :-

<u>S No</u>	<u>Category</u>	<u>Medium</u>	<u>Duration</u>	<u>Description</u>	<u>Boost</u>	<u>Reach</u>	<u>Market</u>
(a)	Corporate Video	Social Media	5mins	Promotions	for 5 days	8000	Pan India
(b)	Interview Cutaways	Social Media	5mins	Promotions	for 5 days	8000	Pan India
(c)	Fillers	Social Media	30 secs	Promotions	for 5 days	8000	Pan India
(d)	Tags	Social Media	3 secs	Promotions			Pan India
(e)	Interview Highlights	Whatsapp	10 secs	Viral Video			Pan India
(f)	Exclusive Feature stories	Newspapers	1	News		Circulation based	
(g)	Corporate Video	Live	5 mins	Presentation		Audience	Location
(h)	Testimonials	Social Media	3 mins	Endorsements	for 5 days	8000	Pan India

2. **Site Visit.** The New Campus at Rajarhat is Opposite Downtown Mall in New Town Rajarhat and a site visit can be arranged from Mon to Sat from 1000h to 1600h.

3. **Quality.** All material / processes / products should be as per relevant IS standards / specifications.

4. **Qualification Terms / Requirements.** Registration, GST, Trade Licence / ROC. MSME benefit as per CVC guidelines.

5. **Warranty / Guarantee.** Three months comprehensive onsite warranty for quality and workmanship.

6. **Delivery / Work Time.** Within 30 calendar days of placement / receipt of work order.

7. **Promotion of MSME.** As per CVC guidelines.

8. **Bid Documents (Single Bid).**

(a) Firm Credentials.

(i) Details of registration / trade license / ROC.

(ii) GST / TIN.

(iii) PAN Card – self attested (Please attach).

(iv) Company Profile (Optional) – Quality certifications, turnover, tax filings etc.

(b) Bid to include rate, cost, tax, freight, installation, inspection and any other overheads. Validity of the bid should be for a minimum period of six months.

9. **Transparency.** The bidders can appoint their representative to be physically present at the appointed time and place during the opening of the bids.

10. **Unfair Practices.** In case of use of any unfair practice by bidders to influence the bidding process, would render them liable to disqualification / blacklisting.

11. **Advance Payment.** Maximum 30 % permissible.

12. **Payment Terms / Reverse Accountability.** Within 10 working days of complete and satisfactory delivery of product / completion of job / work.

Signature with rubber stamp of company

TECHNICAL BID OF: _____ (Firm Name)

CALL FOR QUOTATION FOR PROVISION OF SERVICES FOR SHOOTING, DIRECTION, PRODUCTION AND DELIVERY OF CORPORATE VIDEO, INTERVIEW CUTAWAYS/HIGHLIGHTS, FILLERS, EXCLUSIVE FEATURE STORIES AND TESTIMONIALS, AS PER MEDIA PLAN OF AIMK

(Note :-

1. Please attach brochure/testimonials from previous client setc as applicable
2. Vendors should be prepared to produce product samples, if applicable.
3. The bid preferably be typed on letter head of the firm and authenticated by office stamp & signature on each page.
4. Wherever required enter your specifications or state Yes indicating compliance)

Job / Work. Provision of for provision of services for shooting, direction, production and delivery of corporate video, interview cutaways/highlights, fillers, exclusive feature stories and testimonials, as per media plan of **AIMK**. The vendor has to quote his rates for shooting, editing and producing and delivery of quality corporate film as per the following requirements:-

S. No.	Description	Compliance (Yes/No)	Remark/ alternate specs)
SHOOTING, DIRECTION & PRODUCTION			
1.	EQUIPMENT USAGE CHARGES Camera - Sony A7 has a 24.0MP Full frame (35.8 x 23.9 mm), maximum resolution of 6000 x 4000 pixels (shooting option 6K at max)		
2.	Lenses (Set of 4) <u>Sony FE 24-70 f/4 ZA OSS, 16-35mm f/4 ZA OSS, FE 50 mm f/2.8 ZA, FE 24-200mm f/1.8.</u>		
3.	Filters - CPAM2 Circular PL filters, ND 2 and 4 for Sony A7		
4.	Manfrotto Tripod- Be free Advanced Travel Aluminum Tripod with 494 Ball Head		
5.	Sound Recording – 3.5mm XLR 2X direct input.		
6.	Microphones- Sony ECMW1M Wireless/Wired Microphone.(Lapel Mic) Rode Video Mic Pro+ (Ambience)		
7.	Lights – HMI Par 1200W (1) <u>ARRI 650W Plus Tungsten Fresnel (1)</u> <u>Baby 1000W (2)</u> <u>Kino (LED) 500W (1)</u>		
8.	Reflectors 3x3 (2)		
9.	Chroma Cloth (Blue) 30x20		
10.	C.Stands 6 Low base - Open Height 10.3 Collapse Height 4.10 Feet		
11.	Gateway		
12.	Roll-on-gel (Mist/colour)		
13.	Drone – DJI		
14.	CREW CHARGES Cameraman (DOP) -1		

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15.	Sound Engineer - 1		
16.	Light Boy – 1		
17.	Camera Asst.-1		
18.	Drone Operator		
19.	Makeup		

Signature with rubber stamp of company

COMMERCIAL BID OF : _____ (Firm Name)

CALL FOR QUOTATION FOR PROVISION OF SERVICES FOR SHOOTING, DIRECTION, PRODUCTION AND DELIVERY OF CORPORATE VIDEO, INTERVIEW CUTAWAYS/HIGHLIGHTS, FILLERS, EXCLUSIVE FEATURE STORIES AND TESTIMONIALS, AS PER MEDIA PLAN OF AIMK

Scope of Work. FOR PROVISION OF SERVICES FOR SHOOTING, DIRECTION, PRODUCTION AND DELIVERY OF CORPORATE VIDEO, INTERVIEW UTAWAYS/HIGHLIGHTS, FILLERS, EXCLUSIVE FEATURE STORIES AND TESTIMONIALS, AS PER MEDIA PLAN OF AIMK.

S.No	Description	Days	Rate
SHOOTING, DIRECTION & PRODUCTION			
1.	EQUIPMENT USAGE CHARGES Camera - Sony A7 has a 24.0MP Full frame (35.8 x 23.9 mm), maximum resolution of 6000 x 4000 pixels (shooting option 6K at max)		
2.	Lenses (Set of 4) Sony FE 24-70 f/4 ZA OSS, 16-35mm f/4 ZA OSS, FE 50 mm f/2.8 ZA, FE 24-200mm f/1.8.		
3.	Filters - CPAM2 Circular PL filters, ND 2 and 4 for Sony A7		
4.	Manfrotto Tripod- Befree Advanced Travel Aluminum Tripod with 494 Ball Head		
5.	Sound Recording – 3.5mm XLR 2X direct input.		
6.	Microphones- Sony ECMW1M Wireless/Wired Microphone.(Lapel Mic) Rode VideoMic Pro+ (Ambience)		
7.	Lights – HMI Par 1200W (1) ARRI 650W Plus Tungsten Fresnel (1) Baby 1000W (2) Kino (LED) 500W (1)		
8.	Reflectors 3x3 (2)		
9.	Chroma Cloth (Blue) 30x20		
10.	C.Stands 6 Low base - Open Height 10.3 Collapse Height 4.10 Feet		
11.	Gateway		
12.	Roll-on-gel (Mist/colour)		
13.	Drone – DJI		
14.	CREW CHARGES Cameraman (DOP) -1		
15.	Sound Engineer - 1		
16.	Light Boy – 1		
17.	Camera Asst.-1		
18.	Drone Operator		
19.	Makeup		

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POST PRODUCTION CHARGES		Shifts	
20.	Edit		
21.	VO Artist		
22.	VO Recording		
23.	Raw Stock		
24.	BG Score (Stock)		
25.	Digitization		
26.	Compositing		
27.	CC (Da Vinci Resolve)		
28.	GFX		
29.	Footage remodeling		
MISCELLANEOUS			
30.	Local Conveyance		
31.	Direction		
32.	Production		
33.	Miscellaneous		
		Total	
		18% GST	
		Grand Total	

Signature with rubber stamp of company