

**REQUEST FOR QUOTATION**

**Procurement of Non-Consulting Services under RFQ/Shopping  
Procedures**

**Purchaser:** *Meghalaya Basin Management Agency (MBMA)*

**Contract title:** *Hiring of an agency for Videographic Documentation of the World Bank Supported Community Led Landscape Management Project*

**RFQ No:** *MBMA/CLLMP/89/2022-23/NCS-5/531*

<b>S#</b>	<b>Description</b>	<b>Date &amp; Time</b>
<b>1</b>	<b>Date of Issue of RFQ</b>	<b>September 23, 2022</b>
<b>2</b>	<b>Last Date and Time of submission of RFQ</b>	<b>October 6, 2022 by 1400 Hrs.</b>
<b>3</b>	<b>Opening of RFQs</b>	<b>October 6, 2022 at 1430 Hrs.</b>

**Applicable Procurement Guidelines/Regulations Date:**

*[Procurement Regulations July 2016]*



**MEGHALAYA BASIN MANAGEMENT AGENCY (MBMA)**

Regd. Address: House No. L/ A-56 Lower Nongrim Hills,  
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**MBMA/CLLMP/89/2022-23/NCS-5/531**

**Date: September 23, 2022**

**INVITATION FOR QUOTATION FOR VIDEOGRAPHIC DOCUMENTATION OF THE  
WORLD BANK SUPPORTED COMMUNITY LED LANDSCAPE MANAGEMENT  
PROJECT UNDER RFQ/SHOPPING PROCEDURES**

To,

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.....  
.....

**Subject: INVITATION FOR QUOTATION FOR VIDEOGRAPHIC DOCUMENTATION  
OF THE WORLD BANK SUPPORTED CLLMP**

Dear Sir,

Government of India has received a funding from the **International Bank for Reconstruction and Development (IBRD)** in the form of Loan toward the cost of **Meghalaya Community- Led Landscape Management Project (MCLLMP)**, **Meghalaya Basin Management Agency (MBMA)** is the implementing agency of the Project and intends to apply part of the proceeds of this loan to eligible payments under the contract for which this invitation for quotations is issued.

You are invited to submit your most competitive quotation for developing website for “Videographic Documentation of the World Bank Supported CLLMP” which should comprise the following scope of work:

**I. Background:**

The Meghalaya Community Led Landscape Management Project (MCLLMP) is a project of the State of Meghalaya that seeks to leverage on the strength of communities to foster sustainable Natural Resource Management that will lead to the restoration of degraded landscape of the state, build climate resilience and generate opportunities for sustainable livelihood and rural economy. The project is being supported by the World Bank and is implemented by the Meghalaya Basin Management Agency (MBMA). At the ground, the planning and implementation of the project activities is being done by the community members of the project villages with the facilitation and support of the project management units at State and District.

In terms of coverage, all villages in the state are covered with awareness, training and capacity building to strengthen them on core principles of natural resource management and to support them in preparation of implementable Community Natural Resource Management Plans (CNRMP) that can be implemented under various schemes and programs of the government. Additionally, in 400 of the most critical villages of the state, the project is also supporting with investment so that these villages can implement these CNRMPs to address critical issues.

In terms of interventions, the activities under the project broadly includes awareness and capacity building of community and community institutions, preparation of the CNRMPs, documentation and support for innovations and traditional knowledge in NRM to enable their scaling up under the project, landscape treatment which includes afforestation/reforestation, soil and water conservation, catchment protection, springshed development, reclamation of cultivable wastelands for agriculture, horticulture and agroforestry, and treatment of mining affected areas. The project is also building a cadre of Village Community Facilitators (VCFs) comprising local energetic youths from every village in the state, that can become a resource for NRM for their respective village. A number of innovative tools, platforms and technology are being used under the project to help enhance the efficiency of the project.

As part of the project activities, MBMA is looking to document and highlight the various project interventions, the implementation processes and journey, the impacts of various activities, the communities and their actions, the various innovations and traditional knowledge etc. for wider dissemination to the stakeholders of the Project and of MBMA.

## **II. Assignment:**

The MBMA would like to engage an agency for videographic documentation of MBMA's engagement on Community Led Landscape Management, the challenges it has sought to address, the changes introduced, and the benefits brought on the ground. The video will comprise on-location shooting across multiple locations in the state of Meghalaya, capturing the 'human face' of the project, especially with interviews of local communities, and other stakeholders.

The films are expected to be of high production values, narrated by a professional voice-artist, with animated graphics where needed, and royalty-free music. The film-maker will be briefed by subject experts before the shoot, and inputs and feedback for the script will be provided to enable fit-for-purpose shooting. A detailed storyboard for each film along with script will have to be approved prior to filming before in order to ensure the editing process is efficient and all the points we wish to make are covered.

## **III. Deliverables**

The agency will make 8 films and capture 100 high quality stock photographs as follows:

1. 2 long films (5-7 minutes each) and
2. 2 shortened versions of the long films (2 minutes each) for social media
3. 4 short films (2 minutes each)

4. 100 stock photographs to showcase various facets of the project

The details are given in the following table.

S.No.	Objective	Activities identified for filming with locational details	Product Languages
<b>A. Long films – 5-7 minutes each (2 nos.) and shortened versions of the 2 long films</b>			
a.	Highlights of how CLLMP enable some of the most degraded villages in Meghalaya to overcome the various NRM challenges while also addressing socio-economic issues	<p>1. The various actions and initiatives at Project level and Community (Beneficiary) level undertaken under CLLMP and their outcomes and impact.</p> <p><b><i>Additional reading:</i></b> <i>Following a community led approach, CLLMP built the capacity of communities and strengthened local institutions and agency in 400 of the most degraded villages in the state to act on the various difficulties surrounding them in terms of water availability, land productivity, landscape rejuvenation, but also empower women, enhance employability, created alternative sources of income and established viable community led model for replication, with a focus on gender and social inclusion. The project supports the scaling up of traditional knowledge and innovations and has created knowledge platforms for wider dissemination and adoption of the CLLMP approach. This is being scaled up to all other villages in the state in convergence through statewide sensitization and intensive training of every village. The project has also contributed to human capital development through its technical trainings and apprenticeship programs.</i></p> <p>Location:</p> <ul style="list-style-type: none"> <li>a) Aminda Simsangre, West Garo Hills</li> <li>b) Mawteibah, East Khasi Hills</li> <li>c) Langsymphut, East Khasi Hills</li> <li>d) Jarain Sutnga, East Jaintia Hills</li> <li>e) CLLMP SPMU and DPMU</li> <li>f) Centre of Excellence for NRM, Shillong</li> <li>g) Soil and Water Conservation Department</li> </ul>	English, Khasi, Garo and pnar

b.	Highlight how the project's community driven development approach has resulted in significant Human capital development in Meghalaya	<p>2. The process of building a cadre of Village Community Facilitators (VCFs), the actions the role they have played and their experience as VCFs.</p> <p><b>Additional reading:</b> <i>To strengthen NRM in Meghalaya as part of the State's Green Meghalaya Movement, CLLMP in collaboration with technical experts such as ACWADAM, CHIRAG, PSI, FES, ARGHYAM, SOCION and the Soil and Water Conservation Department, is implementing a statewide sensitization program and is providing comprehensive technical training on NRM principles, tools, technology (GIS, Springshed mapping) and NRM planning to youths known as Village Community Facilitator (VCF) from every single village in the state. This has opened up several employment opportunities for them including their formal induction by the government into MGNREGS for preparing NRM plans for their respective villages to be implemented under the scheme.</i></p> <p><b>Location Details:</b></p> <ol style="list-style-type: none"> <li>Thadlaskein, West Jaintia Hills</li> <li>Thainthynroh, East Khasi Hills</li> <li>Soil and Water Conservation Department</li> <li>SPMU, Shillong</li> </ol>	English, Khasi, Garo and pnar
<b>B. 4 Short Films (2 minutes)</b>			
c.	Project's community centric approach has given a centre stage for both indigenous and non-indigenous Innovations/traditional knowledge	<p>1. Living Root Bridge (Jingkieng Jri) – community conservation works-community and science-based conservation and responsible development of jingkieng jri.</p> <p><b>Locational Details:</b></p> <ol style="list-style-type: none"> <li>Pynursla, East Khasi Hills</li> <li>Laitkroh Khatarshnong, East Khasi Hills</li> <li>Shella Bholaganj, East Khasi Hills</li> <li>Amlarem, West Jaintia Hills</li> </ol>	English, Khasi, Garo and pnar

		<p>2. Initiatives to reclaim mining affected area in East Jaintia Hills and East Garo Hills</p> <p><b>Additional reading:</b> <i>Mining is one of the major causes of degradation in the state and one of the major sources of water pollution particularly where coal is being mined. This directly impacts communities that are mostly dependent on local springs and other water bodies of sustenance and economic activities. The project is pioneering two innovative approaches – (1) Biological treatment of land using Medicinal and Aromatic Plants (2) chemical treatment of water bodies using open lime canals. In total 202 Hectares of mining affected land have been covered under treatment under the project.</i></p> <p><b>Locational Details:</b></p> <p>a. Pamrakmai and Moolaitbri Sutnga villages in East Jaintia Hills; All three villages located in the same clusters and within 15 minutes of each other. Nearest town with good accommodation – Khliehriat located 30 Km from the sites;</p> <p>b. Chimagre Gradigittim in East Garo Hills; Nearest town with good accommodation – Williamnagar which is 243Km from the city of Shillong and 30 Km from the sites.</p>	English, Khasi, Garo and pnar
d.	Inclusion of women in leadership roles improves the overall participation of vulnerable groups in decision making and implementation	<p>3. The actions and positive changes that women placed in leadership positions have been able to bring</p> <p><b>Additional reading:</b> <i>Social inclusion and Gender are two important thrust areas and the project actively facilitates the participation of women in decision making and project implementation. At the apex body in the village i.e. the council that governs project activities, one male and one female member of every household is represented. At execution level, the secretary of VNRMC is a women. These changes from</i></p>	English, Khasi, Garo and pnar

		<p><i>conventional male led implementation makes all the difference with regards to representation of vulnerable or socially excluded groups in decisions and activities of the project.</i></p> <p><b>Location:</b></p> <p>a. Mawkyrdep – Ri Bhoi District b. Mawlynnu -East Khasi Hills</p>	
e.	Linking NRM to livelihood ensures long term sustainability of NRM	<p>4. Highlight of Project initiatives to integrate NRM and livelihood including – Payment for Ecosystem Services, Forest Management Plans, Community Nursery, Vermicomposting and innovations by communities</p> <p><b>Locations:</b></p> <p>a. Mawkyrdep, Ri-Bhoi b. Sohkhylam, South West Khasi Hills c. Mawthong, South West Khasi Hills d. Umkrem, West Khasi Hills e. Tluh, East Jaintia Hills f. West Garo Hills</p>	

**Note: The film-maker is expected to maintain all relevant Covid protocols as may be applicable during the shoot.**

The timelines are given below:

Sn	Deliverables	Timeline
1	Orientation, planning and story board	T+ 1 Week
2	On location Shoot	T+ 6 Weeks
3	First cut of the 2 long Film (5-7 minute duration)	T+ 9 Weeks
4	Final cut of the 2 long Films	T+ 11 Weeks
5	First cut of shortened 2 minute versions	T+ 13 Weeks
6	Final cut of shortened 2 minute version	T+ 14 Weeks
7	First cut of 4 short films (2 minutes duration)	T+ 16 Weeks
8	Final Cut of 4 short films (2 minutes duration) and submission of at least 100 photographs and open editable files of all the final films produced	T+ 18 Weeks

\*T= Date of issue of Work Order

**IV. Technical Specifications:**

**1) Web Ready HD:**

- a) Standard outputs for websites such as YouTube and Vimeo are.mp4, mov, avi, wmv, flv.
- b) Output with appropriate resolution for posting on social media – FB and Twitter
- c) Output with appropriate resolution for dissemination via WhatsApp and other messengers
- d) Ratio: 1280x720 or 1920x1080 for high definition, 720p

**2) For Projection:**

- **Aspect Ratio:** Widescreen 16:9
- **Resolution:** 1920x1080 29.97/30/59.97/60p
- **File Type:** .MP4 or.MOV are preferred, however any format should be supported (AVI, MPG, MXF & WMV)

**3) For Stock Photographs:**

- **Format:** JPG (must include captions containing name of subject, location (Village, block, district) and activity)
- **Resolution:** 300-355 dpi
- **Camera:** Full frame

**V. Duration of the Assignment:**

The assignment is expected to be executed between 20<sup>th</sup> October 2022 and 25<sup>th</sup> February 2023; the dates for the on-location shoot will be decided in consultation with MBMA.

**VI. Team Composition and Qualification Requirements for the Key Experts**

MBMA will assess the demonstrated experience and capacity of interested consulting Agency applying for this assignment. The assignment requires a firm with experience in engagement with rural and indigenous communities, with specific focus on low income, low literacy groups, and with experience of working in the public sector in the field of Communication Strategy Development for Indigenous People/Rural Sector, and supporting similar projects of the government.

The selected Agency will be expected to deploy sufficient amount of manpower required to successfully deliver the tasks to meet the objectives of the assignment. An indicative manpower requirement for the assignment duration of the assignment must include Key Experts of suitable qualifications and experience for the key positions as tabulated below indicating the minimum qualifications and indicative, desired experience of Key Experts.

<b>Position</b>	<b>Desired Qualifications and Minimum Experience</b>	<b>Estimated Staff Months</b>
Key – Expert; K – 1 <i>Designation:</i> Team Leader and Single	<i>Desired Experience:</i> Minimum 5 years’ in the field as Creative Director and production head.	1 month



Position	Desired Qualifications and Minimum Experience	Estimated Staff Months
Point of Contact <i>Number : 1</i>	<p><i>Minimum Education:</i> Bachelors or Masters in Film and TV Productions</p> <p><i>Specialization :</i> Creative Direction, Production Management and Post Production Supervision</p>	
Key Expert; K – 2 <i>Designation :</i> Director of Photography <i>Number : 2</i>	<p><i>Desired Experience :</i> Minimum 5 years'</p> <p><i>Minimum Education:</i> Bachelors or Master's in Film Studies.</p> <p><i>Specialization:</i> Acquisition of visuals with sound knowledge in camera techniques and camera gear.</p>	1 Month
Key Expert; K – 3 <i>Designation :</i> Editor <i>Number : 1</i>	<p><i>Desired Experience: Minimum 5 years in usage of Non Linear Editing Software's and knowledge of film editing techniques.</i></p> <p><i>Minimum Education:</i> Bachelors or Master's in Film Studies.</p> <p><i>Specialization: Sound knowledge in various AV editing techniques and optimising timelines for efficient post production management with timely delivery of video edits</i></p>	3.5 Months
Key Expert; K – 4 <i>Designation :</i> Sound Recordist <i>Number : 1</i>	<p><i>Desired Experience:</i> Minimum 5 years in Live Sound Recording for Film and TV Productions.</p> <p><i>Minimum Education:</i> Diploma or Bachelor's Degree in Audio Production for Film and TV.</p> <p><i>Specialization :</i>Sound knowledge of sync sound recording and techniques pertaining to sound acquisition</p>	1 Month
Key Expert; K – 5 <i>Designation :</i> Light technician <i>Number : 1</i>	<p><i>Desired Experience :</i> Minimum 3 years' experience in film lighting</p> <p><i>Minimum Education :</i> Bachelors or Master's in Electronic Media</p> <p><i>Specialization:</i> Sound knowledge of lighting gear, accessories and techniques utilized in Film and TV Productions.</p>	1 Month

Position	Desired Qualifications and Minimum Experience	Estimated Staff Months
TOTAL		7

**VII. Payment Schedule:**

- 10% on signing of contract
- 15% on submission of storyboard of all films (2 long, 2 short versions of long films, 4 short)
- 25% on submission and approval of main films (2 numbers)
- 25% on submission and approval of 2-minute shorter version of main films (2 numbers)
- 25% on submission and approval of 4 short films and 100 Photographs

Payments shall be released subject to acceptance of deliverable by the client.

**VIII. Ownership**

All material (Films and Photographs) including the unedited raw files shall be property of MBMA. The agency shall provide open editable files of the final films produced

**IX. Client's Input and Counterpart Personnel including Data and Facilities to be Provided by the Client**

Services, Facilities and Property to be made available by the Client to the Consultant is as below:

- Office space to the Agency upon request addressed to the designated Point of Contact
- Conference hall/meeting rooms as may be required during the course of the assignment for the purpose of making a presentation, submission of reports, workshops, brainstorming sessions and meetings
- Necessary project documents under its control and copyright for use and reference of the Agency to facilitate execution of the assignment.
- Project Personnel of the State and Districts shall provide necessary inputs to the Agency throughout the duration of the assignment.

**X. Reporting Arrangements:**

The film-maker will report to Sh. Wankit Swer, General Manager, Knowledge Management, CLLMP.

**XI. Review Committee:**

A Review Committee comprising the following members will be constituted to review the progress on the milestones as per the payment schedule above and the drafts and final outputs of the assignments:

1. Additional Project Director, CLLMP
2. General Manager – Knowledge Management, CLLMP
3. Deputy Project Director, CLLMP
4. Representative of World Bank

## **Terms and Conditions**

1. **Eligibility:** A Bidder (a) shall not participate in more than one Quotation; (b) shall not have conflict of interest as defined in the Bank's Procurement Regulations; and (c) should not have been (i) temporarily suspended or debarred by the World Bank Group in compliance with the Bank's Anti-Corruption Guidelines and its Sanctions Framework; or (ii) blacklisted or suspended by Central or any State Government Departments in India.
  
2. **Place of Delivery:** Meghalaya Basin Management Agency, O/o Meghalaya Basin Development Authority, c/o Meghalaya State Housing Financing & Cooperative Society, Upper Nongrim Hills, Shillong - 793003
  
3. **Quotation Price**
  - a) The services offered should be 100% of the requirement for the quoted amount. Corrections, if any, shall be made by crossing out, initialling, dating and re writing.
  - b) All duties, taxes and other levies payable shall be included in the total price.
  - c) Goods and Service Tax (GST) should be indicated separately.
  - d) The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
  - e) The Prices shall be quoted in Indian Rupees only.
  
4. **Qualification of Bidder**
  - a) Have the legal capacity to enter into a contract;
  - b) Not be insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances;
  - c) Not have had your business activities suspended or debarred from public procurement by the State Government of Meghalaya or Government of India.
  
5. **Documents Evidencing Qualification:** Bidder is requested to submit copies of the following documents as evidence of your qualification.
  - a. Valid trading license/registration or equivalent/Exemption Certificate.
  - b. Valid certificate of GST registration;
  - c. Self-declaration to the effect the bidder is not insolvent, in receivership, bankrupt or being wound up or subject to legal proceedings for any of these circumstances.
  - d. Self-declaration that the bidder's business activities are not suspended or debarred from public procurement by the State Government of Meghalaya, any other State Government or Government of India.
  - e. Documents as stated under the evaluation criteria.

6. **Validity of Quotation:** Quotations shall remain valid for a period not less than 90 days after the deadline date specified for submission.
7. **Evaluation of Quotations:** as per the criteria mentioned hereunder:

Evaluation criteria:

- a. **Mandatory Criteria** - The firm should be in the business of videographic production for the last three years at least. (copies of registration, PAN, TAN, GST or any other relevant registrations etc. to be enclosed)
- b. **Mandatory Criteria** - The firm should have an average annual turnover of INR 50 Lakhs in last three financial years. (Financial year 2018 – 19, 2019 – 20 and 2020-21); alternatively, a statement on the annual turnover duly certified by a Chartered Accountant may also be acceptable.
- c. Firm to submit their design work, reference/links to the videos that they have developed.
- d. The firm must have successfully executed at least one similar assignment in past three years. (purchase order/s indicating the scope of work and value of the assignment should be enclosed)

**NOTE:**

- i. Quotations submitted by the bidder must be properly signed by the competent authority of the bidder and company stamped on all the pages.
  - ii. confirm to the terms and conditions and specifications.
  - iii. GST/Taxes will not be taken into consideration while evaluating the quotations.
  - iv. Any historical information, if required may be asked from the bidders during evaluation of quotes.
8. **Award of contract:** The Purchaser will award the Purchase order to the bidder whose quotation has been determined to be substantially responsive to the evaluation criteria and who has offered the lowest evaluated quotation price.
    - a. Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotation and to cancel the bidding process and reject the quotation at any time prior to the award of contract.
    - b. The bidder will be notified of the issue of Purchase Order by the Purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall be incorporated in the supply order (sample form attached).
  9. Payment shall be made as per the milestones achieved as mentioned under deliverables and timelines.
  10. Bidders who have any queries may kindly send the same to [mbdaprocurement@gmail.com](mailto:mbdaprocurement@gmail.com) before the 27th September, 2022 by 12:00 PM.

11. You are requested to provide your sealed quote latest by 1400 hours on October 6, 2022. Quotations that have been submitted on or before time will be opened at 1430 hours on October 6, 2022. Late quotes will be rejected.
12. We look forward to receiving your quotation and thank you for your interest in this project.
13. For procurement-related grievances, please send an email to [procurementcomplaints.mbma@gmail.com](mailto:procurementcomplaints.mbma@gmail.com)

**Name:** Shri Gunanka DB, IFS

**APD, CLLMP Project**

**Address:** Meghalaya Basin  
Management Agency, Office of  
Meghalaya Basin Development  
Authority, Upper Nongrim Hills,  
Shillong – 793003; Meghalaya

**Tel. No.:** 0364 -2522921

**Email:** [mbdaprocurement@gmail.com](mailto:mbdaprocurement@gmail.com)

**FORMAT OF QUOTATION \***

Sl. No.	Description of Goods	Unit Rate (INR)	Offered Rate (INR)	GST and similar other taxes applicable on finished Goods/ Services	*Total Price per line item at Destination - inclusive of discounts, all taxes and duties	
					In Figures	In Words
1	Videographic Documentation of the World Bank Supported CLLMP	Lump Sum (consolidated for development)				

**Gross Total Cost: Rs. ....**

We agree to supply the above goods in accordance with the technical specifications for a total contract price of Rs..... (amount in figures ) (Rs. .... amount in words) within the period specified in the Invitation for Quotations.

We also confirm that commercial warrantee/guarantee of 36 months shall apply to the offered goods.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery or collusive agreements with competitors.

**Signature of Supplier**



## MEGHALAYA BASIN MANAGEMENT AGENCY (MBMA)

Regd. Address: House No. L/ A-56 Lower Nongrim Hills,  
Shillong, East Khasi Hills, Meghalaya- 793003  
(CIN No. U75144ML2012NPL008509)  
Phone: +91-364- 2522921/2522992  
Website: [www.mbda.gov.in](http://www.mbda.gov.in), E-mail: [admin.mbda@gov.in](mailto:admin.mbda@gov.in)

### PURCHASE ORDER

To:  
M/s

.....  
.....  
.....

Dear Sirs,

Sub: Supply of .....

Reference: Your Quotation no..... Dated .....

1. Your quotation no.....of .....(Date) for the supply of ..... **has been accepted. You are requested to** supply the following goods/equipment at the rates quoted by you and specified against each as per the specifications and terms & conditions specified hereunder:

SL. No	Brief description of goods/ equipment	Specifications	Quantity to be supplied	Unit Rate (Rs.)	Total Price (Rs.)
1					
			Total		

1. Delivery Period: .....days from the date of issue of this supply order.
2. website duly developed to be handed over to MBMA along with source code and databases.
3. GST if any will be paid at actual prevailing.
4. Payment shall be made as per the terms mentioned in the Scope of Work; and acceptance of the deliverables.

**(Purchaser)**

Date:

Name: Shri Gunanka D.B, IFS  
Designation: Additional Project Director,  
CLLMP, MBMA  
Place: Shillong, Meghalaya