



**APPAREL EXPORT PROMOTION COUNCIL**

**REQUEST FOR PROPOSAL  
FOR  
“ENGAGEMENT OF AGENCY FOR PREPARING AEPC VIDEO”**

Date: - 22<sup>nd</sup> April, 2024

### Important Dates

|   |  |
|---|--|
| Issue of RFP  | 22 <sup>nd</sup> April, 2024   |
| Last date & time for submission of RFP                                  | 1 <sup>st</sup> May, 2024, 5.00 PM   |
| Date & Time of opening of Technical Bids                                | 3 <sup>rd</sup> May, 2024 11:00 A.M  |
| Presentation of Technical bids and Inviting Financial Bid               | 6 <sup>th</sup> – 7 <sup>th</sup> May, 2024  |
| Inviting Financial bids of the Technically qualified bidders            | 10 <sup>th</sup> May, 2024 11.00 AM  |
| Opening of Financial Bids in the presence of bidders                    | 13 <sup>th</sup> May, 2024 at 12.00 Noon   |
| The Quotation documents, complete in all respect should be addressed to | Deputy Secretary General,<br>Apparel Export Promotion Council,<br>Apparel House, Sector – 44,<br>Institutional Area, Gurugram, Haryana |

## REQUEST FOR PROPOSAL FOR

### “ENGAGEMENT OF AGENCY FOR PREPARING AEPC VIDEO”

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Apparel Export Promotion Council invites RFP for “Engagement of agency for preparing AEPC video”

Proposals are invited from established agencies/firms (single entity) who have successfully undertaken the similar projects in creating corporate movies with a minimum experience of 2 years in the same domain.

The offer of proposals for preparing AEPC video will be valid for **60 days** after opening of proposal & contract for a period of **6 Months** after submitting the final video.

**Amendment in Quotation:** At any time till 5 days before the deadline for submission of bids, AEPC may, for any reason, whether at own initiative or in response to a clarification requested by a prospective bidder, modify the quotation document by amendment. Such modifications shall be uploaded in the AEPC website. All such amendments shall be binding on all the bidders. AEPC also reserves the right to amend the dates mentioned in the Quotation. AEPC reserves the rights to the dates mentioned in the Date sheet.

## Scope of Work

AEPC's corporate movie for promoting apparel exports & Brand India to global audience.

### Scope of Assignment

- Duration - Around **12-15 minutes** and should be in 4 KHD quality.
- Contours of the Coverage - AEPC infrastructure and role, Message of Chairman, AEPC and some important officials, Highlight MoU's and international linkages, India's strength - combination of huge production capacities and design capabilities, capability to supply in shorter lead times, smaller MoQ's, India's inherent strengths, industry friendly Gov policies, Gov's push towards manmade garments etc., India's rapid stride in ESG compliances, Emerging technology and innovation in Apparel manufacturing, smart factories.
- The language should be in English.

### Terms of contract

- Preparation of script in consultation with AEPC.
- Relevant footage shoot across minimum 4 garment clusters – Delhi NCR / Ludhiana / Jaipur / Tirupur.
- Agency having networks / Regional offices across these clusters would be preferred.
- The agency need to develop the script, editing of movie, content writing, videos, pictures, texts, etc for AEPC movie.
- No use of copyright videos, music, etc.
- Upon expiration of contract the agency should handover all data including raw videos, music and source to AEPC.
- Agency may need to alter/edit the video and provide re-edited video within a period of 6 months after submitting the final approved video without any extra cost.
- Any other point which may come up during the time of discussion to improve the video which is not mentioned above to use.
- Agency needs to fix meetings or seek approvals to shoot the videos at Member's factories, government offices, etc. AEPC will not help seeking those permissions.

### Timelines

The video should be ready within **40 days** of issuance of work order or an extended date as approved by AEPC with all the above mentioned requirements.

### Procedure for Submission of Bids

The bidders will be required to submit quotations and documents latest by **01<sup>st</sup> May, 2024**. The quotes should be addressed to Deputy Secretary General, AEPC, Apparel

House, Institutional Area, Sector – 44, Gurugram, Haryana – 122003. The proposal should consist of the followings documents:

1. Documentary evidence in support of Eligibility Criteria, namely copy of the Balance sheet and profit and loss account of last 3 years.
2. Tender Document can be downloaded from the website of [www.aepcindia.com](http://www.aepcindia.com)
3. Copies of the work orders evidencing that the agency has experience in similar work
4. The bidder should submit bid clearly mentioning “Technical Bid”
5. **Financial bids** will be taken only from the bidders who qualify Technical bid.
6. Photocopies License /Registration Certificate of the firm.
7. Copy of PAN Card
8. Copy of GST Registration
9. Demand Draft/Bank Transfer for Rs 20,000/- towards refundable EMD in favour of “Apparel Export Promotion Council” payable at Gurugram, Haryana RTGS details are given below:-

|                       |  |
|-----------------------|--|
| <b>BENEFICIARY:</b>   | <b>APPAREL EXPORT PROMOTION COUNCIL</b>                                      |
| <b>SAVING A/C NO</b>  | <b>180401000020000</b>   |
| <b>IFSC CODE</b>      | <b>IOBA0001804</b>   |
| <b>BANK</b>           | <b>INDIAN OVERSEAS BANK</b>  |
| <b>ADDRESS BRANCH</b> | <b>APPAREL HOUSE, SECTOR 44,<br/>INSTITUTIONAL AREA<br/>GURUGRAM -122003</b> |

**Important Note regarding Performance Guarantee:** - The PERFORMANCE GUARANTEE of the successful tenderer will be retained till performance bank guarantee is furnished from a Govt. / nationalized/ Scheduled Bank for 8% value of tendered amount for the period beyond three months of the last date of the contract. On receipt and acceptance of the bank performance guarantee the amount will be released without any interest.

**10.** The Quotation for Technical bid should be submitted, complete in all respects, on or before **01.05.2024 upto 5.00 pm** at designated email id [aepctenders@aepcindia.com](mailto:aepctenders@aepcindia.com)  
The quote received after the due date and time will not be entertained.

**11.** The EMDs of the unsuccessful bidders will be refunded by way of handing over the original Demand Draft/Banker's Cheque duly endorsed by the Competent Authority of the AEPC without any interest.

**12.** All the pages/documents of the quotation should bear the date signature of the authorized signatory with the stamp of the Firm. Any over-writing corrections & cuttings should bear date initials of the authorized signatory. Corrections should be made by writing again instead of over-writing.

**13.** Rates should be quoted in Indian Rupees (Rs) both in figures as well as in words. In case the rates quoted in words & figures are at variance, the rates written in words will be taken as final. Please ensure to specify about the applicable GST, if any.

**14.** Conditional quotations are liable to be rejected.

**15.** AEPC reserves the right to reject or accept any or all application(s) without assigning any reason(s).

**16.** Quoted rates should be free from any pre-conditions regarding payments etc. or otherwise offers are liable to be rejected.

**17.** AEPC reserves the right to increase or decrease services in Tender document.

**18.** The payment would be made after submission of final AEPC video along with all raw videos and subject to submission of Bill/Invoice with all supporting documents. TDS will be deducted as per the provisions of Income Tax act, as amended from time to time.

**19.** The selected agency should not sublet the work in part or full to another agency.

**20.** There will be no escalation in the price during entire contract period.

**21.** The contract shall be terminated in respect of the followings:-

a) If, the service of the agency is not found satisfactory or the agency changes the rate of contract during the contract period.

b) In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance / total work will be got executed through other agencies at the agency's risk and cost.

c) The decision of the AEPC will be final and binding on the agency and no request will be entertained in any manner.

**22.** The losses to the AEPC which are directly attributable to the agency shall be deducted from the bills /adjusted from the performance guarantee.

**23.** The Performance guarantee of the successful agency will be released once the final payment has been settled.

**Penalty Clause:** After the finalization of the Work Order to the selected vendor, 5-10 % of the total project cost will be levied as penalty against any kind of delay / damage / back-out from the work by the "Selected Vendor".

**DISCLAIMERS:**

This tender is being issued by the AEPC for inviting bids for the **Engagement of agency for preparing AEPC video**. The words 'Tender', 'Quotation' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of the proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the project, to alter the functionalities/specifications & time table reflected in this document or to change the processor procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

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**(For Engagement of agency for preparing AEPC video)**

**Company Profile**

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone No: \_\_\_\_\_

Email id: \_\_\_\_\_

Address: \_\_\_\_\_

Performance Guarantee Details:

Rs. \_\_\_\_\_ DD/Cheque/UTR no. \_\_\_\_\_

Name of the Bank \_\_\_\_\_ Date/Transfer \_\_\_\_\_

**Statutory Details (Copies to be attached)**

|   |          |
|---|----------|
| Company Registration  |          |
| GST No.   |          |
| PAN No.   |          |
| ITR of 3 years  |          |
| Turnover of 3 years   |          |
| Whether agency has their own HD cameras?                                  | Yes / No |
| Is agency aware of copyright rules?                                       | Yes / No |
| Whether agency read all requirements, terms & conditions, penalty clause? | Yes / No |
| Has agency ever been blacklisted?   | Yes / No |
| Has agency made any video for corporate companies                         | Yes / No |
| Has agency made any video for government of India                         | Yes / No |

**Name and contact details of past clients:**

| Videos made for Corporate clients | Videos made for Government clients |
|-----------------------------------|------------------------------------|
|                                   |                                    |
|                                   |                                    |
|                                   |                                    |
|                                   |                                    |

Format for submission of Financial Bid for **Engagement of agency for preparing AEPC video**

(To be attach as separate file and rename it as Financial Bid)

| <b>Details</b>                                       | <b>Amount in Rs. (In both figure and word)</b> |
|--|--|
| AEPC videos as per the requirements mentioned in RFP |  |
| GST (if any)   |  |
| Discount (if any)                                    |  |

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Name and Signature with Stamp