

---

Request for Proposal  
for  
Creative Presentation  
from

Eligible agencies

For

Production of Launch Film on Unified Mobile App for New-age Governance (UMANG)

---

27th October, 2017



Electronics Niketan,  
4th Floor, 6 CGO Complex,  
Lodhi Road, New Delhi 110003, INDIA

## (I) BACKGROUND

### **Objective of UMANG:**

Objective of UMANG is to “Fast Track” Mobile Governance in country.

### **What is UMANG?**

UMANG is an initiative to build a common, unified platform and common mobile app to facilitate single point access of major Government services through mobile. Through the application, citizens can access pan India Government services from the central Government, State Governments, local bodies and their agencies and, even some important utility services from private sector. Citizens need to just download a **single mobile app**. It will also provide services on SMS short code and IVR wherever required.

### **Why UMANG?**

The increasing penetration of Smart Phones in India coupled with mobile Internet has created an echo system around App based services. UMANG will tap the same eco system to provide the Govt. Services. With UMANG, citizens can access Government (and popular utility private services) through one Mobile App. With UMANG the citizens will have uniform/easy experience across Govt. Services and enhanced discoverability of available services. **Thus UMANG can Fast Track Mobile Governance in India.**

### **Advantages to Central/State Government Departments if they integrate/on-board UMANG:**

- Support to departments having limited capability/resources for their own tendering process.
- UMANG (PMU) will hand hold departments for on-boarding.
- UMANG vendor will also develop APIs for the departments, if required.
- Expenditure free integration with UMANG for the departments.

### **UMANG – Major Features and Benefits**

#### **a. Mobile enablement of Government Services - Targets**

Mobile enablement of 200 applications (around 1200 services) of various Government departments of at Centre, States and Local bodies in 3 years.

- 50 applications (about 300 services) in 1<sup>st</sup> yr,
- Cumulative 120 applications (720 services) by 2<sup>nd</sup> year end
- Cumulative 200 applications (1200 services) by the end of 3<sup>rd</sup> year

b. Unified Central platform

c. On-boarding support to Government departments

d. Enhanced and standard User Interface (UI) and User Experience (UX)

- e. Out-of-Box integration with common functionalities such as Payment Gateways, Authentication etc.
- f. Customer Support
- g. Built-in Analytics Support
- h. Multiple Indian Languages Support (12+ English)
- i. Upgrades and Scalability possible

With support for around 12 Indian languages, in addition to English and hosted on cloud to cater on-demand scalability issues UMANG aims to bring power to the palm of citizens. Citizens can access pan India Government services from the Central Government, State Governments, local bodies and their agencies and, even some important utility services from private sector.

M/s. Spice Digital Ltd has been selected as partner Agency for developing, operating and managing the UMANG platform, and M/s. KPMG has been selected as QA partner agency. 'Go live' is expected in next 3-4 months.

On completion, in 3 years i.e. by December 2019, UMANG will provide for 200 applications (around 1200 services) of various Government departments of Centre, States and Local bodies. The applications/services which shall be launched on priority are from the area of Aadhaar based, student related, farmers related, Health & Skill development etc.

#### **Advantages for Citizens:**

- Need to just download a single mobile app. instead of downloading mobile app. of each department.
- Provides uniform/easy experience across Govt. Services including payments based transactions.
- Availability of many services on a unified App will bring more utility for a citizen and will be a compelling reason for him/her to download the application.
- Also, high footfall on a single application/platform and the associated environment will act as a push for other lagging departments to on-board UMANG – thus fast tracking Mobile Governance in India.

#### **Advantages for Government agencies including States:**

- Readily available UMANG platform will enable departments to easily latch on to UMANG for provisioning their services through Mobile quickly.
- This will become a boon to many Govt. departments, which have limited capability/resources to frame their own tenders and execute their individual projects.
- Departments need not go through pains of time consuming tendering/consulting process.
- The integration with UMANG will not only be expenditure free (initial & operational both) for the States/departments but will also save them time and energy while provisioning the services.
- Many States, Central departments have shown keen interest to come onboard the UMANG platform.

## **(II) SCOPE OF WORK for Production of UMANG Launch Film:**

- (i) One video film (shoot based) documenting what is UMANG, its benefits, how it will help the citizen, Government, perspective of officials during their involvement in conceptualisation, design and implementation of the scheme to be captured in the film, the impact of UMANG, its value addition
  - a. Duration of Film: 2-3 minutes

The video needs to be produced in English (Master language) and translated and dubbed in Hindi. These videos will be shown during the launch of UMANG.

### **• Video**

- Research to understand the subject
- Script Writing with visual inference
- Production
  - Shooting
  - Editing (Post Production Work)
- Translation of the film in Hindi (including music, graphics etc)
- Editing, Mastering and final delivery (both mixed and unmixed masters) in formats required by NeGD for Launch of UMANG, thereafter to be uploaded on Social Media Platforms, and Government websites.

### **Duration**

- UMANG Launch Video Film- 2-3 minutes

**Languages:** English (Master) & Hindi

### **Production & Concept**

The Video should have a capturing theme/concept should be a hybrid of fresh video shoot & high quality graphics. The shooting may be in outdoor & indoor or at different locations. The background composition in the videos should be original & impactful.

**Content:** The objective of the introductory video and project specific videos, is to convey inter alia

- What is UMANG, its benefits, its impact, contribution towards e-Governance Digital India initiatives in the country
- The journey till date and milestones achieved
- Perspective of leaders involved right from conceptualisation, design and implementation of the scheme
- Success story testimonials from citizens

## **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 NeGD.
3. Given the strict time frame (GCCS launch is on November 23, 2017), the agency is required to complete the script writing within 2 days of receiving the work order and submit script, storyboard for approval. After obtaining approval on the script, the agency will start shoot/ production of the video and submit the rough cut within 4-5 days for preview and approval. The agency will submit the final version within 2 days, incorporating voice over, music track, or any changes for final review and approval.

## **Deliverables**

1. Final film in formats specified by NeGD
2. 05 CD/DVDs copies of the final cut of the video
3. Video Masters: Full HD Broadcast Quality- DV, DVD, DigiBeta, HDcam SR, DVD
4. Audio- 5.1 music mixes, Dolby MO Disc (Dolby SR, Dolby Digital, Dolby EX) and final sound for Film, TV and DVD version of the Ad.
5. All versions of video(Final Mixed versions and unmixed versions), all raw files & footage (audio & video) on a Hard Drive, labelled properly in files/folders for easy understanding
6. The video final versions needs to be submitted within timelines given by NeGD

## **Note**

- a) Kindly note that NeGD reserves the right to add or delete any particular section or any component from a section of video film.
- b) The ownership of the video (both the unmixed & mixed versions) will at all times rest with NeGD and the agency will have no proprietary or other rights in respect to the same and will not use the material in any way.
- c) NeGD reserves the right to summarily reject offer received from any agency, on any ground, without any intimation to the bidder or giving the reason.
- d) NeGD reserves the right to place an order for the full or part work under any items of work indicated above.
- e) NeGD reserves the right to terminate the contract of any agency/ agencies in case of changes in the Government procedures or unsatisfactory services.

### **(III) INSTRUCTIONS TO THE BIDDERS**

#### **General Instructions and Terms**

- a) Bidding agencies are advised to study this document carefully before submitting their proposals. Submission of a proposal in response to RFP document shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.
- b) The response should be full and complete in all respects. Failure to furnish all information required or submission of a proposal not substantially responsive to this document in every respect will be at the Bidder's risk and may result in rejection of its Proposal.
- c) The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by NeGD to facilitate the evaluation process or all such activities related to the bid process.
- d) NeGD in no case shall be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- e) All materials submitted by the bidder become the property of NeGD and may be returned completely at its sole discretion.
- f) NeGD may terminate the bid process at any time and without assigning any reason. NeGD makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- g) The bidders shall be bound to abide by the Terms & Conditions stipulated in this document and Commercial Proposal submitted by them.

### **(IV) ELIGIBILITY & SELECTION PROCESS**

#### **Pre-requisites**

- a) The bidding Agency should have experience of producing shoot based Launch Films, short videos, or similar nature of work. Bidding agency is required to submit videos of at least 2 product launch films of product.
- b) The Bidding agency must have an annual turnover in the last financial year of minimum 5 crore. Bidding agency is required to submit necessary documents as proof.
- c) All agencies currently in Delhi & NCR for advertising or audio visual work can participate. Necessary documents may be submitted as proof.

## (v) EVALUATION PROCESS

- a) The Evaluation Committees constituted by the NeGD shall evaluate the responses to the RFP Document.
- b) Agencies are required to present their concept, story board and script during the technical presentation. Agencies may also present actors, suggest sets to showcase look and feel of the film.
- c) The presentation will be scored by the committee members and after the evaluation of creative bid, the decision will be taken.
- d) The agency is also required to showcase two best launch films during their presentation.
- e) Agencies will be required to make presentations and the Evaluation Committee will give marks on the following criteria
  - Creative concept- fresh, innovative and originality of idea (30)
  - Film Script (40)
  - Similar work done related to launch films in past (20)
  - Understanding of the subject (10)
- f) Bidders will be required to submit their Technical Presentation labelled "CREATIVE/TECHNICAL BID" for UMANG Launch Film along with bidder details and contact info, and containing:
  - i) Concept note of the Film
  - ii) Film Script
  - iii) Film Story Board
  - iv) Work done earlier; 2 best product launch films made previously by bidder with references of clients/ projects
  - v) Note: Bidders will have to physically/ in person, at NeGD office, at the designated date and time, **within a slot of 20-25 minutes**, present/ articulate/ explain the above to the NeGD committee, and it is only after this presentation that creative (technical) score will be awarded to the agency. The presentation/ articulation itself need not be submitted in the envelope; it can be more detailed and can build on (i) above.
- g) The decision of NeGD regarding the evaluation of responses shall be final. No correspondence will be entertained outside the process of evaluation by the Committee.
- h) The Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposal

- i) The allocation of work will be based on QBS (Quality Based Selection) wherein agencies will be called for Technical/Creative presentation and agency scoring at least 70 or above marks will be considered.
- j) Qualifying Agencies scoring highest marks will be awarded work.
- k) The Evaluation Committee will be the final authority for selection of work
- l) NeGD reserves the right to reject any or all proposals on the basis of any deviations.
- m) The film will be made (shoot based with graphics wherever required) at DAVP rates
- n) Agencies will only qualify that score a minimum of 70 marks. Creative (technical) round will be completed first for all eligible submissions. NeGD reserves the right to call off the entire bid process during the creative/ technical presentations itself.
- o) The committee will recommend the bidder with maximum total score/ highest rank [(d) above] for award of work, a process that is expected to expedited, but may take a few days due to unforeseen circumstances.

#### **(VI) DELIVERABLE TIMELINES AND GENERAL TERMS**

- 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 working on UMANG launch film.
- 2) All efforts will be made to formally award work at the earliest, preferably within 1 - 2 days of the ranking process as above – however, the process may take additional time due to unforeseen circumstances.
- 3) Regardless, it is to be noted that the target is to close the final film at the earliest. Preferably within 7 calendar days of award of work, the selected agency must submit final cut of the film to NeGD, in all the requisite formats (MP4 or .mov files or any other as specified by NeGD) as well as in 05 DVDs. If so required, the selected agency will be expected to handhold and assist NeGD for activities such as re-formatting/ other file formats etc. which may be required after final submissions.
- 4) The selected agency will carry out core work from its own premises. The agency will have to use its own human and other resources at all times. All bidders should have adequate experience and skills in handling such projects/ deliverables. It will have a responsible, experienced and responsive primary point of contact for NeGD for all aspects, and also a skilled team to carry out the work.



- 5) NeGD reserves the right to terminate the contract/ work in case of any changes in government procedures or unsatisfactory services by the selected agency. NeGD also reserves the right to call of the bid process at any time without assigning any reason.
- 6) NeGD serves the right to place an order for the full or part work under any items of work indicated above.
- 7) All materials submitted by the selected agency become the copyrighted material and property of NeGD.

**(VII) BROAD TERMS OF PAYMENT**

- 1) Submit the break-up of the total budget by the Agency.
- 2) An advance up to 30% of the total cost, on submission of proof of expenses incurred & submission of bank guarantee of equal amount of advance.
- 3) Balance amount would be released on completion of the work pursuant to receipt of satisfactory report of the committee. The Agency has to bear all the costs associated with the preparation and presentation.
- 4) Taxes, as applicable, will be levied.
- 5) The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by NeGD to facilitate the evaluation process or all such activities related to the bid process. NeGD in no case shall be responsible or liable for such costs, regardless of the conduct or outcome of the bidding process.

**(VIII) IMPORTANT DATES**

Bid Release Date	October 27, 2017
Pre-Bid Meeting	November 2, 2017
Last day of submission of queries, if any	November 4, 2017
Last day & time for submission of technical Bids	November 6, 2017 by 15:00 Hours
Creative/ Technical presentations by bidders to Committee (max 25 minutes each)	November 7, 2017
Award of Work	November 8, 2017

Nodal person at NeGD: Shri Neeraj Kumar, Director, National e-Governance Division, MeitY, 4<sup>th</sup> Floor, Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi 110003 ( [neeraj@digitalindia.gov.in](mailto:neeraj@digitalindia.gov.in) )

### **Terms of Payment**

Payments to the successful agency will be made as per following schedule:

1. Submit the break-up of the total budget by the Agency as per financial format issued by NeGD.
2. An advance up to 30% of the total cost, on submission of bank guarantee of equal amount of advance.
3. Balance amount would be released on completion of the work pursuant to the satisfactory performance and submission of invoice. The Agency has to bear all the costs associated with the preparation and presentation.

\*List of Services given at ANNEXURE 1

### **ANNEXURE 1: LIST of SERVICES**

<b>Applications</b>
<ol style="list-style-type: none"><li>1. CBSE Application (conduct of examination &amp; related services)<ul style="list-style-type: none"><li>✓ <b>Centre Locator:</b> Enable students to view and locate their exam centre's.</li><li>» <b>View Exam Centre:</b> Users will be able to see their exam centre details.</li><li>» <b>Locate Centre:</b> Users will be able to locate the exam centre on Google map.</li><li>» <b>Navigation:</b> Ability to get navigation directions to the centre location.</li><li>✓ <b>Result Master:</b> Enable students to view results of all the exams</li><li>» <b>View Results for all Exams:</b> Users will be able to see their exam results for all exams conducted by CBSE at one place</li></ul></li></ol>
<ol style="list-style-type: none"><li>2. e Pathshala ( NCERT )<p>The ePathshala, a joint initiative of Ministry of Human resource Development (MHRD), Govt. of India and National council of Educational research and Training(NCERT) has been developed for showcasing and disseminating all educational e-resources including textbooks, audio, video, periodicals and a variety of other print and non print materials.</p></li></ol>

## Applications

ePathshala allows user to carry users many books as their device supports.

- ✓ **Students** - Access digital textbooks and eResources, participate in exhibitions, festivals, contests, workshops, etc.
- ✓ **Teachers** - digital textbooks, eResources, participate in research activities, etc.
- ✓ **Educators** - curricular documents, eContents, participate in research activities, etc.
- ✓ **Parents** - curricular documents, learning outcomes, digital textbooks, e-resources, etc

3. All India **Council for Technical Education (AICTE)** application (conduct of examination & related services)

- ✓ Search Approved institutes based on combination of inputs
- ✓ Search course details for a selected Institute
- ✓ Search faculty details for a selected Institute
- ✓ Populate Hints for Course Search
- ✓ Reporting and MIS

#### 4. **Soil Health Card**

The government plans to issue soil cards to farmers which will carry crop-wise recommendations of nutrients and fertilizers required for the individual farms to help farmers to improve productivity through judicious use of inputs. All soil samples are to be tested in various soil testing labs across the country. Thereafter the experts will analyze the strength and weaknesses (micro-nutrients deficiency) of the soil and suggest measures to deal with it. The result and suggestion will be displayed in the cards. The government plans to issue the cards to 14 crore farmers.

- ✓ Track of soil health card
- ✓ Download of soil health card



## Applications

5. **Application related to Health** - On Line Registration (ORS)of patient in any GOVERNMENT hospital

- ✓ Book Appointment
  - Patient or his/her attendant can get the online OPD appointment (over internet)
- ✓ My appointments
  - View / Cancel / Print your online appointments.
- ✓ Blood availability
  - Select any state and get list of blood bank hospitals
- ✓ My Lab reports
  - Select hospital and enter unique health ID (UHID) to view your lab results.

6. **National Skill Development Corporation/Agency** (NSDC/NSDA) - Pradhan Mantri Kaushal Vikas Yojna (PMKVY).  
The objective of this Scheme is to encourage skill development for youth by providing monetary rewards for successful completion of approved training programs.

- ✓ Skill Up application - for User registration under multiple sector, skill area and preferred training center location.

## Housing

7. PMAY(Pradhan mantri awas yojna) under Ministry of Housing and Urban Poverty Alleviation  
The Mission will be implemented during 2015-2022 and will provide central assistance to Urban Local Bodies (ULBs) and other implementing agencies through States/UTs for:

## Applications

- ✓ Registration - Survey form where beneficiary can register himself for a component in scheme
  - “In-situ” Slum Redevelopment (ISSR)
  - Credit Linked Subsidy Scheme (CLSS)
  - Affordable Housing in Partnership with public or private sector (AHP)
  - Beneficiary-led individual house construction/enhancements (BLC)

Also it provides basic facilities of authenticating user with Aadhaar, on line payment facilities and integration with Digital Locker for submitting documents directly from user’s Digital Locker.

## ADDITIONAL SERVICES

1.	<u>National Scholarship</u>
2.	<u>EPFO</u>
3.	<u>E-District</u>
4.	<u>Transport - Vahan/Sarathi</u>
5.	<u>Income Tax – ITR, PAN</u>
6.	<u>Postal</u>
7.	<u>Staff selection commission</u>
8.	<u>NREGA</u>
9.	<u>Election commission of India</u>
10.	<u>Mother and Child Tracking</u>
11.	Prime Minister Employment Generation Programme (MSME)

12.	<u>Passport Seva</u>
13.	Women Safety (Nirbhaya)
14.	<u>Land Records</u>
15.	<u>e-Court</u>
16.	<u>Commercial Tax/GST</u>
17.	<u>Disaster Management</u>
18.	<u>Ticket Booking</u>
19.	<u>Utility bills</u>
20.	<u>E-Municipality</u>
21.	<u>CCTNS</u>
22.	<u>m-Seva &amp; Other Mobile Platforms</u>
23.	<u>IRCTC</u>
24.	PDS