

KERALA STATE COASTAL AREA DEVELOPMENT CORPORATION
Chalachithra Kalabhavan Building, 1st Floor, Vazhuthacaud, Thiruvananthapuram- 695014

QUOTATION NOTICE
FOR PRODUCTION OF A BRAND PROMOTIONAL SHORT FILM FOR
VALUE ADDED FISH PRODUCTS LAUNCHED BY KSCADC

No.2200/F/19/KSCADC

24.06.2019

Quotations are invited from professional Agencies/ Film making companies/ production houses for a production of a "Brand promotional short film for value added fish products launched into the commercial market by Kerala State Coastal Area Development Corporation".

The primary aim of the production of the promotional video is

- To demonstrate the products and services in a simpler way.
- To add credibility & trust to the marketing campaigns of KSCADC
- To showcase in various marketing platforms.

SCOPE OF SERVICES, DELIVERABLES AND TARGET COMPLETION

KSCADC requires the production of;

- a) A 2 to 5 Minute brand promotional short film that portrays every aspect of value added fish products ie. from Procurement, hygienic production process to the quality of the end product through a deep story line.

Scope of work

- a) Total Number of master films - one
- b) Duration of film - 2-5 minutes
- c) Shooting format – Mov format/ other HD quality formats for various use
- d) Language – Master production in Malayalam with English subtitles
- e) Post production - Professional Software Computer Graphics Animation / VFX
- f) Professional narrator should be involved
- g) Music - Do not allow copy right tracks
- h) The video documentary is required to be: - In High Definition (HD) quality

Roles and responsibilities:

- Develop the documentary film's overall concept and scenario
- Incorporate short interview clips of beneficiaries to increase the credibility of the products.
- Develop the documentary script and storyboard to be used in the film
- Edit the video footage together with video and audio production, graphic designing, colour correction, music and narration of documentary and all aspects required in the production of final video
- Produce a master short film in Malayalam with English subtitles, two promotional clip version of one minute.
- KSCADC reserves the rights on all information pertaining to this short film. It shall strictly

remain the property of KSCADC who shall have exclusive rights over its use in various platforms.

Deliverables

1. Master copy of the film in full HD format in a professional hard disk.
2. Compressed file of the film to suit website/ mobile phone/ social media upload purpose etc.
3. Theatre format to be incorporated.

Company Experience and Requirements:

- At least 2 years of experience working in assignments in similar field
- Evidence of having facilitated/ performed similar assignments
- Submit a DVD containing few video clips or list of links to their production
- Experience in working with Government departments and other similar agencies/ organizations.
- Excellent technical capacities (state of art filming equipment preferably High Definition) to ensure smooth and high-quality production

Terms & conditions:

- 1) The rates quoted should be inclusive of all taxes.
- 2) The sealed covers shall be superscribed “ Quotation for Production of a Brand promotional short film for value added fish products launched by KSCADC”
- 3) Name and address of officer to whom the quotation is to be sent:

Managing Director
Kerala State Coastal Area Development Corporation Ltd
First Floor, Chalachitra Kalabhavan building
Vazhuthacaud, Thiruvananthapuram, Kerala – PIN : 695014

1. Due date and Time for the receipt of Sealed quotations - **16.07.2019 - 3 PM**
2. Opening of quotation: **16.07.2019 - 4 PM**
3. Any quotation received after the time fixed on the due date or submitted without meeting the above conditions will be summarily rejected without assigning any reason whatsoever.
 - (i) Representation for enhancement of rate once accepted will not be considered during the currency of the contract.
 - (ii) Any attempt on the part of quotationers or their agents to influence the Officers concerned in their favour by personal canvassing, will disqualify the quotationers.

Notice Board



Managing Director