

No. RFP/Advertising/2020/01
Government of India
Government e-Marketplace (GeM)

2nd Floor, Jeevan Tara Building
5-Sansad Marg
New Delhi, 110001
12/4/2020

Notice

Notice Inviting bids for selection of an Agency for production of audio-video creatives for Government e-Marketplace (GeM)

The Government e-Marketplace (GeM) intends to produce 3-4 Audio-Video creatives aimed at communicating the features and user scenarios of GeM 4.0 - the next level of GeM - to all the stakeholders of GeM. The Audio-Video Creatives will be of 3 to 4 minutes duration in HD Format. These AVs will be a mix of animation, stock, graphics and voice over. The Master creative will be in English and the other copies will be dubbed in Hindi and other regional languages as required. The entire set of deliverables for the Audio-Video Creatives from concept and script, to storyboarding, animation and post production needs to be produced and completed within 3 weeks from the commissioning of project.

2. Bids are invited from the Multi- Media Creative Agencies empanelled in category 'C' with Bureau of Outreach & Communication (BOC) for executing the work of production of 3-4 Audio-Video Creatives. The agencies will be required to execute the work at the rates approved by BOC for the production of creatives through the panel of AV producers. It may be noted that this is not a bid seeking a price quote. The selected agency will be required to execute the work as per BOC rates and BOC guidelines. GeM reserves the right not to consider any agency without assigning any reason therefor. The notice may also be accessed on Central Public Procurement Portal (CPPP) available at <https://eprocure.gov.in>.

3. Interested agencies may kindly attend the e-briefing session in this regard at **1500 hrs on April 17, 2020** at the Video Conference link to be shared with the interested participants.

4. The agencies shall have to give a presentation before the Committee constituted for this purpose in Government e-Marketplace (GeM) on **April 24, 2020 at 3 pm** by Video Conference link to be shared with the interested participants.

5. Selection of an agency will be made on the basis of their past experience in production, current understanding/ appreciation of the brief, vision of execution, concept/ idea, quality of concept paper/presentation, script/ storyboarding/ characterisation, audio visual treatment, proposed creatives etc.

6. Shri Anuj Kumar, Director (Admin) will be the coordinating officer in this regard.



(Anuj Kumar)

Director (Admin), GeM

E-mail: director-gem@gem.gov.in