



email-nfsmkandhamal@gmail.com

**OFFICE OF THE CHIEF DISTRICT AGRICULTURE OFFICER KANDHAMAL -CUM-
PROJECT MANAGER, NFSM, KANDHAMAL PHULBANI.**

To Letter No **167** /NFSM. dated the **11.9.2024**

The District e-Governance Manager,
National Informatics Centre,
Kandhamal, Phulbani.
(Mai.-degm.kandhamal@odisha.gov.in)

Sub:- Publication of Expression of Interest for documentation
under NFSM for 2024-25.

Sir,

With reference to the above cited subject, I am to inform you that, there is an advertisement on "Expression of Interest" for videodocumentation of Agriculture demonstration programme under NFSM for 2024-25 in Kandhamal district from different organization.

Hence, the details may kindly be uploaded in the district NIC website so that the bidders can easily access and apply accordingly. This advertisement will start from **11.09.2024** and ended on dt **19.09.2024, 1.00 PM**. And enable us to fix the **19th September 2024** may be treated as the cutoff date of advertisement in the district website.

Enclosure:-

Expression of Interest

Yours faithfully,

Chief District Agriculture Officer,
-cum- Project Manager NFSM,
Kandhamal, Phulbani.

EXPRESSION OF INTEREST

The Chief District Agriculture Officer -cum- Project Manager, NFSM, Kandhamal, Phulbani invites Expression of Interest from registered Video Production Unit/ Firm/ Studios for video documentation of Agriculture Programme under NFSM for 2024-25 in Kandhamal district.

LIST OF DOCUMENT TO BE SUBMITTED

1. Profile of Agency/ Firm.
2. Self certificate stating that the agency/ firm has not been blacklisted in the past.
3. Applicant agency/ firm must furnish a copy of its GSTIN Registration certificate.
4. Aadhar and Pan Card of Proprietor or Agency/ Firm.
5. The Agency/ Firm must have an annual turnover of minimum of Rs. 40 Lakhs during the last financial year i.e. 2023-24 and also **attached turn over certificates of 2021-22, 2022-23 and 2023-24**. The annual turnover certificate is duly certified by Chartered Accountant.
6. The EMD of 10,000/- (Rupees Ten Thousand) only in favour of Project Manager -cum- Chief District Agriculture Officer, Kandhamal should be deposited in form of Demand Draft only.
7. The agency/ firm should have experience in Agriculture activity (Exclusively) at least 5 projects/ schemes in Odisha during last three (3) consecutive years i.e. 2021-22, 2022-23 & 2023-24 and should submit work order (Agriculture demonstration activity only) under Department of Agriculture and Farmers Empowerment, Odisha.
8. The Agency having higher experience will be preferred and must be empaneled in Govt. of Odisha.
9. Lowest tender satisfying all terms and conditions will be accepted.

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Term and Conditions

- 1) The payment to the Agency/ Firm on assignment will be made by assigning authority/ office after successful completion of assignment within 1 month of harvest of the crop in the demonstration cluster.
- 2) The decision of the Selection Committee is final & cannot be alleged at any circumstance and the undersigned reserves all rights to cancel any or all quotations without assigning any reason thereof. Besides incomplete application & application received after due date will not be entertained.
- 3) The documentary film will be submitted to the undersigned in Pendrive soon after completion of the cropping season along with certificate of BAO/ AAO.
- 4) The video should not be more than 5 minutes and 30 sec for social media reels. The video document should effectively capture its progress milestones and impact. The important point adhered while production of video documentation are as follows:-
 - **Production planning:-** The video should show case the process and highlight the achievements.
 - **Story boarding:-** This script should be organized with flow of information regarding the particular content
 - **Narration/ Explanation:-** The video should contain narration or on-screen text to explain the project's goal, process and impact
 - **On-screen elements:-** The video document must contain original visuals (agency should take the visual from the ground in proper 4k video cameras), info graphic, chats to make video engaging and informative. A Standardized templet for titles, sub-titles and graphic must be used to ensure consistency in style and placement.
 - **Before and after:-** If applicable, the video should showcase the before and after aspects of the scheme highlighting change or impact by the intervention.
 - **Testimonials:-** Short portion of the video document should contain testimonials or bytes from the beneficiaries of the scheme.
 - **Conclusion:-** The video should conclude with its encouraging support, participation or sharing the project success.

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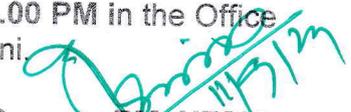
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- 5) The price of the documentation is inclusive of GST.
- 6) The following points needs while selecting video agency:-
 - The agency should ensure timely delivery of all end products.
 - The agency should have expertise in writing agriculture scripts for documentation.
 - The agency should ensure correct technical requirements while production.
 - The agency should ensure the pre-production, filming and post production at highest quality (4K) and working with highest professional ethical standards.
 - The agency should submitted one copy of the final edited video in 4K quality high resolution field photographs (Min 50 nos. per video) along with all rushes to CDAO, and another copy to JDA (Information)
- 7) The video should contain land preparation, seed treatment, sowing/ transplanting, flowering, harvesting, crop cutting/ different intervention and farmers interaction etc.
- 8) No payment of advance is admissible. The payment will be made only after vetting of video documentation by the district committee approved by the CDAO subject to receipt of funds from state level.
- 9) After verification at district level 50% payment may be made to video documenting agency and the rest payment will be made after receiving validation certificate from JDA (Information).

The Chief District Agriculture Officer, Kandhamal shall be the sole Arbitrator & his decision shall be final.

So, the interested Agency/ Unit/ Firm/ Studios are invited to offer their bid. The sealed tender documents should reach to the undersigned on or before 1.00 PM, 19.09.2024 by **Registered/ Speed Post/ Courier service** only. The tender document received after the scheduled date and time and without relevant document will summarily be rejected. The details of tender documents are available in the Dist. website (www.kandhamal.odisha.gov.in). The undersigned reserves the right to cancel any or all tender document(s)/ the entire process without assigning any reason thereof.

The tender will be opened on dt. 19.09:2024 at 04.00 PM in the Office chamber of the CDAO -cum- PM, NFSM, Kandhamal, Phulbani.


CDAO -cum- PM, NFSM,
Kandhamal, Phulbani.