



**Online - RFP
for
Production of 'The Aadhaar Mini-series' film**

Date: 22/09/2017

Unique Identification Authority of India
Ministry of Electronics and Information Technology, Govt. of India
3rd Floor, Tower II, Jeevan Bharati Building
Connaught Circus, New Delhi 6 110 001

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SECTION I – INVITATION TO BID & INTRODUCTION

1.1 Invitation to Bid

1.1.1. The Chief Executive Officer, UIDAI on behalf of the Unique Identification Authority of India invites online limited proposals from empanelled agencies of NeGD or empanelled as Advertising and Creative Agencies with UIDAI HQs, New Delhi, vide this RFP dated 22.09.2017 for **Production of ‘The Aadhaar Mini-series’ film**, specific to Aadhaar project through CPP Portal <https://eprocure.gov.in/eprocure/app>.

1.1.2. This document consists of 5 sections as mentioned below:

Section I. Invitation to Bid and Introduction

Section II. Instructions to Bidders

Section III. Scope of Work

Section IV. General and Special Conditions of Contract

Section V. Annexure

1.1.3. The response to this RFP should to be submitted on or before the date/time specified as per the Schedule for RFP given at 1.1.6 below and at the address for communication given at 1.1.9.

1.1.4. The UIDAI reserves the right to reject any or all the bids in whole or part, prior to signing of the agreement, without assigning any reasons, whatsoever.

1.1.5. This Invitation to Bid is non-transferable under any circumstances.

1.1.6. Schedule of RFP:

Published Date	22.09.2017 at 1530 hrs
Pre-Bid Meeting	27.9.2017 at 1500 hrs
Submission of Clarification, if any	29.9.2017 on or before 1800 hrs
Clarification / corrigendum to be uploaded on the CPPP Portal if any	03.10.2017 at 1730 hrs
Bid Submission Start Date	27.9.2017 at 1000 hrs
Bid Submission End Date	09.10.2017 at 1200 hrs
Technical Bid Opening Date	10.10.2017 at 1200 hrs
Presentation for Technical Evaluation	Will be communicated later
Financial Bid Opening Date	Will be communicated later.

1.1.7. Submitted technical proposals will be opened online on the time and date specified at Clause 1.1.6. The schedule for Presentations to be made as part of the Technical Evaluation will be communicated at a later date.

1.1.8. The financial proposals will be opened after short listing the bidders based on the evaluation of their technical proposal/presentation.

1.1.9. Address for Communication:

Shri Harish Lal Verma
Deputy Director
Unique Identification Authority of India
Ministry of Electronics and IT
Tower II, 3rd Floor, Jeevan Bharati Building
Connaught Circus,
New Delhi ó 110 001
Email: harish.verma@uidai.net.in

1.1.10. Bid documents should be prepared and submitted as per the Bid Preparation and Document Checklist described in Clause 2.5 of Section II not later than the date and time specified in Schedule. Bids submitted after last date and time of submission will be rejected summarily.

1.2 Introduction

1.2.1 UIDAI proposes to produce a mini-series on Aadhaar showcasing the positive impact that the 12-digit unique identity has brought in the lives of every resident and how a person benefits from using Aadhaar while availing various services.

1.2.2 Till date, UIDAI has generated more than 117 Crore Aadhaar numbers. The impact of the Aadhaar initiative is wide-ranging. For residents across the country, Aadhaar is a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services.

1.2.3 Considering the benefits of a unique digital identity, Aadhaar can be showcased as:

- a service delivery platform ó use of Aadhaar for DBT and other Aadhaar-linked services
- a financial inclusion tool ó giving identity to masses. Considering that more than 30% people in India did not have any means to prove their identity.
- a digital payments platform ó door-step banking via AePS (Aadhaar enabled Payment System), DBT payments via APB (Aadhaar Payment Bridge), sending money via BHIM to the recipients Aadhaar-linked Bank account (Pay2Aadhaar in BHIM) and BHIM AadhaarPay ó the merchant application.

1.3 Procedure for Submission of Online Bids on CPP Portal

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

i. Registration

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

ii. Searching for tender documents

- 1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective "My Tenders" folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

iii. Preparation of bids

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents -

including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

iv. Submission of bids

1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document. The technical samples i.e. a presentation on the Concept note of the film, tentative script of the films in the mini-series along with work experience (films and work order/completion certificate) as explained in Section III need to be submitted at the address for Communication given in Clause 1.1.9 before last date and time of online submission of bids.

3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument. Since this RFP is only open to entities who are empanelled with either NeGD or UIDAI as an advertising and creative agency, no EMD is required to be submitted for participating in this bid.

4) Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

5) The server time (which is displayed on the bidders' dashboard) will be considered as the

standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

6) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

7) Upon the successful and timely submission of bids (ie after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

8) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

v. Assistance to bidders

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232.

Section II – INSTRUCTIONS TO BIDDERS

2.1 General

2.1.1 Definitions	<p>(a) "Purchaser" means the entity purchasing the services under this RFP, i.e. Unique Identification Authority of India (UIDAI).</p> <p>(b) "RFP" means the Online Request for Proposal <u>for Production of "The Aadhaar Mini-series films"</u>, notified by UIDAI vide its notification dated 22/09/2017 and all corrigendum, if any, related to the same.</p> <p>(c) "Bidder" means any entity that will provide services to the purchaser under this RFP and is empanelled as an advertising and creative agency of NeGD or UIDAI HQs, New Delhi.</p> <p>(d) "Bid" means the Technical & Financial Proposal consisting of documents as stipulated in this RFP.</p> <p>(e) "Service Provider" is the entity, whose bid has been accepted by the Purchaser and who has agreed to perform the work as described in the Scope of Work pursuant to the selection.</p> <p>(f) "Instructions to Bidders" (Section II of the RFP) means the document which provides interested Bidders with all information needed to prepare their bids. This document also details out the eligibility criteria and process for the Award of the work to the Service Provider.</p> <p>(g) "Scope of Work" at Section III of this RFP means explanation of objectives, assignment envisaged, activities, themes to work on, specifications for production of film, deliverable details with timelines.</p> <p>(h) "Party" means the purchaser or the service provider, as the case may be, and "Parties" means both of them.</p>
2.1.2. General Instruction	<p>(i) All the provisions of this RFP shall be binding on every bidders responding to this RFP.</p> <p>(ii) UIDAI will select one single entity from the total bids received in accordance with the process of selection as detailed in this RFP.</p> <p>(iii) The Scope of Work is in Section III of this RFP.</p> <p>(iv) The date, time and address for submission of the bid have been given in the Schedule for RFP at 1.1.6 and at address for communication at 1.1.9 of this RFP.</p> <p>(v) Interested bidders are invited to submit their bids as per the Bid Preparation and Document Checklist given at Cl. 2.5 of Section II. Every page of bid document and all its enclosures should be signed and stamped by the bidder or its authorized representative.</p> <p>(vi) The Purchaser is not bound to accept any or all the bids, and reserves the right to annul the bidding process at any time, without</p>

	assigning any reason and shall not be incurring any liability to the bidders.
Only one Bid	(vii) A bidder shall submit only one bid. If a bidder submits more than one bid, all such bids shall be disqualified and rejected.
Bid Validity	(viii) Bid must remain valid for 180 days from the last date of submission.
Earnest Money Deposit	(ix) Since this RFP is only open to entities who are empanelled as an advertising and creative agency with either NeGD or UIDAI, no EMD is required to be submitted for participating in this bid.
Consortium	(x) Bids received from Consortiums will not be considered and shall be termed as -invalidø and summarily rejected.
Tenure of Agreement	(xi) Tenure of the agreement signed between the Service Provider and the Purchaser would be until the completion of the work as per the Scope of Work, with satisfactory and timely delivery of the deliverables as specified in this RFP. (xii) UIDAI reserves the right to extend the tenure of the agreement, if required so, and such extension would be effective for the period as communicated by the UIDAI in writing. (xiii) For Termination/Suspension related information please refer to relevant clauses in Section IV of this RFP.
2.1.3. Clarification and Amendment of RFP Document	(i) Bidders may request clarification in the RFP document during the pre-bid conference or in writing before the bid submission, as per the -Schedule for RFPø Any request for clarification must be sent by email to the address indicated at Clause 1.1.9. (ii) Purchaser may amend the RFP at any time before the submission of bids, by issuing an addendum/ corrigendum on its website. This may not be individually communicated to the prospective bidders and shall be binding on all.
2.1.4. Right to Accept or Reject the Bid/s	Purchaser reserves the right to accept or reject any bid/s and to annul the RFP process and reject all such bids at any time prior to award of work, without assigning any reason and thereby will not incur any liability or obligation to bidder/s to inform the grounds for such decision.
2.1.5 Submission, Receipt, and Opening of Bids	1.1 The tender shall be submitted Online (complete in all respect) must be uploaded on https://eprocure.gov.in/eprocure/app in Two packets i.e. Two Cover system (Technical bid and Financial bid), and bidder must follow the procedure as detailed in the Clause 5 of Section I . 1.2 The bid shall be submitted online, the Signed and Scanned copy of all the required documents in A. Packet -1 having 1 part, viz., • Part I ó Documents as per Checklist given at Clause 2.5 of Section-II

	<p>B. Packet-2 having viz., Financial Bid Submission (All the required supporting as well as Annexure as mentioned in CHECK LIST section) Schedule of price bid in the form of BOQ_XXXX.xls</p> <p>1.3 All the pages of bid being submitted must be signed and sequentially numbered by the bidder irrespective of nature of content of the documents before uploading. All the files mentioned below should be in .PDF format except for the BoQ which should be .xls format.</p> <p>1.4 The offers submitted by Telegram/Fax/email shall not be considered. No correspondence will be entertained in this matter.</p> <p>1.5 The technical samples i.e. a presentation on the Concept note of the film, tentative script of the film along with work experience (films/TVCs and work order/completion certificate) as explained in Section III need to be submitted at the address for Communication given in Clause 1.1.9 before last date and time of online submission of bids.</p>
<p>2.1.6. Opening of Financial Bids & Evaluation</p>	<p>Opening of financial bid and its evaluation would be done as per provisions given in Clause 2.3 of this RFP document (Process for Award of Work). Representatives of the shortlisted bidders shall make it convenient to be present on the date and time which will be confirmed and intimated separately.</p>
<p>2.1.7. Disqualification</p>	<p>Purchaser may at its sole discretion and at any time during the evaluation of application, disqualify any bid, if the bidder has:</p> <ul style="list-style-type: none"> (i) submitted the application after the response deadline; (ii) made misleading or false representations in the forms, statements and attachments submitted as proof of the eligibility requirements; (iii) exhibited a record of poor performance such as abandoning works, not properly completing the obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years; (iv) submitted an application that is not accompanied by required documentation or is non-responsive; (v) failed to provide clarifications related thereto, when sought; (vi) submitted more than one application either as a Single Agency/ Prime Agency/ Consortium member; (vii) been declared ineligible or blacklisted by the Government of India or any of State/UT Government.
<p>2.1.8. Selection of the Service Provider</p>	<p>Selection of the Service Provider would be done as per provisions given in Clause 2.3 of this RFP document (Process for Award of Work).</p>

<p>2.1.9. Payment Terms</p>	<p>(i) It will be mandatory for the Bidders to indicate their bank account numbers and other relevant e-payment details so that payments could be made through ECS/ /NEFT/RTGS mechanism instead of payment through cheques, wherever feasible. The payment will be made on delivery and acceptance by the Purchaser.</p> <p>(ii) The payment of bills will be made on submission of the following documents by the Seller to the Paying Authority along with the bill:</p> <p>a) Ink-signed copy of Commercial invoice / Seller's bill.</p> <p>b) Copy of work Order</p> <p>c) Photocopy of PBG</p> <p>(iii) No advance payment(s) would be made.</p> <p>(iv) DD (Media) would be the Paying Authority for this RFP.</p> <p>(v) Failure to deliver in time would attract penalty as per Clause 4.2</p>
<p>2.1.10 PBG</p>	<p>Successful bidder who is selected for the work under this RFP would have to submit a PBG as per the Procurement Manual of UIDAI. The Agency will have to deposit Performance Security Deposit as per the format provided in the Procurement Manual of UIDAI that can be downloaded from the website of UIDAI or through the link http://uidai.gov.in/images/tenders/ procurement_manual_2014_with_appendices_01042014.pdf; which will be 2% of the contract value of the work, in the form of Bank Guarantee issued by scheduled Bank or Fixed Deposit Receipt (FDR) made in the name of the Agency and hypothecated to the Unique Identification Authority of India, New Delhi for a period covering the term of the contract. The Performance Security Deposit should remain valid for a period of 90 days beyond the concluding date of Agreement. In case of further extension the Contract period beyond the initial term, the Performance Security Deposit will have to be renewed accordingly.</p>

2.2 Eligibility Criteria (Pre-Qualification)

- **Empanelled as Advertising & Creative agency of NeGD or empanelled as Advertising and Creative Agencies with UIDAI HQs, New Delhi**
- Has produced atleast two short films/TV Commercials for Government of India or State Governments or Ministries/Departments/Autonomous Bodies/PSUs which showcases either success of a project/scheme. The bidder needs to submit/upload two such films along with the work order/completion certificate.

2.3 Process for Award of Work

The Evaluation Committee for **production of “The Aadhaar Mini-series film”** will accept or reject Technical proposals based on the criteria defined in table below. These criteria are also explained in Section II, Clause 2.5

S.No.	Criteria	Whether bid satisfies Criteria
1.	Whether Bid Covering Letter is in order and valid (submitted document at S.No.1 of Clause 2.5)	Yes / No
2.	Whether bidder meets the eligibility criteria as a pre-qualification and has submitted valid documents/past work to support his claim (submitted document at S.No. 2 of Clause 2.5)	Yes / No
3.	Whether bidder has submitted the Technical bid as per the specifications given in Scope of Work - Section III of this RFP (submitted document at S.No.5 of Clause 2.5)	Yes / No
4.	Whether bidder has submitted the Financial bid in order (submitted document at S.No.6 of Clause 2.5)	Yes / No
5.	Whether all documents submitted by the bidder have been self-attested as per details at S.No.7 of Clause 2.5	Yes / No

- Only those bids will be evaluated which are found to be fulfilling all the eligibility and qualifying requirements of this RFP.
- The Evaluation Committee will evaluate the qualifying proposals and give a technical score. The Committee may call for a presentation from the bidders, if felt necessary.

The selection of the agency will be based on the evaluation of the technical & financial bids by the Evaluation Committee. For evaluation, a Combined Quality Cum Cost Based System (QCBS) evaluation method will be followed, wherein a weighted composite success score will be calculated based on separate evaluations of the Technical Bid (70% weightage) and the Financial Bid (30% weightage).

The minimum qualifying score for technically qualifying will be 70 marks out of 100. Bidders failing to attain the minimum technical qualifying score of 70 marks will be rejected.

Financial bids of only those agencies will be opened who qualify with the minimum qualifying score on their technical proposals evaluated by the committee. Among the technically qualified bidders, the lowest financial bid would be accorded a score of 100 and other technically qualified proposals would be assigned financial score in inverse proportion to the lowest financial bid.

For example, if the lowest bid price is Rs. 100, the lowest bidder will get a score of 100. If the second lowest bid is Rs. 150, the bidder will get a score of $(100 / 150) \times 100 = 66.66$. The scores will be calculated up to 2 decimal points. The composite final score will be calculated from the technical and Financial scores as shown in the illustrative example below. Bidders A, B and C with technical bid marks of 80, 85 and 90 respectively, have been shortlisted for consideration of their commercial bids. The commercial bids of the 3 bidder are as follows: A= Rs. 5 lakhs, B= Rs. 7.5 lakhs and C= Rs. 10 lakhs.

The composite final score (S) for A, B and C will be calculated in the following manner:

1	2	3	4	5	6	7
Bidder	Technical marks (out of 100 marks)	Weighted technical score (column 2 x 70%)	Financial Bid quote (in Rs. Lakhs)	Proportionate Financial score (lowest quote/bidder's quote) x 100	Weighted Financial score (column 5 x 30%)	Final composite score (S=column3+column6)
A	80	56.00	5	100.00	30.00	86.00
B	85	59.50	7.5	66.67	20.00	79.50
C	90	63.00	10	50.00	15.00	78.00

The agency attaining the highest maximum combined evaluated score (Technical and Financial Score) would be selected. In the aforesaid example since bidder A has the highest composite final score (S=86.00), the work order will be given to bidder A. In case the highest composite score is the same for more than one bidder, the bidder with the higher Financial bid score will be awarded the contract. The decision of the committee will be final and binding.

2.4 Evaluation of Technical Proposal

The Technical Evaluation shall be based on the parameters and weightage as mentioned in the Table below. Agencies may be required to make presentations, by showcasing storyboard of the proposed mini-series.

Sl.No	Parameters	Maximum Score (out of 100)
1.	Film Concept & Structure	30 marks
2.	Tentative script of film	20 marks
3.	Innovativeness of Approach, Connect with Audience in terms of tagline, phrases used	30 marks
4.	Past works	20 marks

2.5 Bid Preparation and Document Checklist

I. It is compulsory to mention page numbers on each and every documents placed in the bid.

II. Please attach this checklist at the beginning of the RFP.

S.No.	Category	Detailed description	Page No.of Bid Document	Compliance (Yes/No)
1.	Annexure I	Signed and Scanned copy of Bid Covering Letter		
2.	Pre-Qualification Criteria	Letter of Empanellment/Contract showing that the bidder is either empanelled Advertising agency of NeGD or		

		empanelled as Advertising and Creative Agencies with UIDAI HQs, New Delhi.		
3.	Documents signed and submitted as per process	All the documents should be signed and scanned and uploaded as per the process mentioned in Clause 2.1.5.		
5.	Technical Bid	The technical samples i.e. a presentation on the Concept note of the film, tentative script of the film along with work experience (atleast two short films/TVCs produced for GoI Ministries/Departments, State Governments/PSUs and work order/completion certificate) as explained in Section III need to be submitted at the address for Communication given in Clause 1.1.9 before last date and time of online submission of bids.		
6.	Financial Bid	Signed and scanned copy of financial quote for <u>Production of "The Aadhaar Mini-series film"</u> as per Annexure III, Section V this RFP and the Price BOQ as mentioned in clause 2.1.5.		
7.	Self-Attestation	Every page of bid document along with all its enclosures should be signed, stamped and scanned and uploaded by the bidder and shall be enclosed to the Technical bid.		

Section III – SCOPE OF WORK

3.1 Description:-

- Production of a Mini-series (Total Duration: up to 7 minutes; Individual capsule duration: upto 60 seconds) on the impact of Aadhaar on the day-to-day lives of people in India.
- The Mini-series film needs to cover the changing digital, social and economic landscape of the nation by increasing adoption of Aadhaar as an identifier and how it benefits the individual.
- The film will have upto 7 capsules of maximum duration of 60 seconds each.
- In each capsule, the bidder is expected to address specific concern area(s), so that each individual capsule becomes sort of a stand-alone information dissemination capsule, which may be aired individually or in conjunction with entire series. Also all 7 capsules should be produced in such a manner that when joined together, it makes a seamless film
- A Story board needs to be conceptualised for each capsule of the film which portrays the idea, flow of the film and highlights the key point that is to be communicated.
- Scripts for each of the capsule and a consolidated 7 min film that may be produced by joining all 7 capsules is a key part of the deliverable.
- Pre-Production, Casting, Shooting, Editing and Post-production of all 7 capsules which may also be joined for a 7 minute film.
- The Master copy will need to be produced in Hindi.
- The service provider may also be asked to provide translation & sub-titling of the film in other languages. The same will however be done at DAVP rates.
- Editing, Mastering and final delivery (both mixed and unmixed masters in all languages) in formats required by UIDAI for broadcast at the workshop, Television, Social Media Channels and Mobile Platforms

Duration of the Film

Up to 7 minutes

Languages:

Hindi with subtitles (in English)

Translation in English (no subtitles)

Production

The films will be a hybrid of fresh video shoot & high quality graphics. The shooting may be in outdoor & indoor or at different locations. The background composition should be original & impactful.

3.2 Concept note and tentative script of the film

The Concept note and tentative script of the film which needs to be submitted at the address at Clause 1.1.9 and may be presented to the evaluation committee (in the form of a

presentation) needs to capture the essence of the project i.e. the benefits Aadhaar has brought to the common man. For residents across the country, Aadhaar is a transformational number which will improve the delivery of welfare programs and will provide residents, particularly the poor, greater access to resources and services. As Aadhaar is being linked to several services, a number of queries are being asked by the public on how to use Aadhaar for availing services, how to link Aadhaar with essential services and the need to do so. Through these capsules and the consolidated film (as explained above), UIDAI seeks to inform and educate residents on the same.

For the purpose of producing the Concept Storyboard, script, etc, bidders are requested to study the topics given below at length and make a presentation accordingly:

1. Linking Aadhaar with your Bank Account: Linking your bank account with Aadhaar opens a new world of digital payments. Just by using an Aadhaar number it is now possible for a person to transfer funds anywhere across the country, making Aadhaar-enabled payment System a revolution of sorts. Such a linkage also makes it easier to receive various Government benefits like LPG subsidy, MNREGA wages, etc. Additionally, a person can withdraw funds from his Aadhaar-linked bank account just by using his Aadhaar number and fingerprint.

Of late there have been concerns that linking Aadhaar with a bank account will result in bank details getting divulged to various other type of service providers like telecom companies, etc. This is far from the truth as UIDAI does not share Aadhaar details with any one else without explicit consent of individual. Also there is no inter-linking of databases between various types of entities and hence it is not possible for anyone to know bank details, unless the individual gives it to them.

2. Linking Aadhaar with Mobile SIM: Linking of mobile SIM with Aadhaar is a mechanism of making sure that no one falsifies documentary proof to obtain mobile SIM in another person's name. It makes sense for individuals to do so, since they can be rest assured that no one will be able to forge their identity to obtain a mobile SIM, which can be used to perpetrate frauds/crimes. Aadhaar's biometric authentication system makes it impossible to impersonate another person as the Aadhaar identity platform will immediately verify whether the person is actually the same one he claims to be.

By linking mobile with Aadhaar, a host of services such as e-filing of IT returns can be availed from the comfort of one's home.

There have been unfounded concerns related to linking of Aadhaar with mobile SIM with mis-informed people or those with vested interests spreading rumours that this will result in mobile companies getting to know details related to key services like OTP generated by Banks, etc. These are totally incorrect as UIDAI does not share Aadhaar details with any entity and databases of banks and telecom companies are not interconnected. Linking Aadhaar with Mobile SIM will only secure your mobile connection, nothing else.

3. Linking Aadhaar with PAN: Linking Aadhaar with PAN has two primary advantages. There have been several instances of PAN card forgery by unscrupulous elements who falsify documents to obtain fake or duplicate PAN number. This, for instance, can result in a criminal obtaining a duplicate/forged PAN with another person's name and perpetrating financial fraud. Once a PAN is linked with Aadhaar, there can be only one PAN number issued to that particular Aadhaar holder. Anyone trying to make a duplicate PAN will not be able to do so. Other than the security aspect, linking of Aadhaar with PAN makes filing of IT returns an easy task. There is no need to physically send documents to the IT department, as an OTP sent by UIDAI to a registered mobile linked with Aadhaar results in instantaneous verification of IT returns .

4. Linking of Aadhaar with Ration Card (PDS): Not getting monthly ration used to be a harsh truth that families across the country had to face as middlemen in collusion with Fair Price Shop owners used to siphon away the rightful ration of people. However, if a person links his/her Aadhaar with Ration Card, only that person and no-one else will be able to take his ration. The Aadhaar identity platform will instantly verify whether the person who is claiming to be ~~X~~ is indeed him. This makes it impossible for middlemen to collect rightful ration in the name of someone else.

5. General Security Concerns (Scenario 1): There has been a lot of talk about how Aadhaar data may be compromised. There have been wild allegations that CIA has gained access to Aadhaar data or that the technological solutions provided by companies to UIDAI may result in these companies somehow retaining key resident data like biometrics. This is an incorrect assumption and nothing could be more untrue. Your Aadhaar data is stored in a safe location, where it is physically protected by Government security agencies. Also, it is isolated from the internet and lodged in state-of-the-art Technology architecture that cannot be penetrated. The data is encrypted at all points of time right from the time enrolment happens. Even if someone gets hold of the machine on which enrolment took place, they will take a billion years to crack open a single encrypted Aadhaar data packet. So use Aadhaar, it is safe.

6. General Security Concerns (Scenario 2): What happens if someone gets hold of your Aadhaar number? How can anybody mis-use it? The simple Answer is they cannot. Your Aadhaar number can be used to make or receive payments, but to do so, the person will need a fingerprint if using an Aadhaar enabled microATM. Take another scenario, if a person links your Aadhaar number to his bank account hoping to receive your LPG subsidy. They will not be able to do so. Because one it has to be a valid Aadhaar number and in the person's name who is getting the subsidy. Also all bank accounts now have to be linked to Aadhaar. It will be very easy to identify a criminal who tries to do financial fraud as the person will not be able to move money from one account to another without providing his Aadhaar.

7. Coming close to you: Aadhaar Seva Kendras: If you or anyone you know has still not enrolled for Aadhaar, make sure to point him in the right direction. The benefits of having an Aadhaar are numerous. Do not get swayed by people who have vested interests. Aadhaar Seva Kendra, which provide enrolment and other facilities like Update is closer than you expect. Such Kendras are now open at Bank branches across the country. You can also visit any of the bank's website to locate a centre closest to you. You need not have an account with that bank to get enrolled in its branch.

Remember Aadhaar enrolment is free of cost, while update and other facilities are provided at a nominal cost.

3.3 Timelines

1. After selection of the agency, the agency will be issued a work order. On acceptance of the work order, the agency will immediately start work as per the approved concept note.
2. All necessary permissions for the shoot will be obtained by the agency with support from UIDAI.
3. The agency is required to complete the scripts within 2 days of receiving the work order and submit scripts, storyboards for approval. After obtaining approval on the scripts, the agency will start shoot/ production of the film and submit the rough cuts within **10 days** for preview and approval. The agency will submit the final versions within 2 days, incorporating changes in voice over, music track, or any changes for final review and approval.

3.4 Deliverables

1. Three copies in separate USB drives of the final cut of the film & capsules
2. Video Masters: Full HD Broadcast Quality- DV, DVD, DigiBeta, HDcam SR, DVD
3. All versions of Film & capsules (Final Mixed versions and unmixed versions), all raw files & footage (audio & video) on a Hard Drive, labelled properly in files/folders for easy understanding
4. The final versions of the film & capsules need to be submitted within timelines given by UIDAI.

3.5 Service Level Agreement (SLA)

3.5.1. The table below defines the SLA which will define the penalty to be levied on the Service Provider, if it doesn't conform to Timelines mentioned in Clause 3.3 or which are defined from time to time by UIDAI.

Sl. No.	Deliverable	Severity Level 1	Severity Level 2	Severity Level 3
1.	Submission of Script	Delay of 1 days	Delay of 2-3 days	Delay of more than 3 days
2.	Submission of First Draft	Delay of 1 day	Delay of 2-3 days	Delay of more than 3 days
3.	Submission of subsequent Draft (including final version)	Delay of 1 day	Delay of 2-3 days	Delay of more than 3 days

3.5.2 The below table defines the penalties that are to be imposed based on the Severity Level defined in Clause 3.5.1

Sl. No.	Severity Levels	Penalty
1.	Level 1	0.5% of the cost of project per day
2.	Level 2	1% of the cost of project per day
3.	Level 3	2% of the cost of project per day

3.5.3 Total Penalty to be levied for violations of timelines as per SLA will be subject to a maximum of 10% of the cost of the project (s).

Section IV – GENERAL AND SPECIAL CONDITIONS OF THE CONTRACT

4.1 General Provisions

4.1.1 Definitions	Unless the context otherwise requires, the following terms whenever used in this RFP have the following meanings: (a) “Applicable Law” means the laws and any other instruments having the force of law in India. (b) “Purchaser” means the entity purchasing the services under this RFP, i.e, UIDAI. (c) “Effective Date” means the date on which empanelment comes into force. (d) “GC” mean these General Conditions of RFP. (e) “Government” means the Government of India. (f) “Service Provider” means any private or public entity whose bid has been accepted by the Purchaser and that will provide the Services to the Purchaser under this RFP. (g) “Party” means the Purchaser or the Service Provider, as the case may be, and “Parties” means both of them. (h) “Services” means the work to be performed by the Service Provider pursuant to selection, as described in Scope of Work at Section-III of RFP. (i) “Bidder” means the entity bidding for the services under this RFP. (j) “In writing” means communication in written form with proof of receipt.
4.1.2 Relationship Between the Parties	Nothing contained herein shall be construed as establishing a relationship of master and servant or of principal and agent as between the Purchaser and the Service Provider. The Service Provider, subject to selection, has complete charge of Personnel performing the Services and shall be fully responsible for the Services performed by them or on their behalf hereunder.
4.1.3 Law Governing Agreement	Agreement signed between both parties consequent to selection process, its meaning and interpretation, and the relation between the Parties shall be governed by the Applicable Laws of India.
4.1.4 Language	This RFP has been executed in English, which shall be the binding and controlling language for all matters relating to the meaning or interpretation of this RFP.
4.1.5 Notices	
4.1.5.1	Any notice, request or consent required or permitted to be given or made pursuant to this RFP shall be in writing. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an authorized

	representative of the Party to whom the communication is addressed, or when sent to such Party at the address specified in the SC.
4.1.5.2	A Party may change its address for notice hereunder by giving the other Party notice in writing of such change to the address.
4.1.6 Location	All pre-production and editing work will be carried from the premises of Service Provider or any other facilities co-opted by Service Provider
4.1.7 Authorized Representatives	Any action required or permitted to be taken, and any document required or permitted to be executed under this RFP by the Purchaser or the Bidder may be taken or executed by the authorized officials or representatives.
4.1.8 Taxes and Duties	The Service Provider and their Personnel shall pay all such direct and indirect taxes, duties, fees, and other impositions levied under the Applicable Laws of India.
4.1.9 Fraud and Corruption	It is the Purchaser's policy to require that the Purchaser as well as Service Provider observes the highest standard of ethics during the selection and execution of terms and conditions under this RFP. The Purchaser also requires that the Service Provider does not demand any service charges from the Resident unless the same is agreed with the Purchaser in advance.
4.1.9.1 Definitions	In pursuance of this policy, the Purchaser defines, for the purpose of this provision, the terms set forth below as follows: (i) "corrupt practice" means the offering, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process; (ii) "fraudulent practice" means a misrepresentation or omission of facts in order to influence procurement process and includes collusive practice among bidders, prior to or after bid submission, designed to establish bid prices at artificially high or non-competitive levels and to deprive the Purchaser of the benefits of free and open competition (iii) "collusive practices" means a scheme or arrangement between two or more bidders, with or without the knowledge of the Purchaser, designed to establish prices at artificial, non-competitive levels; (iv) "coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect fulfillment of terms and conditions under this RFP;

	(v) "unfair trade practices" means supply of services different from what is ordered on, or change in the Scope of Work which was agreed to;
4.1.9.2 Commissions and Fees	(a) Purchaser will require the successful Service Provider to disclose any commissions or fees that may have been paid or are to be paid to agents, representatives, or commission agents with respect to the selection process or fulfillment of terms and conditions under this RFP. The information disclosed must include at least the name and address of the agent, representative, or commission agent, the amount and currency, and the purpose of the commission or fee.
4.1.10 Interpretation	In this RFP unless a contrary intention is evident: (a) the clause headings are for convenient reference only and do not form part of this RFP; (b) unless otherwise specified a reference to a clause number is a reference to all of its sub-clauses; (c) unless otherwise specified a reference to a clause, sub-clause or section is a reference to a clause, sub-clause or section of this RFP including any amendments or modifications to the same from time to time; (d) a word in the singular includes the plural and a word in the plural includes the singular; (e) a word importing a gender includes any other gender; (f) a reference to a person includes a partnership and a body corporate; (g) a reference to legislation includes legislation repealing, replacing or amending that legislation; (i) in the event of an inconsistency between the terms of RFP and the Bid document and the Proposal, the terms of this RFP shall prevail.

4.2: General Terms & Conditions

NOTE: Bidders should read these conditions carefully and comply strictly while submitting the Proposals

- i. Rate shall be written both in words and figures. There should not be errors and / or over-writings and corrections, if any, should be made clearly and initialled with dates. The rates should mention elements of the service charges or any other charges separately.
- ii. Service Provider shall not assign or sublet the Work Order or any substantial part thereof to any other agency, nor can the bidder have arrangement with other company for bidding purpose.
- iii. Rates quoted will be valid upto 180 days from the last date of submission of Bids.
- iv. In the event of any loss /damage to UIDAI, the bidder shall be liable to make good such loss found. No extra cost on such shall be admissible.

- v. Direct or indirect canvassing on the part of the bidder or his representative will lead to disqualification.
- vi. If a bidder imposes conditions, such conditional bids are liable to summary rejection.
- vii. UIDAI reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone. UIDAI also reserves the right to award the work to more than one bidder.
- viii. The Service Provider shall not use any Govt. emblems and/or UIDAI logo in any unauthorized, illegal or inappropriate manner which may deceive the public to believe unsolicited, unauthorized content. The said logo/emblems shall be used only in such manner as to provide credibility to the authentic webpages/ applications/ platforms belonging to UIDAI.
- ix. **Termination:** The Work Order can be terminated at any time by the UIDAI, if the services are not up to the satisfaction after giving an opportunity to the Service Provider of being heard and recording of the reasons for repudiation.
- x. **Liquidated Damages:** In case of delay in supply of quality services within the Scope of Work and as per the prescribed timelines specified in the Work Order, liquidated damages will be charged as per the Clause provisions below:
 - (a) Delay in work/assignment completion/delivery as per timelines are liable to attract penalty @ 0.5% per day to an amount of the assignment value.
 - (b) UIDAI will not accept the project after 7 days of delay and the project shall be considered terminated.
- xi. Generally the terms of the contract, including the scope and specification once entered into, will not be materially changed. However, wherever material variation in any of the terms or conditions in the contract becomes unavoidable, all such changes will be in the form of an amendment to the contract duly signed by parties to the contract.
- xii. **Recoveries:** Recoveries of liquidated damages shall be from the payments due to the bidder or PBG available with UIDAI. In case recovery is not possible through this method, necessary recourse will be taken under the relevant law in force.
- xiii. UIDAI may enforce forfeiture of PBG (in full or part) in the following cases:
 - a. Failure of Service Provider to perform satisfactorily despite repeated warnings in writing and consistent failure to improve services.
 - b. Breach of contract's terms and conditions especially those relating to IPR, Knowledge Management, etc.
 - c. Any other circumstances at the sole discretion of UIDAI.
- xiv. If the Service Provider requires an extension of time in completion of the work order period on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the work order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and if allowed, the permission will be communicated in writing.
- xv. Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Service Provider.
- xvi. If any dispute arises out of the Work Order interpretation, meaning and breach of the terms, the matter shall be referred to Arbitration by a sole Arbitrator to be appointed by CEO, UIDAI.

xvii. Legal proceedings by any of the parties, if necessary, will be in the jurisdiction of Delhi courts.

4.3 Termination/ Suspension

4.3.1 Termination/ Suspension	<p>UIDAI may at any time terminate/suspend the work order for the following reasons with at least 3 days of notice:</p> <ul style="list-style-type: none">(a) If the Service Provider becomes insolvent or go into liquidation or receivership whether compulsory or voluntary.(b) If the Service Provider, in the judgment of the Purchaser has engaged in corrupt or fraudulent practices.(c) If the Service Provider submits to the Purchaser a false statement which has a material effect on the rights, obligations, reputation or interests of the Purchaser.(e) If the Service Provider places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to the Purchaser.(f) If the Service Provider fails to meet expected obligations related to Scope of Work (Section III) and General Terms and Conditions stated in this RFP.(g) If the Service Provider has been blacklisted or disqualified for any reason by any government department.(h) If the Service Provider fails to comply with any final decision reached as a result of arbitration proceedings pursuant to Clause 4.4.7.2 of this document.(j) In the event of Service Provider found to be:<ul style="list-style-type: none">(i) Sub-contracting of work/services without the prior written approval of UIDAI.(ii) Non-cooperating during audits conducted by UIDAI or auditing agencies appointed for the purpose.
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<p>4.3.2 Cessation of Rights, Obligations and Services</p>	<p>Upon termination/suspension/expiration of this RFP pursuant to Clause 4.3.1, all rights and obligations of the Parties hereunder shall cease, except:</p> <p>(i) Such rights and obligations as may have accrued on the date of termination or expiration</p> <p>(ii) the obligation of confidentiality set forth in Clause 4.4.1.3 thereof.</p> <p>(iii) In the event of Termination or Suspension of Contract, purchaser will honor invoices submitted against the work/assignment timelines that have been successfully met as per this RFP. All invoices submitted after last successfully delivered milestone will be processed on a case-by-case basis and may even be rejected. LD, as appropriate, will be applied.</p> <p>UIDAI, upon termination, may ask the Service Provider to complete and fulfill the obligations/services in whole or in part under the work orders already awarded on the date of termination as per the terms and conditions of those work orders.</p>
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4.4 Obligations of the Service Provider

4.4.1 General

<p>4.4.1.1 Standard of Performance</p>	<p>The Service Provider shall perform the services and carry out their obligations hereunder with all due diligence, efficiency, in accordance with generally accepted professional standards and practices, and shall observe sound management practices, and employ appropriate technology and safe and effective equipment, machinery, materials and methods. The Service Provider shall always act, in respect of any matter relating to this RFP or to the Services, as faithful advisers to the Purchaser, and shall at all times support and safeguard the Purchaser's legitimate interests in any dealings with third Parties.</p>
<p>4.4.1.2 Prohibition of Conflicting Activities</p>	<p>The Service Provider shall not engage, and shall cause their Personnel as well as and their Personnel not to engage, either directly or indirectly, in any business or professional activities which would conflict with the activities assigned to them under this RFP.</p>

	<p>a) The Service Provider shall keep safe, secure and confidential and protect from unauthorized access, loss or damage all demographic information, and all documents, data and information of any nature provided to the Service Provider for the discharge of services.</p>
	<p>b) The Service Provider shall not store, copy, publish, print, interfere, tamper with or manipulate the information/data received from UIDAI, other than required for discharge of services.</p>
	<p>c) The Service Provider shall not give access to the information or data collected and received from UIDAI in the course of discharge of services, to any person who is not authorized to handle the information or data. Information should only be given to authorized personnel and only used in the manner prescribed by the UIDAI.</p>
<p>4.4.1.3 General Confidentiality</p>	<p>Except with the prior written consent of the Purchaser, the Service Provider and the Personnel shall not at any time communicate to any person or entity any confidential information acquired, stored and received from UIDAI in the course of the Services, nor shall the Service Provider and the Personnel make public the recommendations formulated in the course of, or as a result of, the Services. The same condition shall apply to the Purchaser and its personnel to take prior written consent of the Service Provider to share all information considered confidential by Service Provider.</p>
<p>4.4.1.4 Insurance to be Taken Out by the Service Provider</p>	<p>The Service Provider (a) shall take out and maintain, at their own cost but on terms and conditions approved by the Purchaser, insurance against the risks, and for the coverage; and (b) at the Purchaser's request, shall provide evidence to the Purchaser showing that such insurance has been taken out and maintained and that the current premiums have been paid.</p>
<p>4.4.1.5 Sub-contracting</p>	<p>The Service Provider shall not be permitted to sub-contract any part of its obligations, duties, or responsibilities under this RFP without the prior written approval of the Purchaser and the decision of the Purchaser shall be final.</p>
<p>4.4.1.6 Reporting Obligations</p>	<p>As per terms and conditions mutually agreed at the time of award of work.</p>
<p>4.4.1.7 Rights of Use</p>	<p>All rights of use of any process, product, service, or data developed, generated, or collected, received from UIDAI or any other task performed by the Service Provider under the execution of work awarded under this RFP, would lie exclusively with the Purchaser or its nominated agencies in perpetuity free from all liens, encumbrances, and other third party rights and the Service Provider shall, wherever required, take all steps that may be necessary to ensure the transfer of such rights in favour of the Purchaser or its</p>

	nominated agencies.
4.4.1.8 Safety & Security of Data, Premises, Location/ site	<p>(a) The Data, information, documents provided by the Purchaser to the Service Provider is the property of the Purchaser. The Service Provider shall display due diligence in the handling of the said data and be responsible for the Data, thus provided.</p> <p>(b) The Service Provider shall not use the information, the name or the logo of the Purchaser and or Government of India without authorization of UIDAI.</p> <p>(c) The Service Provider shall not use and/or transmit any information, data, layouts, designs, diagrams, storage media (hard disk/tapes) or any other goods/material in physical or electronic form, which are proprietary to or owned by the Purchaser, without prior written permission from the Purchaser.</p> <p>(d) The Service Provider shall follow the Security Guidelines issued by UIDAI.</p> <p>(e) The Service Provider would be governed by the provisions of the Law of the Land, including but not limited to the IT Act and other relevant Acts.</p> <p>(f) The Purchaser reserves the right to carry out third party Audits of the Service Provider to ensure compliance of stated and implicit requirements.</p> <p>(g) The rogue behavior of the employees of Service Provider shall fall under the Unlimited liability to the Service Provider.</p> <p>(h) Service Provider shall not use be entitled to use its company logo or name in any of the developed applications in anyway whatsoever.</p>
4.4.1.9 Intellectual Property Rights (IPR)	The intellectual property rights to all the outputs, deliverables, data, reports developed during the execution of this Contract shall remain sole property of the Purchaser.
4.4.1.10 Assignment	The Service Provider shall not assign, in whole or in part, any of their obligations under this RFP.

4.4.2 Service Provider's PERSONNEL

4.4.2.1 General	The Service Provider shall employ and provide such qualified and experienced Personnel as are required to carry out the Services.
4.4.2.2 Project Manager/ Relationship Manager	The Service Provider will appoint a technically competent person as single point of contact for interaction with UIDAI or its ecosystem partners.

4.4.3 OBLIGATIONS OF THE PURCHASER

4.4.3	Unless otherwise specified in this RFP, the Purchaser shall use its best efforts to ensure that the Government shall: (a) Issue to officials, agents and representatives of the Government all such instructions as may be necessary or appropriate for the prompt and effective implementation of the Services. (b) Provide to the Service Provider and Personnel any such other assistance as may be specified in the RFP.
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4.4 Facilities

4.4.4.1 Services, Facilities and Property of the Purchaser	(a) The Purchaser shall make available to the Service Provider and its Personnel access to its facilities, as mutually agreed, at the times and in the manner required by the Service Provider for efficient discharge of Services. (b) In case that such access shall not be made available to the Service Provider as and when required, the Parties shall agree on any time extension that may be appropriate to grant to the Service Provider for the performance of the Services.
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4.4.5 PAYMENT TERMS

4.4.5.1 Payment Obligation	In consideration of the services performed by the Service Provider under the contract, UIDAI shall make such payments to the service provider and in such manner as is provided hereinafter
4.4.5.2 Remunerati on	a) UIDAI shall pay to the Service Provider on the basis of financial quote (FQ) in respect of the work, as specified in Scope of Work (Section-III), upon completion of the deliverable as specified therein, and subject to such Penalty Clause and/or other deductions, if any, as may be imposed on the Service Provider. b) The remuneration is fixed for the entire duration of the contract. The remuneration covers all costs associated with the works in respect of the project specified in the Scope of Work including all direct or indirect taxes, all direct or indirect personnel that may be deployed by the Service Provider for the works, computers and /or other equipment used for the same, any other indirect / incidental costs whatsoever, and no other payment(s) shall be made to the Service Provider except as specified herein.
4.4.5.3 Taxes and Duties	The Service Provider is responsible for meeting any and all tax liabilities arising out of the contract except for all local identifiable indirect taxes (as itemized and finalized at contract negotiations) that are reimbursable to the BIDDER
4.4.5.4 Currency of	All payments under this contract shall be made in Indian Rupees only.

Payment	
4.4.5.5 Mode of Billing and Payment	Billings and payments in respect of the services shall be made as follows:
	<p>a) Project-wise payments:</p> <p>i. Within 15 days of satisfactory completion, and acceptance by UIDAI, of the specified deliverable, the Service Provider shall submit to UIDAI, its invoice in triplicate, accompanied by appropriate supporting documents (as may be specified) of the amount payable to it.</p> <p>ii. UIDAI shall pay the Service Provider's invoice within 90 days after receipt of such invoice, prepared as per (i) above, and suitable deductions/adjustments shall be carried out for SLA deductions, or penalties, if any.</p> <p>b) Should any discrepancies be found to exist between the payment(s) made and amount payable to the Service Provider under the contract, UIDAI may add or subtract the difference, as the case may be, from any subsequent payment(s) for any of the project(s) under the contract.</p> <p>c) All payments under this Contract shall be made to the specified bank account of the Service Provider.</p> <p>d) Payments made during the currency of the contract do not constitute acceptance of services nor relieve the Service Provider of any obligation hereunder, till the final clearance / acceptance has been granted by UIDAI</p>

4.4.6 GOOD FAITH

4.4.6.1 Good Faith	The Parties undertake to act in good faith with respect to each other's rights under this RFP and to adopt all reasonable measures to ensure the realization of the objectives of this RFP.
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4.4.7 SETTLEMENT OF DISPUTES

4.4.7.1 Amicable Settlement	Performance of the Service Provider is governed by the terms & conditions of the RFP, in case of dispute arises between the parties regarding any matter under the RFP, either Party may send a written Notice of Dispute to the other party. The Party receiving the Notice of Dispute will consider the Notice and respond to it in writing within 30 days after receipt. If that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, clause GC 4.4.7.2 shall become applicable.
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<p>4.4.7.2 Arbitration</p>	<p>(a) In the case of dispute arising upon or in relation to or in connection with this RFP, which has not been settled amicably, any party can refer the dispute for Arbitration under (Indian) Arbitration and Conciliation Act, 1996. Such disputes shall be referred to an Arbitral Tribunal consisting of 3 (three) arbitrators, one each to be appointed by the Purchaser and the Service Provider, the third arbitrator shall be chosen by the two arbitrators so appointed by the parties and shall act as Presiding Arbitrator. In case of failure of the two arbitrators, appointed by the parties to reach a consensus regarding the appointment of the third arbitrator within a period of 30 days from the date of appointment of the two arbitrators, the Presiding arbitrator shall be appointed by the CEO, UIDAI. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof, shall apply to these arbitration proceedings.</p> <p>(b) Arbitration proceedings shall be held in New Delhi, India and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.</p> <p>(c) The decision of the majority of arbitrators shall be final and binding upon both parties. The expenses of the arbitrators as determined by the arbitrators shall be shared equally by the Purchaser and the Service Provider. However, the expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself. All arbitration awards shall be in writing and shall state the reasons for the award.</p>
<p>4.4.7.3 Obligations during Arbitration</p>	<p>Notwithstanding any reference to arbitration herein, the parties shall continue to perform their respective obligations under this RFP unless they otherwise agree.</p>

4.4.8 ADHERENCE TO RULES & REGULATIONS

<p>4.4.8.1 Adherence to Safety Procedures, Rules, Regulations, & Restrictions</p>	<p>(a) The Service Provider shall take all measures to ensure compliance with all applicable laws and shall ensure that the Personnel are aware of consequences of non-compliance or violation of Applicable laws including Information Technology Act, 2000 (and amendments thereof)</p> <p>(b) The Service Provider shall report as soon as possible any evidence, which may indicate or is likely to lead to an abnormal or dangerous situation and shall take all necessary emergency control steps to avoid such abnormal situations.</p> <p>(c) The Service Provider shall at all times indemnify and keep indemnified the Purchaser for any situation arising out of this clause while providing its services under the Project.</p>
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4.4.9 LIMITATION OF LIABILITY

<p>4.4.9.1 Limitation of Liability</p>	<p>(i) Except in case of gross negligence or willful misconduct; and in the case of infringement pursuant to Patent Rights: (ii) (a) Neither party shall be liable to the other party for any indirect or consequential loss or damage, loss of use, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the Service Provider to pay liquidated damages (specified in Section IV) to the Purchaser; and (iii) All claims regarding indemnity shall survive the termination or expiry of the RFP.</p>
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4.4.10. ALLOCATION AND AWARD OF WORK

<p>4.4.10.1 Selection of bidder</p>	<p>(iv) Process of award of work shall be governed by the process illustrated in Section II, clause 2.3 of this RFP document</p>
<p>4.4.10.2 Performance Evaluation of the Bidder</p>	<p>(v) UIDAI will periodically and at the end of project evaluate the performance of the bidder. (vi) Evaluation will be based on the following: a. Quality of Estimation and Scope Management. b. Adherence to schedule c. Number and type of defects identified during User Acceptance Testing and Go-live d. Quality of communication with UIDAI</p>

4.4.11 CHANGE MANAGEMENT

<p>4.4.11.1 Change Management Process</p>	<p>(i) Service Provider shall record all deviations from original/ last base lined scope of work as Change Request (CR). Service Provider shall also conduct detailed impact analysis in terms of cost and schedule before putting up the CR to UIDAI for approval (ii) All CRs shall be reviewed by UIDAI's Change Approval Committee before an approval is accorded (iii) Service Provider shall incorporate approved CRs into the original/last base lined versions of the impacted deliverables and publish them as new versions (iv) All invoices related to unapproved CRs shall be rejected by UIDAI.</p>
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Section V – ANNEXURES

ANNEXURE - I

BID COVERING LETTER (On the Letterhead of the Bidder)

To,

(Address it to as per Clause 1.1.9.)

Ref: Request for Proposal Notification No. _____ dated __/__/____

Dear Sir

I, the undersigned as an authorized representative of (Name of the Company/Firm), hereby state that -

1. Our company/firm (Name of the entity) has been empanelled by UIDAI as Advertising and Creative Agency vide UIDAI's Letter of Empanelment No. _____ dated __/__/____ for a period up to dated __/__/____ (or is empanelled with NeGD as an Advertising and Creative Agency vide Letter of Empanelment No. _____ dated __/__/____ for a period up to dated __/__/____).

2. Our company/firm (Name of the entity) offers to provide our services to UIDAI for production of 'The Aadhaar Mini-Series film as per the Scope of Work in the RFP Notification No. _____ dated __/__/____ at the price(s) quoted in the enclosed sealed Financial Bid (inclusive of all taxes) in accordance with the RFP.

3. Our company/firm (Name of the entity) agrees to abide by the terms and conditions stated in the RFP for the entire duration of this work.

4. Our company/firm (Name of the entity) declares that we are neither blacklisted by any Central/States/UTs Government nor have ever been charged with for corrupt or fraudulent practices nor have been involved in any such litigation with Government of India/States/UTs Government that would have declared us as ineligible to participate in the process of this RFP.

5. Our company/firm (Name of the entity) hereby certifies that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery. We also undertake that, in competing for (and, if the award is made to us, in executing) the above project, we will strictly observe the laws against fraud and corruption in force in India namely 'Prevention of Corruption Act, 1988', 'Prevention of Money Laundering Act, 2002' and such other laws as may be applicable.

6. We understand that the UIDAI is not bound to accept any bid received in response to this RFP.

7. We shall provide all assistance/cooperation required by UIDAI/auditing agencies appointed by it/UIDAI officials for performing their auditing and inspection functions. We understand that our non-cooperation for the same shall be grounds for termination of this contract/agreement or our empanelment with UIDAI.

8. Estimate in terms of Function Points submitted by us includes all activities and deliverables within the Scope of Work as per this RFP.

9. Our correspondence details with regard to this RFP are:

No.	Information	Details
1.	Name and designation of the contact person	
2.	Official Address of the contact person	
3.	Mobile/Telephone numbers of contact person	
4.	Fax number of the contact person	
5.	Email ID of the contact person	

10. We also understand that UIDAI reserves the right to allocate our volume of work, in full or part, to any other bidders for deficiency of services on our part.

Yours sincerely,

Authorized Signature [In full as well as initials]: _____

Name and Title of Authorized Signatory*: _____

Name of Company/Firm: _____

Address: _____

***Letter of Authorization by the Company/Firm shall be enclosed along with this letter.**

Information for TECHNICAL BID

1. Bidders are requested to ensure that their technical bid should be in line with Instructions to Bidders (Section II) and Scope of the Work (Section III) of this RFP.
2. The technical bid should contain previous work experience (at least two TVCs along with work order/completion certificate) and Concept note and tentative script of the film "The Aadhaar Mini-Series" as per the scope of work given in Section III.
3. The technical bid should be submitted at the address for Communication given in Clause 1.1.9 before last date and time of online submission of bids. Agencies may be required to make presentations, by showcasing story-board of the proposed mini-series.
4. The Checklist must be adhered to and all pages should be numbered and signed by the authorized representative.
5. Authorization letter shall be attached after the Bid Covering Letter.

S.No.	Order of Documents	Page No.
1.	Bid Covering Letter	
2.	Authorization Letter	
3.	Proof of Eligibility as per the criteria given in RFP. Valid Letter of Empanelment with UIDAI /NeGD.	
4.	Technical bid: as per the specifications given in Scope of Work - Section III of this RFP and clause 2.5.	
5.	The samples should be submitted in sealed envelopes marked as "Technical bid for <u>Production of 'The Aadhaar Mini-series' film.</u>	
6.	All documents submitted by the bidder have been self-attested, signed and numbered	
7.	No additional document is submitted as it shall not be considered for evaluation.	

FINANCIAL BID FORMAT

1. Bidders are required to submit the financial bid online only and no other format is acceptable. The price bid has been given as a standard BoQ format with the tender document. The same is to be downloaded and to be filled by all the bidders. For details (Refer to Clause 1.3 ó-subsection ív: submission of bids).

2. Incomplete or conditional bids would be liable for rejection.

3. Financial Proposal Format as part of BoQ

Description	Cost of film as mentioned in SOW (in RS.) inclusive of all taxes
<ul style="list-style-type: none"> • <u>Production of ‘The Aadhaar Mini-series’ film</u> in English (up to 7 minutes). Cost should include all possible activities required for producing the film: <ul style="list-style-type: none"> • Script of the film ○ Research to understand the subject ○ Conceptualisation of storyboard ○ Shooting (including travel, etc.) ○ Graphics/Animation ó 2D or 3D ○ Editing and all allied activities ○ Final Delivery in formats required by UIDAI 	
GRAND TOTAL	

4. The quotes mentioned above will remain valid for a period of 180 days from the last date of submission of bid irrespective of the quantum of additional copies supplied.

5. Rates quoted should be both in words and in figures (preferably typed) and shall have no overwriting. Any overwriting in the financial rates may render the tender as invalid.

(SIGNATURE)
AUTHORISED SIGNATORY

PROFORMA FOR SUBMITTING WRITTEN QUERIES*

(To be sent in doc/editable format only at the e-mail address given at Clause 1.1.9.)

RFP No. _____ dated _____

Name of Company/Firm: _____

S L . N o.	Page No. of RFP	Section	Clause	RFP Statement	Query	Response/ Clarification

- Kindly note that queries sent to UIDAI in any other format or in read-only formats might be overlooked or rejected.

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