



Ministry of Youth Affairs and Sports  
Government of India



## Sports Authority of India

Jawaharlal Nehru Stadium, Gate no 10, Lodhi Road, New Delhi -110003

### Expression of Interest to hiring Audio – Video producers

Sports Authority of India (SAI) invites expressions of interest from DAVP empanelled Audio – video producers for undertaking creation of video capsules for the ‘How to Play’ section of the KHELO INDIA MOBILE APP.

#### **ABOUT KHELO INDIA MOBILE APP (KIMA)**

The mobile app is designed to provide in detail, exhaustive and exclusive set of information to the young Indian sports fans to enable and encourage them to play more and make sports an integral part of their life. The mobile App will be divided into 3 broad sections namely

#### **1. HOW TO PLAY?**

This section will provide the basics of the game to the viewer – basic rules & regulations put across for each of the 16 sports disciplines to enable the user to get the latest rules and regulations – In phase 2, we will get into the skills part training the children on the skills aspect to improve their games

The information will be provided with the help of interesting info graphics and animation videos etc. to keep the capsules more engaging and interesting

#### **2. WHERE TO PLAY?**

A repository of data of playfields across the country, which offer playing opportunities at their facilities for the users – it could be a range of services from playfields to coaching & training facilities, academies which offer their facilities to public for fee or otherwise. (Basically a comprehensive set of details) that are all available under one single umbrella under this App

### 3. FITNESS MAPPING / TALENT HUNT

This is the most dynamic feature of the APP under, which, we propose to map the basic fitness levels of the kids starting as early as 5 years for all school going children in India.

### 4. ELIGIBILITY CRITERIA

1. Production houses with experience in conceptualization and production of TVCs Animation, videos etc with a rich experience of use of infographics etc with atleast 5 years of documented experience of undertaking creative services for reputed brands.
2. The applicant should have an average annual turnover of Rs 1 cr for each of the last 3 years
3. Applicant having work experience with sports brands in past would be preferred
4. The bidder should not have any of their contracts terminated or blacklisted in the last three years by any State or Central Government / PSU/ BFSI/ Private Sector. (Affidavit duly notarized to be submitted)
5. Empanelment with DAVP (Category- A) is a must.

### 5. Scope of Work

HOW TO PLAY - Development of basic rules & regulations through video capsules

- A. Conceptualize and develop the communication for only **HOW TO PLAY** section of the App. Under this section the following would need to explained to the consumers in a simple yet compelling manner
- B. Basic rules and regulations of the 16 defined sports under the KHELO INDIA programme, which will be featured on the KHELO INDIA MOBILE APP.

- C. These rules and regulations would need to be creatively showcased with the help of infographics and animation form in a user friendly manner to
  - a. Inform the viewer of the basic rule and regulations governing each sport like size of the playing arena, no of players, points and penalty scoring system etc.
- D. The skills parts including the technical skills to improve the game play etc may be added later
- E. The narrative and the text will be recorded in Hindi and English.
- F. Each capsule should be of 2 minutes duration hence the total nos of capsules required would be 16 capsules plus the introduction capsule of the section. Hence the total capsules required to be developed would be 17 ( each of 2 min duration )

## 6. TIMELINE & FEATURES

- A. The final creative delivery should happen within 3 weeks of issue of the work order
- B. Should be preceded by a creative presentation before the final delivery
- C. Creatives should be compatible to the APP design and features to ensure a smooth integration with the Main APP.
- D. All creative's should be approved by SAI before the delivery deadlines

## TERMS & CONDITIONS:

1. The decision of SAI on award of specific order shall be final and no queries or appeal for review shall be entertained.
2. Upon selection of the Vendor, this document will be treated as a valid contract between SAI and Vendor, and adherence to all aspects of fair trade practices in executing the purchase orders/ work orders placed by SAI from time to time during the registration period.
3. In case vendor is found in breach of any terms & condition(s) of SAI or supply/work order, at any stage during the course of services, the legal action as per rules/laws, shall be initiated against the vendor, besides debarring and blacklisting the vendor concerned for at least three years, for further dealings with SAI.

4. The vendor shall not assign or sublet the empanelment or any part or it to any other vendor in any form. If found doing so, shall result in termination of empanelment.
5. Incomplete expressions of interest or expressions not in proper format or received after the due date shall not be entertained.
6. All registered firms are expected to maintain absolute integrity, follow a decent standard of business ethics and do nothing unbecoming of a registered supplier.
7. **Indemnity:** The selected vendor shall indemnify the SAI and user departments against all third party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of the supplied & related services or any part thereof. SAI stands indemnified from any claims that the vendor's manpower may opt to have towards the discharge of their duties in the fulfillment of the purchase orders.
8. **Termination for Default:** Default is said to have occurred i) If the vendor fails to deliver any or all of the services within the time period(s) specified in the purchase order or any extension thereof granted by SAI. ii) If the vendor fails to perform any other obligation(s) under the agreement
9. If the vendor in either of the above circumstances does not take remedial steps within a period of 15 days after receipt of the default notice from SAI (or takes longer period in spite of what SAI may authorize in writing), SAI may terminate the purchase order in whole or in part.  
Notwithstanding above, SAI reserves its right to terminate the empanelment with 15 days' notice for any reasons whatsoever.
10. All disputes in this connection shall be settled in Courts of Delhi jurisdiction only.

#### 11. PAYMENT TERMS

30% advance post the issue of work order and the balance payment will be made on successful completion of the work. (On certification of IT Division).

#### 12. PENALTY CLAUSE

In case the Service Provider fails to commence/execute the work as stipulated in the agreement or unsatisfactory performance or does not meet the statutory requirements of the contract, SAI reserves the right to impose the penalty as detailed below:-

- i) **1% of the contractual value as per the agreement per day subject to maximum 10% for 10 days delays.**

- ii) After 10 days delay the Department reserves the right to cancel/terminate the contract forfeiting the Performance Security besides other rights and remedies as may be available to the SAI.
- iii) For support services, the reasonable deduction for failure to provide requisite qualified manpower will be made.

The Service Provider shall be black listed from participating in such type of tender and his Performance Security may also be forfeited/invoked, if so warranted.

No Penalty will be imposed for delay attributable to SAI or reasons beyond control of the vendor.

### **13. Other terms**

All other applicable terms as per guidelines and agreement of SAI including payment of security deposit, performance security, arbitration, rights, obligation, termination, confidentiality etc

### **14. Earnest Money Deposit**

Bidders shall submit, along with their Bids, an earnest money deposit of INR 5,00,000/- (Five Lakhs) ("Earnest Money Deposit") in the form of demand draft/ Banker's cheque/ FDR/ Bank Guarantee from a commercial bank valid for 45 days beyond the bid validity period (Bid validity period 90 days), drawn in favour of "Khelo India". The Earnest Money Deposit shall not be accepted in any other form. The Earnest Money Deposits of all unsuccessful Bidders will be refunded at the earliest after expiry of the final bid validity and latest on or before 30th day after the award of the contract with the successful Bidder. If there is no successful Bidder, the Earnest Money Deposits will be refunded to all the Bidders.

### **15. Performance Guarantee**

In order to ensure the due performance of the awarded contract, the Service Provider/Successful Bidder shall, within 2 (Two) days of entering into the Service Agreement with SAI, furnish an irrevocable bank guarantee for an amount of 10% of the accepted value of the contract ("Performance Security") failing which an amount of 5% penalty per day of the contracted amount will be levied on the Bidder. Penalty is for specified period not exceeding further seven days and in case failure continues the contract may be terminated by SAI entitling SAI to forfeit the Earnest Money besides other remedies as may be available to SAI.

## 16. COMPLY WITH GOVERNMENT OF INDIA GUIDELINES

Video Content (of all sports) should comply with all related guidelines of Ministry of Youth Affairs & Sports, Sports Authority of India & Government of India.

## 17. EVALUATION

The evaluation will be done according to QCBS method as mentioned in GFR 2017. Two phase evaluation of the proposal will be done in which 70% weightage will be given to Technical Evaluation and 30% weightage will be given to Commercial Evaluation.

## 18. TECHNICAL EVALUATION:

Technical Evaluation will be done in two parts as per the scoring pattern mentioned below.

### PART 1: TECHNICAL ABILITIES

Sr. No.	Evaluation Criteria	Point System (points)		Maximum Score	Supporting Documents
1	No of years of Experience for creating mass media communication eg TVC, Animations capsules	3yrs but less than 5yrs	2	5	Online submission as well as submission in Hard copies
		5yrs but less than 7yrs	3		
		More than 7yrs	5		
2	Financial Strength (Turnover)	The Bidders Annual turnover for last three years 1 Crores	2	5	Audited balance sheet
		More than 1 crores but less than 5 Crores	3		
		More than 5 crores	5		
3	Experience in the field of Sports	Experience of 2 project	2	5	Documentary proof
		Experience of 3 to 5	3		

		project			
		Experience of more than 5 sports project	5		
4	Experience in production of videos and animation , development of design , Goods/Services :-	5 to 10 videos	2	5	Work Competition Certificate by Client
		11 to 20 videos	3		
		21 or above	5		
5	Expertise in creative development in animation	5 to 10 Projects	5	10	Work Completion Certificated issued by client
		10 to 15 projects	7		
		More than 15 projects	10		
	<b>Presentation</b>			40	<b>Presentation</b>
6	Concept	20			
7	Creativity & Innovation	10			
8	Quality of team & technology proposed	10			

**Analysis of Technical bid:** In this part, the technical and creative phases of the bid will be analyzed and evaluated. The technical bid marks (Stm) shall be assigned to each bid on the total of the marks received under Technical bid component on the basis of evaluation matrix described above.

Bid Component	Weightage In Technical Score	Minimum Qualification Score
Step I: Past Experience	30	20
Step II: Evaluation of Creativity and Innovativeness	40	30
<b>Total</b>	<b>70</b>	<b>50</b>



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Each competency group will have Minimum Qualification Score as mentioned above. Bids receiving marks greater than or equal to the Minimum Qualification Score in the Technical Bid will be eligible for the opening of the Commercial Bid. If required, SAI may seek specific clarifications from any or all bidder(s) at this stage. SAI shall determine the bidder(s) that qualify for the next phase after reviewing the clarifications provided by the bidder(s).

The bids of bidders who have cleared the Minimum Qualification Score shall be ranked on the basis of the Technical cum Creative bid marks (Stm) and declared "Technically Qualified Bids". The Technical Bid Score "St" of the bidder shall be derived as under:

$$St = (Stm / SH),$$

Where; St is the Technical Bid score

Stm = Total Technical Bid marks of the bid under consideration

SH = Highest total technical bid marks amongst all evaluated bid

#### Commercial Bid Evaluation

The commercial bids of those whose technical bids qualify are opened and would be evaluated as per the following:

$$Sf = (FL / F),$$

Where; Sf is the financial score

FL is the value of the lowest commercial bid

F is the price quoted in the bid under consideration

All such technically qualified bids shall be evaluated.

PHASE III: Combined Evaluation of Technical and Commercial Bids





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The total score of the bidder will be determined as under.

$$\text{Total Score (Ts)} = (70 \times \text{St}) + (30 \times \text{Sf})$$

The Bid of the bidder, who obtains the highest Ts value, will be rated as the Best Bid and will be awarded the contract. In the event of a tie, the bid with the highest technical score (St) will be rated as the best bid. Beyond that, SAI will decide the matter in its full discretion.

**Interested Service Providers may submit their applications (Technical & Financial bid in two separate envelopes) super scribing 'expression of interest for hiring of Production Houses' addressed to the Dy. Director General (SAI), Sports Authority of India, Jawaharlal Nehru Stadium, Gate no 10, Lodhi Road, New Delhi -110003, Submitted to Regional Director Khelo India, Sports Authority of India, Jawaharlal Nehru Stadium, Gate no 10, Lodhi Road, New Delhi -110003 latest by 3:00 PM, 23<sup>rd</sup> July, 2018. The Technical bid Documents will be opened on 23<sup>rd</sup> July, 2018 at 12:30 PM. The technically qualified bidders will be intimated about creative presentation.**

<b>Last Date &amp; Time of Submission of EOI</b>	<b>:</b>	<b>23<sup>rd</sup> July, 2018 by 11:00 AM</b>
<b>Date &amp; Time of Opening of Technical Bid</b>	<b>:</b>	<b>23<sup>rd</sup> July, 2018 at 12:30 PM</b>
<b>Creative Presentation</b>	<b>:</b>	<b>25<sup>th</sup> July 2018, at 11:00 AM</b>
<b>Financial Bid Opening</b>	<b>:</b>	<b>25<sup>th</sup> July 2018 at 5:00 PM</b>

**Note:**

- For any further queries please email at [itdivision.saihq@gmail.com](mailto:itdivision.saihq@gmail.com)
- The interested companies/firms/entities should clearly indicate name(s) of the services applied for, as indicated in our EOI.