

**QUOTATIONS FOR CORPORATE PHOTOGRAPHY / VIDEOGRAPHY**

Sealed Quotations are invited (TWO BID SYSTEM) from qualified and experienced corporate photography / videography agencies for covering the company's shipbuilding, ship repair projects, facilities and events. The scope would also include printing and supplying photo albums based on specific requirements as mentioned in page no 4 (point 9). The contract would be for a period of two (02) years and extendable for a period of Two (02) year on mutual consent with same terms and conditions. The offers should be submitted in the format enclosed (**Technical Bid –Annex- I & Price Bid – Annex - II**).

2 Quotations should be submitted in two (02) separate sealed covers super scribed in capital letter as **PART – I “Technical Bid”** along with EMD (See Other Conditions Sl. No.1) and **PART – II “Price Bid”** in a sealed cover super scribing **“Quotations for Corporate Photography / Videography”** to the undersigned on or before **08/06/2023**, indicating the tender number, and name & address of the firm and mobile telephone number of contact person.

3 The firms will be provided an opportunity to present their capabilities in front of a technical committee of Cochin Shipyard Limited. The technical committee will assess the firms, based on the data provided and also the **presentation made by the firms**, and hence forms the part of the selection process.

**I - SCOPE OF WORK**

- a) Undertake digital photography of events and activities as per specified professional equipment, on need basis.
- b) Undertake digital videography of events and activities as per specified professional equipment, on need basis.
- c) Printing and supplying of photo albums as and when required as specified.
- d) Should give a product video output of each product after the completion of the product shoot
- e) Should have the capability to cover time lapse video of the ship building, from multiple angles
- f) Undertake drone shots from the vessels going for sea trial from outer sea.
- g) The soft copies of photo/video should be handed over to concerned officials on the same / next day of the event and a CD of the total coverage should be submitted to the PR Section, after the event.
- h) The photographer/videographer will have to be present at the venue on the date and time of the assignment at least 30 minutes before the start of the function. In case of delay the firm may be penalized.
- i) The firm's working office in ERNAKULAM should be well equipped with all necessary hardware and software for smooth processing and transfer of the still/video coverage. The photographer may have to carry a laptop to an event for e-mailing /transferring images, making CDs etc. from the venue itself, wherever necessary.

- j) All the equipment and material used by the photographer / videographer and firm must be of standard make as specified by Cochin Shipyard Limited.
- k) The performance of the firm shall be reviewed on completion of one year on the basis of output and performance delivered. Poor or unsatisfactorily performance may lead to the firm being penalized as deemed appropriate by Cochin Shipyard Limited.
- l) The finalized rates will remain valid for the entire contractual period from the date of issue of work order. Cochin Shipyard Limited may extend the validity for an additional 2(two) year with mutual consent, with the same terms and conditions.

## **II - CAMERA SPECIFICATIONS**

The camera used for photography / videography should be as mentioned below:

a	Photography	Professional camera with full HD out (provide details / specification)
b	Videography	Pro Digital Video with Full HD / 4K professional camera and camera supports (provide details / specification)
c	Time elapse video	4 K Camera
d	Drone camera	DJI Inspire 2 Aircraft5 K Drone

## **III - PROFESSIONAL REQUIREMENTS**

- 1) The firm should have the following facilities to qualify:-
  - a) The firm should have seven (07) years of experience in the field of corporate photography/videography and should have all necessary statutory registrations as the case may be.
  - b) The firm should have at least two (02) photography/ (02) videography qualified professionals, for still photography and videography, respectively, having experience more than three (03) years exposure to industrial / commercial photography / videography.
  - c) Photographer / videographer should be professionally qualified and experienced (as specified) photographers. Professionally qualified means undertaken a course in photography of minimum six (06) months duration from a recognized institution. In case of non-qualified photographers, he / she should have at least five (05) year of professional experience.
  - a) The proof of their qualification and experience should be submitted as supporting document.
  - b) The firm should have work experience of doing a photography/videography of minimum two (02) contracts with PSU`s/ large organizations having a turnover of minimum ₹100 Crores annually, in last seven years (2016-2017 to 2022-2023). The tenure of the each contract should be minimum of one (01) year duration.
  - c) The firm should have facility or necessary tie-ups for editing, post production activities viz. animation, sound mixing, audio track etc for movie making.

- d) The firm should have facility or necessary tie-ups for making high quality digital album and photo album.
  - e) The firm should have done at least two corporate movies for a PSU`s/ large organizations having a turnover of minimum ₹100 Crores annually. (2016-2017 to 2022-2023).
  - f) The firm will have to present their capabilities in front of a technical committee of Cochin Shipyard Limited. The technical committee will assess the firms, based on the data provided during the presentation made by the firm.
  - g) The firm should have an Office in ERNAKULAM having facilities or necessary tie ups for editing / post production activities.
- 2) The selected firm will have to make its own arrangements for photography equipment, shooting assistance and other facilities.

#### **IV - OTHER CONDITIONS**

- 1) Tenders should be submitted in duplicate, in sealed cover, super scribing tender number and date of opening with brief description of items tendered for along with EMD of **₹50,000/-(Rupees Fifty Thousand only)** (Demand Draft taken in favour of Cochin Shipyard Ltd payable at Kochi). Cash, Cheque, Bank Guarantee, postal orders etc., are not acceptable. No interest will be payable to EMD. EMD should valid for a period of ninety (90) days from the date of opening the tender. In case EMD is submitted late or not submitted at all, the bid will be considered unresponsive and incomplete and it will be summarily rejected. **The firms registered with MSME and NSIC should submit a copy of EMD exemption certificate for claiming exemption from EMD submission.** Sealed Tenders brought personally should be dropped in the tender box provided in the “Visitors Facilitation Centre, North Gate (Ravipuram gate)” not later than the due date and time. The company (CSL) reserves the right to ignore any tender, which fails to comply with these instructions.
- 2) CSL will not be liable for damages or loss of the equipments / camera/ drone of the agency. The agency will have to take necessary risk and insurance for the equipments used by the agency.
- 3) The EMD of all unsuccessful bidders shall be returned by Cochin Shipyard Limited after the finalization of the tender.
- 4) In case, any holiday is declared by the Govt. of India on the day of Bid Opening Date, the Bid will be opened on the next working at the same time.
- 5) The selected firm should provide a list of photographers / videographers along with their contact telephone numbers, who would be covering the events / activities. The photographers/ videographers employed by the firm should be below the age of 60 years.
- 6) The photography / videography should be in digital mode, which will be handed over to Public Relations Section for storage at the end of each day of work or completion of work as advised.
- 7) The firms will also have backup of recorded footages / images for further processing.

- 8) The materials used for the Photography/ Videography (including developing software), paper, CD, DVD, pen drive etc, should be of the best in quality for obtaining excellent results as per the specification mentioned in the technical qualification criteria.
- 9) Digital album Should be done in multi-colour, above 300 DPI with premium glossy/matt with full spread binding
- 10) Photography and Videography to be undertaken will be generally within the company premises or within the city limits for which the firm will have to arrange their own conveyance. In case, the Photography / Videography are to be covered outside the city limits, necessary conveyance will be arranged by the company or they will be reimbursed the actual expenditure on production of original vouchers.
- 11) Requisition for arranging Photography / Videography will be issued by the Company Secretary, Cochin Shipyard Ltd, or by the staff nominated, for this purpose from time to time. While taking Photographs / Videography, instructions should be taken from such nominees only.
- 12) The intimation for the job will be given one day in advance and the firm should turn up for the job at the time and place intimated. The intimations will be given to the firm either in writing/email or conveyed through phone/ mobile phone. In case, the firm does not turn up for the job, the work will be arranged through some other agencies, and the extra charges incurred by the company, on this, will be made good from the firm and the contract would be liable to be terminated.
- 13) The selected firm should follow the company's rule as per Personnel Protective Equipment (PPE).
- 14) All the images / footages shot by the firm as per the contract will be the sole property of Cochin Shipyard Limited and the firm should not use any copy or part thereof or any type of reproduction or should not handover, display or pass on any copy or part or reproduction to any third party without written permission of the company.
- 15) Period of Contract: The period of contract shall be two (02) years from the date as specified in the work order. CSL may extend the validity of the contract for a further period of two more years, on mutual agreement basis.
- 16) If the firm fails to execute the terms of Work Order or violate any of the terms and conditions of the Work Order, CSL have the following rights.
  - a) To terminate the contract with 15 days notice forfeiting the Security Deposit.
  - b) To initiate alternative arrangements at the risk and cost of the contractor.
- 17) The firm awarded the work can be disqualified during the tenure of the contract in case of poor quality work, unreasonable delay in responding to company's requirements, lack of minimum standard of equipment for the work etc and the security deposit provided by the firm will be forfeited.
- 18) Proximity of the Office is an important condition. The photographer / videographer should be located within the limits of ERNAKULAM. (Please provide the establishment registered details and address)

- 19) Payment for the services will be made against bills within 30 days of completion of work.
- 20) Payment shall be made by electronic transfer to the account of the firm on submission of bills in triplicate. No advance payment shall be made in any case.
- 21) GST and other payable extras should be specifically mentioned in the Schedule of Rates. Quotes should be excluding taxes which may be mentioned separately.
- 22) Jurisdiction: All questions, disputes or difference arising under, out of, or in connection with contracts shall be subject to the exclusive jurisdiction of the courts at Ernakulam, Kerala, India.

**V PROCEDURE FOR SELECTION OF THE CORPORATE PHOTOGRAPHY / VIDEOGRAPHY AGENCIES FOR CSL**

- 1) Bidders would be required to make a presentation of their credentials, as per the technical bid before an evaluation committee on a date & time informed CSL officials.
  - \* The firms who attains a score of at least the minimum marks under each category mentioned above and **also an overall minimum score of 60 marks** in the technical evaluation will be only technically qualified.
  - \* The price bid of the technically qualified agency will be opened for determining the L1 bidder.
- 2) The Committee would evaluate the Bidders on the criteria mentioned in the technical format, based on their presentation and Proposals received and shortlist them for the purpose of opening of their Financial Bids. Only the parties scoring predetermined marks/score out of 100, as mentioned in the technical bid will be technically short listed.
- 3) The L1 will be selected on the basis of lowest amount submitted on the grand total of the total 8 line items, by the agency. The agency who submits the lowest in the Grand total will be considered as L1 and will be awarded with the work for Photography and videography activity of CSL (based on the Price bid).

<b>IMPORTANT DATES</b>	
Date of up loading of Tender Document on website/ CPP portal.	18/05/2023 (1000 hrs)
Earnest Money Deposit.	EMD of ₹5,000/- (Rupees Five Thousand only) along with Tender Documents (DD taken in favour of Cochin Shipyard Ltd).
Last date of submission of Bids.	08/06/2023 (1000 hrs) at Cochin Shipyard Limited.
Date of tender technical bid opening.	08/06/2023 (1100 hrs) at Cochin Shipyard Limited.

Annexure:      I. Technical Conditions                      II. Schedule of Rates  
                      II. General Terms & Conditions            IV. Check List  
                      IV. Check List

Manager(Administration)  
0484 – 2501370

Email: pro@cochinshipyard.in  
Fax : 0484-2384001

**Technical Conditions**

SI No	Criteria	Score	Requirement	Particulars	Detailed specification to be given by the bidder	Max mark	Min marks required for qualification
1	Firm's total experience		Minimum seven (07) years' experience in the field of Industrial Photography and industrial videography	Minimum fifteen (15) marks and add five (2.5 marks for each additional year.		20	15
2	Number of professionally qualified and experienced (as specified) photographers. Professionally qualified means undertaken a course in photography of minimum six (06) months duration from a recognized institution. In case of non-qualified photographers, he / she should have at least five (05) year of professional experience.		Minimum - 02 photographer	Minimum five(5) marks with additional two and half (2.5) marks for additional number of qualified and experienced photographers		10	5
3	Number of professionally qualified and experienced (as specified) videographers. Professionally qualified means undertaken a course in photography of minimum six (06) months duration from a recognized institution. In case of non-qualified photographers, he / she should have at least five (05) year of professional experience.		Minimum - 02 videographers	Minimum five(5) marks with additional two and half (2.5) marks for additional videographer		10	5

4	Number of Corporate movies (A brand building video of the company or a product branding video of the company) produced by the agency for a Large Commercial(Turnover 100 Cr Annually)/PSU in last Seven (07) years (Financial Institutions /Banks will not be considered)		Minimum two (02) corporate movie	Minimum 10 (10) marks and five (05) marks each for additional movies		15	10
5	Presentation to the technical committee & Evaluation by the committee based on the previous work experience , technical expertise, method of improvement & adaption to the latest technology					20	10
6	The firm should have an work experience of doing a photography/videography of minimum two (02) contracts with PSU`s/large organization (Turnover 100 Cr Annually) in last seven years (2016-2017) to 2022-2023). The tenure of the each contract should be minimum of one (01) year duration.		Work Order and Work Completion certificate	Minimum ten (10) marks with additional five (05) marks for additional work experience		20	10
7	The firm should have an Office in ERNAKULAM having facilities or necessary tie ups for editing / post production activities.			Minimum five (05) marks		5	5
<b>Total</b>						<b>100</b>	<b>60</b>

- \* A bidder has to score at least the minimum marks under each category mentioned above and **also an overall minimum score of 60 marks** in the technical evaluation in order to be technically qualified.
- \* Only the financial bids of technically qualified bidders will be opened.

**NOTE:**

- ❖ Produce copy of supporting documents with EOI.
- ❖ As per the technical qualification, if the bidder selected for the contract, they must use the technically qualified equipments as per the specifications given by CSL, for the coverage of the event. If he fails to do this, it will be treated as violation of contract.
- ❖ If required, furnish separate sheet for the details.



**PRICE BID**

Sl. No.	Particulars	Amount in Rupees	Amount in words	Tentative occurrence *
1	Still photography (4 hrs). (Extra hours other than the stipulated time will be provided on pro-rate basis.)	₹..... (Per Camera per visit)		216 times per year
2	Video shooting charges with 4K professional camera (4 hrs).( Extra hours other than the stipulated time will be provided on pro-rate basis.)	₹..... (Per Camera per visit )		144 times per year
3	Video shooting charges with 4K professional camera using 4K helicam(drone) (4 hrs). (Extra hours other than the stipulated time will be provided on prorated basis.)	₹..... (Per camera per visit )		72 times per year
4	Digital Album per page a) 12"x 9" b) 12"x 10" c) 12"x 15"	₹..... ₹..... ₹.....		8 Nos in a year
5	Time-laps video monthly rental (4 K Camera and accessories fixing at construction site- should include post production expenses and cost of the Hard Disc-Monthly 5 GB data coverage approximately)	₹..... (Per Camera )		One camera for 6 months
6	Cost of short product/event videos(02 Min to 05 Min)(including editing and background music and Voice over with minimum (3) three corrections) (script will be provided by CSL)	₹.....		5 nos in a year
7	Cost of short product video Snippets(including editing and background music, without voice over with minimum (3) three corrections)	₹.....		8 nos in a year

8	Post production expenses for a single video output	₹.....		5 nos in a year
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**NOTE:**

- ✿ A visit would be considered as a Four (04) hour duration assignment. (for photography/videography/drone- helicam)
- ✿ Extra hours other than the stipulated time will be provided on pro-rate basis.
- ✿ \*The numbers mentioned in the tentative occurrence is an approximate figure and not an accurate figure. The same is provided to the agency for providing the rates in the tender document. The numbers mentioned in tentative occurrence is an approximate figure and should **not** be considered as confirmed figure.
- ✿ **The L1 is selected on the basis of lowest amount submitted on the grand total of the total 8 line items by the agency. The agency who submits the lowest in the Grand total will be considered as L1 and will be awarded with the work for Photography and videography activity of CSL.**
- ✿ The rate should be quoted for each item separately. If the rates are not mentioned for each item separately, the firm will be automatically disqualified.
- ✿ The rate should be given in numerical & words. Where there is a discrepancy between numerical figures & words, the amount given in words will be reckoned for finalization.
- ✿ For the Digital Album, the print should be done in Multicolor with premium glossy/matt with full spread binding.
- ✿ The rates shall be firm for the **entire duration** of the contract and there shall be no revision in rates.
- ✿ Any and all taxes applicable as per statutory shall be payable extra. Income tax deduction at source shall be made from the payments as per rules and certificate of TDS will be issued.
- ✿ Price bid should be submitted in the prescribed format. Deviation in price bid will not be accepted. Part price bids will be rejected

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