

**NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
NORTH EASTERN REGIONAL CENTRE
JAWAHARNAGAR, KHANAPARA
GUWAHATI – 781 022**

No. 82/2016-17/C-GARD-NERC/TSRI-Assam /
Date: 28/06/2017

TENDER NOTICE

Sealed tenders are invited from reputed firms / creative production house for **preparation of short art film and advertisement for generation of publicity and awareness on PMAGY, Assam.**

The last date for submission of completed tender forms in the tender box placed at the office entrance is 14th July 2017 upto 3.00 PM and the tenders will be opened on the same day at 3.30 PM in the presence of the bidders.



Administrative Officer

FORMAT

Tender format for preparation of short film and advertisement for generation of publicity and awareness on PMAGY

- a) Estimated cost: ₹ 2.00 lakhs
- b) Content of the Short Art Film and Advertisement : Concept and the story for generating wide range of publicity of PMAGY in Assamese Language
- c) Video quality format : in HDD
- d) Time duration : For Short Art Film in 3 to 5 minutes
- e) Advertisement : 45 to 60 seconds

Sl. No.	Particulars	Amount (in ₹)	Amount (in word)
1	Cost for Short Art Film on PMAGY		
2	Cost for Advertisement on PMAGY		
3	Tax if any		
	Total ₹		

Taxes should be shown separately for deduction at source.

Terms and Conditions:

1. The intending firm / creative production house should submit the concept and the story in hard as well as in soft copies.
2. The firm / creative production house will be selected based on the story line, appealing character and creativity that are necessary for generating wide range of publicity.
3. The short art film and advertisement should be completed as per specifications within 30 days from the date of receipt of office order.
4. The taxes should be shown separately for deduction at source.
5. The rates should not exceed the estimated cost.
6. The rates should be mentioned both in figures and words; however, the rates mentioned in words will only be taken as correct rates.
7. The bidder/tenderer should be **reputed firm / creative production centre**.
8. Tenders should be submitted only in the Tender Box placed at the entrance of the Institute.
9. Any defect found at the time of delivery of the short art film and advertisement shall be summarily rejected. The products have to be duplication free.
10. No conditional tender will be accepted.
11. The right to reject any or all the quotations is reserved with the Director, NIRDPR – NERC, Guwahati


Administrative Officer