



Quaid-e-Azam Solar Power (Pvt.) Limited

**Tender Document for
Documentary Production**

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Request for Proposals for Documentary Production

Quaid e Azam Solar Power (Pvt.) Ltd invites sealed bids from financially and technically sound firms/organizations registered with sales tax department, having National Tax Number (NTN) and enlisted with DGPR, for Documentary Production of its 100 MW Solar PV Project. The agencies fulfilling the following criteria may participate in the bidding process.

- Minimum 10 years of experience in Film making, Documentary production and other relevant media services
- GST, Income Tax and PRA registered company

Only authorized representatives of companies having authority letter in their favor issued by their Head Office can collect any details/ clarify queries as per given address.

Details of general & technical requirements and copy of this invitation can be downloaded from our official website www.qasolar.com and PPRA website www.ppra.punjab.gov.pk

Interested firms should apply with both technical and financial proposals in separate sealed envelopes, together in one sealed envelope.

The Proposals along with the required documents must be submitted on or before 12:00 pm, 28th January 2015 to the undersigned in a sealed envelope marked "Proposal for Documentary Production".

The Technical Proposals will be opened at 01:00 p.m. on the same date in the presence of bidders and/or their authorized representatives.

QA Solar reserves the right to accept or reject any or all proposals.

Quaid e Azam Solar Power (Pvt.) Ltd
3rd Floor, 83A/E1 Gulberg III, Main Boulevard - Lahore
Phone: 042-35790363
www.qasolar.com



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Terms of Reference

- Prepare a draft script and finalize it in consultation with QA Solar.
- Develop a story board for the documentary prior to the filming and share with QA Solar team.
- Smoothly transitioned Time-lapse video (high resolution) of the progress of the Solar PV Plant till commissioning date.
- Script and Voice-Over (Urdu and English) with subscript in German and Chinese Language
- Aerial Shots (Preferably from drones) of the project site (at least 4 shots/month) depicting the progress of the project.
- Still photographs (high resolution) and videos showing progress of the project, including coverage of equipment testing, Installation, infrastructure development etc.
- Film editing, music, animation and processing of data.
- Develop interview guides and visual aids for capturing and documenting changes brought by the project for the Bahawalpur city and the neighboring areas with respect to employment, investments and industrial development etc.
- Conduct interviews with project participants and other relevant key stakeholders.
- Keep QA Solar focal person informed on the progress of the film through regular updates and discussions.
- Provide QA Solar the videos, images shot during the filming process.

Defined Deliverables:

- A 15-20 minutes video documentary.
- A shorter 5 minute version of the same film with highlights and key messages.
- Raw footage of the documentary and the DV tapes/DVDs used during the filming.
- 50 copies of the documentary in a DVD format with a standard cover.
- All pictures captured during shooting
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Technical Proposal:

Technical proposal should contain following and any additional information

- A brief description of the organization
 - Years of experience (minimum requirement 10 years)
 - Organogram
 - Mission/Vision
- Complete organizational portfolio
 - Examples and samples of past projects, preferably of a similar size and scope
 - Recommendation letters from clients at least 3 years
- Letter of eligibility/nomination from DGPR/Information & Culture Department, Govt. of the Punjab
- Company size (complete hierarchy of the organization)
 - Team
 - Professional experience of each employee

- CV of team
- Detailed resume of Director proposed for the project
 - At least 10 years of experience
 - National and international Exposure
 - Must have an experience of TVC and Documentary
 - Working on Government projects will be preferred
 - CV highlighting the past working experience with relevant organizations
 - Projects with relevant organizations
- Detailed resume of Director Of Photography proposed for the project
 - Experience of not less than 10 years
 - Portfolio / Show Reel will be required
 - Experience of Shooting TVC documentaries
 - Big screen exposure and international experience will be preferred
 - CV highlighting the past working experience with relevant organizations
 - Projects with relevant organizations
- Media proposal
 - Key contacts in APNS and PBA
 - Ability to provide bulk discount
- Quality work and efficiency
 - Proof of ability to work in stringent timelines
 - Methodology of conducting documentary
 - Detailed timeline of delivery of project
- Technical Equipment
 - At least 4 cameras
 - HD Camera not less than 5D
 - Can produce HD footage
 - High quality lenses
 - Macro
 - Telephoto
 - Prime
 - STM
 - Wide Angle
 - Tilt Shift
 - Hele-cam for drone videos
 - Other special camera's lenses for beauty shots
 - Jib 30 ft at least
 - Tracks
 - Lights (kemo)
 - On spot audio recording device
 - Power Generator
 - Backup generator
 - Reflectors
 - External Hard drives for back up
 - Flash Cards/Micro SD cards
 - Laptops
- Affidavit indicating that company is not blacklisted by any government, semi government or autonomous body

Commercial Proposal:

Sr. No	Description	Unit Price (PKR)
1	Complete Documentary	Price/min

EVALUATION

TECHNICAL EVALUATION

The applicant's team should have the following qualifications:

- Experience of handling public sector organizations
- The firm must have adequate size, structure, staffing, facilities and financial standing to provide comprehensive services related to development and execution of media campaigns.
- Capability and proven experience in developing and executing public awareness strategies
- Excellent media contacts both in print and electronic media

Proposals will be evaluated on the basis of:

Sr.	Evaluation Criteria	Points	Total Points that can be earned
1	Experience of Firm/ Agency since date of inception (min 10 years) – maximum 10 points	5 (+1 for each extra year more than 10 years up to a maximum of 15 years)	10
2	Concept Script – maximum 15	15	15
3	Implementation Methodology – maximum 15	15	15
4	Number of relevant projects supervised by Team lead (min 5) – maximum 10	5 (+1 for each extra project more than 5 up to a maximum of 10)	10
5	Completeness of Technical Proposal – maximum 10	10	10
6	Energy related relevant work with Multi-National Organization	10	10
			70

All firms/ companies/ organizations scoring 65% of 70 points in the abovementioned criteria shall be termed as technically responsive.

FINANCIAL EVALUATION

Financial proposals of all technically responsive bidders shall be opened upon invitation and in presence of bidders/ representatives of bidders. Financial bids of Non- responsive technical bidders shall be returned un-opened to the respective bidders.

The total amount of points allocated for the financial component is 20. The maximum number of points (20 points) will be allotted to the lowest Financial Bid that is opened and compared among those invited Firms which obtain the qualifying points in the evaluation of the technical component. All other price Bids will receive points in inverse proportion to the lowest price; e.g.

$$\text{Price score} = \frac{\text{Total Price Score i.e. } 30 \times \text{Lowest Bid Price}}{\text{Bid Price of the Bidder}}$$

Example:

1st Lowest Bid Price =	Rs. 1,000
2nd Lowest Bid Price =	Rs. 1,050
3rd Lowest Bid Price =	Rs. 1,200
Price Score of 1st Lowest Bidder =	$(30 * 1,000)/1000 = 30$
Price Score of 2nd Lowest Bidder =	$(30 * 1000)/1050 = 28.57$
Price Score of 3rd Lowest Bidder =	$(30 * 1000)/1200 = 25$

Total Score = Technical score + Price Score

PAYMENT PLAN

Sr.	Milestone	Payment
1	Concept Finalization	10%
2	Shooting, Field Visits and Submission of Rush Cuts	20%
3	Submission of Final edited documentary with approved sub-titles	30%
4	Submission of Final version after incorporating all recommendations and suggestions by QA Solar	40%

INSTRUCTIONS TO BIDDERS

- *QA Solar reserves the right of ownership on all recorded raw and edited data.*
- *Travelling and Lodging Costs are reimbursable as per actual (subject to company policies)*
- *The bidders are notified that QA Solar Project Site is located in the Cholistan Desert, Bahawalpur. The site coordinates can be downloaded from the website (www.qasolar.com) DOWNLOADS Section.*
- *The quoted rates shall be valid up to 6 months from the date of opening tender.*
- *PPRA Rules shall be followed in Selection/ Rejection of Bidder.*
- *Rates quoted should be in Pak. Rupees inclusive of all applicable taxes*

- *The successful bidder will be bound to initiate the services within 7 days after issuance of work order.*
- *Late receiving bids after due time will be rejected and returned to the bidders unopened.*
- *No alteration or amendment will be allowed in any case at the time of bid opening.*
- *Service providers submit their best possible lowest prices with their bids.*
- *QA Solar will not be responsible for any cost or expenses incurred by bidders in connection with preparation or delivery of bids.*
- *All prices must be quoted in Pak Rupees and should include any Taxes applicable, such as GST, Income Tax, etc. If not specifically mentioned in the Quotation, it will be presumed that the prices include all the taxes. Any subsequent change in tax regime would be adjusted accordingly.*