



भाकृअनुप – भारतीय कदन्न अनुसंधान संस्थान
ICAR – INDIAN INSTITUTE OF MILLETS RESEARCH
(ज्वार अनुसंधान निदेशालय-DIRECTORATE OF SORGHUM RESEARCH)

राजेन्द्रनगर, हैदराबाद/Rajendranagar, Hyderabad-500030.

Phone: 24015349(gen), 20020077(AO);Fax no.24016378.www.sorghum.res.in

F.No.1-679/14-15/ST

Date: 11-02-2015

ENQUIRY

To _____

Dear Sir,

Sub:- Quotation for TV Advertisement Spots – reg

We are interested in **TV Advertisement Spots** and the detailed description, quantity required etc. are as furnished at annexure I & II. Please forward your quotation in **two-way bid system** in a sealed cover with super scribing of enquiry number and date addressed to the Director, DSR, Rajendranagar, Hyderabad-500030.

Enquiry should be submitted in sealed envelope. The envelope shall be addressed to the Director, DSR, Rajendranagar, Hyderabad -500030 (Purchaser) and it should also bear the tender enquiry number and name of the **TV Advertisement Spots**.

An amount of Rs 200/- per as enquiry fees.

And Rs.3000/- as EMD in the form of DD in favour of "ICAR UNIT - DSR" Hyderabad should be enclosed with technical bid otherwise your enquiry will not be considered.

Date and time for pre bid conference 28-02-2015 at 11.00 am

Date and time for submission of quotation on or before 05-03-2015 up to 02.00 pm

Date and time for opening of technical bid 05-03-2015 at 02.30 pm

In the event of date specified proposal submission for Enquiry Receipt declared as closed holiday for Office, the due date for the submission of the Enquiry will be the following working day.

PROPOSAL SUBMISSION:

Interested bidders should submit both technical and financial proposals in two parts namely.

- | | | | |
|---|---------------------------|----|-----------------|
| a | Technical Proposal | -- | Part "A" |
| b | Financial Proposal | -- | Part "B" |

The technical and financial proposal must be submitted in two separate sealed envelopes indicating clearly on envelopes as "**TECHNICAL PROPOSAL**" and "**FINANCIAL PROPOSAL**". Financial proposal to indicate a warning "**DO NOT OPEN WITH THE TECHNICAL PROPOSAL**". The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the title of the assignment "**TV Advertisement Spots**".

: 2 :

Technical Proposal should be prepared considering the detailed specifications of the work as mentioned below. On the basis of detailed specification a check list is attached as **Annexure-I** which is must be submitted only along with the technical proposal, duly signed and seal. The technically qualified bidders will be informed the date & time of opening of Financial Bid.

FINANCIAL PROPOSAL CONTENT

Financial proposal (In Indian Rupees) should be in the form of a lump sum amount inclusive of all taxes etc., for the said **“TV Advertisement Spots”** and **should be submitted in the attached Annexure – II only.**

Yours faithfully,

(Saroj Kumar Singh)
Administrative Officer

Technical Proposal / Checklist

Sl.	Description	Qty	YES/NO
1.	<p>Production of an Advertising Commercial film on Eatrite Millet Cookies, Extruded Snacks Food "PUFFs" Promotion depicting the importance towards health and taste.</p> <p>Duration:30 seconds each</p> <p>The script be with a creative approach to attract the consumers and influence them to eat Millet Foods. The production of the film should be as the industry standards and should be shot minimum in HD quality (preferable 2K resolution)so as to adapt in various mediums such as TV, Theatres, Multiplexes, Webcasts etc.</p> <p>Two Ad Film should be made with regard to promote Jowar Eatrite Cookies and PUFFs respectively and both the film shall have a different storyboard.</p> <p>Language of the film is required in Hindi and Telugu.</p> <p align="center">Details of camera using to shoot the film, quality of output, charges per duration and per language, cost per voice and animation inputs etc. and number of days proposed for completion of film etc. should be mentioned in the quotation.</p>	Two Ad films (Two languages)	

Before submitting the quotation you are requested to read the detailed instructions mentioned overleaf.

Date: _____

Signature & Seal of the Firm

Email: _____

Ph .No (Office): _____

Cell: _____

Financial Proposal

SI.	Description	Qty	AMOUNT
1.	<p>Production of an Advertising Commercial film on Eatrite Millet Cookies, Extruded Snacks Food "PUFFs" Promotion depicting the importance towards health and taste.</p> <p>Duration:30 seconds each The script be with a creative approach to attract the consumers and influence them to eat Millet Foods. The production of the film should be as the industry standards and should be shot minimum in HD quality (preferable 2K resolution)so as to adapt in various mediums such as TV, Theatres, Multiplexes, Webcasts etc.</p> <p>Two Ad Film should be made with regard to promote Jowar Eatrite Cookies and PUFFs respectively and both the film shall have a different storyboard.</p> <p>Language of the film is required in Hindi and Telugu.</p> <p>Details of camera using to shoot the film, quality of output, charges per duration and per language, cost per voice and animation inputs etc. and number of days proposed for completion of film etc. should be mentioned in the quotation.</p>	Two Ad films (Two languages)	

Note :

- 1) Items should be delivered at DSR.
- 2)Sales tax/VAT should be indicated clearly.
- 3)Prices should be quoted only in Indian rupees.

We are herewith undertaking that the details provided above are true and to abide by the terms and conditions contained in the bid document of DSR.

Signature of authorised official
(with seal and stamp)

Name : _____

Designation: _____

IMPORTANT INSTRUCTIONS

1. No advance payment will be made.
2. Payments will be made by RTGS/electronically within 30 days only on receipt of the stores in good condition. RTGS details may also be submitted with the tender/enquiry/quotation.
3. We are interested in material either of indigenous, preferably from ready stock. The quantities are approximate, it may vary you should accept the same as per final order depending upon our requirement as per the rate quoted by you.
4. The price quoted should be F.O.R, RAJENDRANAGAR, HYD-30, preferably door delivery to DSR premises.
5. The sales tax etc., should be clearly indicated separately wherever chargeable.
6. The acceptance of the quotation will rest solely with the Director, DSR and reserves the right to reject or partially accept any or all the quotations received without assigning any reasons thereof.
7. Time is the essence of the order as our requirements are connected with time targeted research programmes .The date of delivery should be strictly adhered to. Otherwise liquidated damages will be levied as per ICAR/Govt. of India orders from time to time, if the delivery schedule is not adhered to. Part supplies not accepted under any circumstances.
8. YOUR QUOTATION SHOULD BE VALID ATLEAST FOR THREE MONTHS FROM THE DATE OF SUBMISSION.
9. This office will not be held responsible for any postal delay.

Yours faithfully,

Administrative Officer