



The West Assam Milk Producers' Co-operative Union Ltd.

PURABI DAIRY

Invitation for Proposal

Ref No: WAMUL/AI/APART/AI FILM/10

Dated: 16/11/ 2018

Government of Assam (GoA), through the Government of India has received a loan of US\$200 million from the World Bank (W.B.) for implementation of the Assam Agribusiness & Rural Transformation Project (**APART**). The proposed Project Development Objective is to -increase value-added and improve resilience in the production and processing of selected agriculture commodities, focusing on small farmers and agro-entrepreneurs in targeted districts.

The APART Project in Assam state is being implemented by ARIAS Society, which is an autonomous society registered under the Societies Registration Act and the project is being implemented by various line department/agencies of Govt. of Assam.

West Assam Milk Producers Cooperative Union Limited (WAMUL) is an implementing agency for the Dairy Formal Milk sector under the APART project and intends to utilize a part of the credit towards procuring goods for implementing activities under the Dairy Formal Milk sector.

1. WAMUL now invites proposals to provide the following services (hereinafter called "Services"): Two educational/ documentary films on Artificial Insemination (AI) awareness, one promotional film to promote Doorstep model of AI and one consumer awareness film on Importance of Consuming Fresh Pasteurized Pouched Milk. More details on the Services are provided in the **Terms of Reference** attached at **Annexure A**.
 2. It is not permissible to transfer this invitation to any other firm.
 3. You are requested to submit your most competitive proposal of the cost either in the format of cost estimate of services attached at **Annexure B** on **the total cost per Film basis** which includes cost of Research + Recce, Professional Services/Creative & Technical Crew Fees & Other Services, Shooting Equipment, Camera, Lights Hire, Digital Tapes/HDs Charges Travelling (by Air & Road) to all locations, Boarding & Lodging, Co-ordination, Liaison, Phones, Courier services, Post Production (Editing Suites, special Effects, Music, Graphics, Recording, Re-recording, Packaging), dubbing and any other miscellaneous expenses as may be required during the successful implementation of the programme.
 4. All taxes and other levies payable and components shall be included in the total cost.
 5. The Prices shall be quoted in Indian Rupees only.
- Payment shall be made within 30 days after submission of invoice and acceptance of work as follows:

- Upon submission and approval of Scripts, artists and location – 40%
- Upon completion of shooting – 30%

R.K. Jyoti Prasad Agarwala Road, Panjabari, Guwahati- 781 037

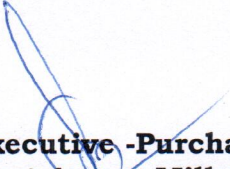


▪ Balance 30% on approval of final edited film and submission of product as per the terms.

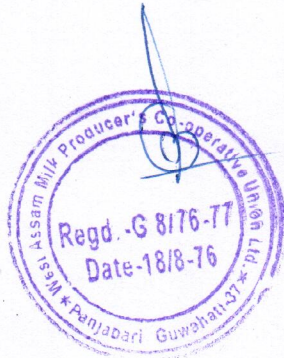
7. You are requested to send your offer in a sealed envelope latest by 15:00 hours on 07th December 2018 to Executive -Purchase ,
West Assam Milk Producer's Coop Union Limited
Purabi Dairy,
R.K.Jyoti Prasad Agarwala Road
Panjabari , Guwahati -781037

We look forward to receiving your proposal and thank you for your interest in this project.

Yours sincerely,

Src

Executive -Purchase
West Assam Milk Producer's Cooperative Union Limited
Panjabari Road
Guwahati 781037

Annexure A: Terms of Reference
Annexure B: Cost Estimate of Services
Annexure C: Format of Quotation



Annexure-A

TERMS OF REFERENCE

Title: Film maker

Contract Type: Individual Contract

Duration: 4 months

Background

The Government of Assam (GoA), through the Government of India has received a loan of US\$200 million from the World Bank (W.B.) for implementation of the Assam Agribusiness & Rural Transformation Project (**APART**). The proposed Project Development Objective is to -increase value-added and improve resilience in the production and processing of selected agriculture commodities, focusing on small farmers and agro-entrepreneurs in targeted districts.

The APART Project in Assam state is being implemented by ARIAS Society, which is an autonomous society registered under the Societies Registration Act and the project is being implemented by various line department/agencies of Govt. of Assam.

West Assam Milk Producers Cooperative Union Limited (WAMUL) is an implementing agency for the Dairy Formal Milk sector under the APART project and intends to utilize a part of the credit towards procuring goods for implementing activities under the Dairy Formal Milk sector.

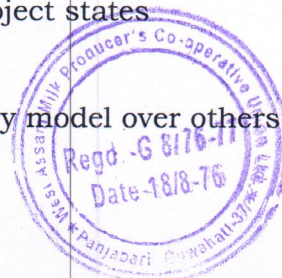
Doorstep AI delivery project

While the AI concept is many decades old, but the adoption of the same in India is still less than 25%. The poor coverage is mainly attributed to lack of awareness about AI, misconception about AI, loss of faith in AI etc.,. in addition to delivery issues. While the project aims to put in place effective delivery mechanism to provide quality doorstep AI service at affordable price, there is need to increase the level of awareness about AI, clear misconception about AI and disseminate scientific knowledge in simple, concise and understandable manner to milk producers so that AI become their first choice for breeding their animals.

Hence it is planned to produce two educational/documentary films aimed at creating awareness about AI and one promotional film to promote superiority of Doorstep AI services over other service providers.

The main target audience for the films is Milk producers and the films are expected to focus on, but not limited to, the following elements:

- Why AI and why not natural service... Best & proven bulls never roam the village streets.
- Doorstep v/s stationary AI services: do they yield same result...
- INAPH programme, Importance of record maintenance and ear tagging. How misplaced is the stigma associated with tagged animal as 'loan' animal?
- Calf identification and pedigree certification: its impact on market value of progenies...
- Various misconceptions v/s Facts about AI
- Various breeds of cattle and buffaloes, breeding policy of project states
- Heat detection for better submission rate.
- Importance of trace minerals in reproduction
- Why Doorstep AI services? Superiority of Doorstep AI delivery model over others



- Is cheap AI service proving costly to Farmers? Are they really cheap?
- Quality differentiator in AI: Know SOP for AI and insist for compliance from AI Technician W
- What to look for in sire directory? How to identify best breed/bull for my cow

Creating Consumer Awareness on Pasteurized fresh packed Milk consumption

In North East India, habit of drinking Pasteurized fresh packed milk is poor as compared with other parts of India which is because of the unavailability of regular fresh milk & ignorance of the nutritional benefits of fresh milk. People of North East India is largely unaware about benefits of the pasteurization and homogenization process followed in packed fresh milk and are still using loose milk for their family which is sold in open market and are unaware about the hygiene and the adulteration of milk which takes place in the unbranded section.

Hence it is planned to produce an educational film aimed at creating awareness about packed fresh milk and its health benefits among the consumers.

The target audience for the film will be students, house wives and all the end consumers.

- What is Homogenization & pasteurization and its Benefits?
- How fresh milk is packed & distributed in a hygienic way?
- What is the nutritional value in fresh milk & its health benefit?
- Difference of branded milk vs unbranded milk
- Mixing of adulterants in loose milk for increasing the milk quantity which cause the different dieses in future.
- Packed milk is sold after the different laboratory test and also approved by FSSAI
- Daily consumption of milk as per age group.
- How packed milk increases the dairy farmers income

Scope of Work

- Two educational/ documentary films on AI awareness and one promotional film to promote Doorstep model of AI
- One Film for creating Consumer awareness on Importance of Consumption of Fresh Pasteurized Pouch Milk
- Final edited version of each film will be for a duration of 25 minutes
- Original version is to be in Assamese and the dubbed versions of the movie should be available in Hindi&English (including subtitles)
- The Film will extensively be shot in WAMUL's operational area in Assam .

The Film maker will be responsible for the following:

- Ensure delivery of all four final products meeting the above deadlines
- Ability to travel to various locations to shoot the film.
- Ensure the availability of persons for filming
- Ensure permission from persons for filming and conducting interviews
- Ensure pre-production, filming and post production at the highest quality
- Ensure highest broadcast quality production and filming
- Ensure delivery of all footage obtained for production. WAMUL retains full Copy right of all footage filmed



Earnest Money Deposit (EMD)

The interested bidders have to provide a bid security of amounting Rs 16000.00, which will be presented in the form of a demand draft drawn in favour of "The West Assam Milk Producers' Cooperative Union Limited, payable at Guwahati". Bid security will be returned to the bidders within 4 weeks from the date of finalization of the successful bidder. Bid submitted without the requisite EMD shall be summarily rejected.

Deliverables

It is expected that the film maker will deliver the following :

1. Planning and Pre-Production

- Content Research
- Scripting and editing the story
- Identifying shoot locales
- Site recce

2. Production:

- Shoot the film in full HD format

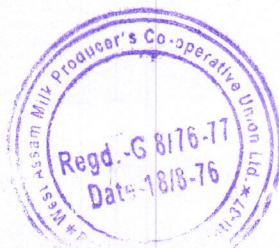
3. Post-Production:

- Edit and mix the shots as required
- Graphics and Animation as required
- Sound editing and dubbing
- Draft 1: unedited rough version upon which WAMUL will provide initial inputs
- Draft 2: first edited version of film upon which WAMUL will provide substantive inputs
- Draft 3: second edited version of film upon which WAMUL will provide final inputs
- Final version should be available as high resolution file and has to be provided in form of DVD, Tapes and Soft Copies in Hard Disk (To be purchased and provided by the Film maker)

Fee Proposal

The fee for this turnkey basis project, from conceptualization to final delivery of product, shall include

Research + Recce, Professional Services/Creative & Technical Crew Fees & Other Services, Shooting Equipment, Camera, Lights Hire, Digital Tapes/HDs Charges Travelling (by Air & Road) to all locations, Boarding & Lodging, Co-ordination, Liaison, Phones, Courier services, Post Production (Editing Suites, special Effects, Music, Graphics, Recording, Re-recording, Packaging), and dubbing.



Expertise and Qualifications

The film maker or individual contractors should have the following knowledge and experience:

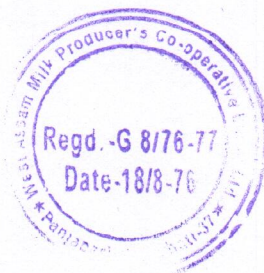
- Have extensive experience in producing documentary films viz. docu-drama, walk through film with voice over. Proof of experience will be submitted with application.
- Able to produce high quality broadcast video on tight deadlines on variety of different issues and in particular given subject matter
- Have a team of cameramen / editors involved in the production with proven technical experience
- Have worked closely with similar dairy cooperatives and AI project related is Preferred
(Documentary proof to be submitted)
- Have created atleast 5 documentaries and brand promotional films in the past 3 years (Documentary proof to be submitted)
- Have an annual turnover of atleast INR 10 Lacs each for the past three financial years (F.Y. 2015-16, 2016-17 and 2017-18) – Documentary proof such as Balance Sheet etc. should be submitted

Technical requirements:

- Broadcast quality full HD video, 1920 x1080p, 50FPS
- Professional sound recording at minimum of 96 kHz/24-bit
- HD web files (H264 MOV.) as final products
- HD DVD, Tapes and Soft Copies in HDD as final products

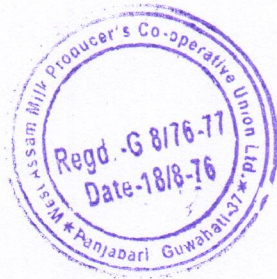
Competencies

- Excellent planning and organizational skills.
- Proven ability to meet deadlines.
- Able to work effectively with WAMUL.
- Able to work in a culturally diverse environment.



Annexure B

The cost per Film basis which includes cost of Research + Recce, Professional Services/Creative & Technical Crew Fees & Other Services, Shooting Equipment, Camera, Lights Hire, Digital Tapes/HDs Charges Travelling (by Air & Road) to all locations, Boarding & Lodging, Co-ordination, Liaison, Phones , Courier services, Post Production (Editing Suites, special Effects, Music, Graphics, Recording, Re-recording, Packaging), dubbing and any other misclenous expenses as may be required during the sucessful implementation of the programe.



**Annexure -C
Format of Quotation**

Sl. No	Description Goods	Qty	Unit (In Rs)	GST %	Quoted Unit (In Rs) inclusive of GST Rate	Total price inclusive of quantity & GST (In Rs)	Freight, Packing, Forwarding, Insurance or Other incidentals	Total Unit cost inclusive all (In Rs)	
								In Figure	In Words

To be filled by the bidder

Stamp & Signature of the Bidder

