



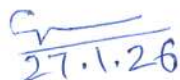
TATA INSTITUTE OF SOCIAL SCIENCES
V.N. Purav Marg, Deonar, Mumbai – 400 088.
(A Deemed University under Section 3 of the UGC ACT, 1956)
(Grant-in Aid Institute under Ministry of Education, GoI)
(Purchase & Stores Section)

Tender Information Summary

Sr.No.	Particulars	Details
1	Name of Work / Item	Tender For Production of 12 Short Educational Films on Mental Health and Wellbeing.
2	Reference Number	TISS/SHE/SF/PC68117
3	Type of Tender	Service
4	Category	Services
5	Mode of Application	Limited Tender Enquiry (LTE)
6	Bid Type	Two-Bid System (Technical & Financial)
7	Publication Date	January 27, 2026
8	Pre-Bid Meeting	Mandatory for all bidders – Online Date & Time & Venue: will be communicated. - Interested participants may please email at Mr. Darshil Shah, Email: darshil.shah@tiss.ac.in
9	Selection Method	Quality and Cost Based Selection (QCBS)
10	Earnest Money Deposit (EMD)	Rs. 24000 (Rupees Twenty-Four Thousand)
11	Performance Security Deposit (PSD)	5 % of Contract Value
12	Contacting Officer	Mr. Darshil Shah Email: darshil.shah@tiss.ac.in (Mon-Fri, 10am- 6pm).
13	Last Date of Submission	February 16, 2026
15	Commencement of Contract	Immediate upon finalization
16	Contract Validity	One-time service order (no renewal)



1. Kindly submit your **sealed quotation** in the prescribed format as detailed in clause 9- page 10 as mentioned in tender document, duly filled in, signed, and sealed by you on or before the due date addressing to the Assistant Registrar (Admin)
2. Quotation should be submitted in Company Letter Head only.
3. Please quote as per instruction given in the Tender below Tender.


27.1.26

Prepared By


27/1/26
Authorised By

TENDER

For

For Production of 12 Short Educational Films on Mental Health and Wellbeing.

(Project Supported by: Indian Council of Medical Research (ICMR) - Project Code: 68117)



**By: SCHOOL OF HUMAN ECOLOGY
TATA INSTITUTE OF SOCIAL SCIENCES
VN Purav Marg, Deonar, Mumbai, 400 088
(A Deemed to be University under Section 3 of the UGC Act, 1956)**

Tender Information Summary



Sr. No.	Particulars	Details
1	Name of Work / Item	Tender For Production of 12 Short Educational Films on Mental Health and Wellbeing.
2	Reference Number	TISS/SHE/SF/PC68117
3	Type of Tender	Service
4	Category	Content Development – Media Production Services
5	Mode of Application	Limited Tender Enquiry
6	Bid Type	Two-Bid System (Technical & Financial)
7	Publication Date	27-01-2026
8	Pre-Bid Meeting	Mandatory for all bidders – Online Date & Time & Venue: will be communicated. Interested participants may please email at Mr. Darshil Shah , Email: darshil.shah@tiss.ac.in
9	Selection Method	Quality and Cost Based Selection (QCBS)
10	Contract Value	Rs. 8,00,000
11	Earnest Money Deposit (EMD)	Rs. 24000 (Rupees Twenty Four Thousand)
12	Contacting Officer	Mr. Darshil Shah Email: darshil.shah@tiss.ac.in (Mon-Fri, 10am- 6pm).
13	Last Date of Bid Submission	16-02-2026
14	Opening of Technical Bids	Within 10 days from the bid closing date or as per the decision of the Institute.
15	Opening of Financial Bids	Within 05 days from the date of technical bid opening or as per the decision of the Institute.
16	Commencement of Contract	Immediate upon finalization
17	Contract Duration and Renewal	One-time service order (no renewal)

1. About TISS - School of Human Ecology:

The Tata Institute of Social Sciences (TISS), School of Human Ecology, is implementing a multi-state Implementation Research Study titled *"Suicide Risk Reduction and Improving Mental Wellbeing among School and College Students"* (Project Code: 68117), supported by the Indian Council of Medical Research (ICMR). The project focuses on the development, delivery, and evaluation of structured mental health promotion interventions for adolescents and young adults in institutional settings.

Audio-visual pedagogy forms a core component of the intervention model. Short educational films are required to communicate key psychoeducational concepts in a relatable, age-appropriate, culturally grounded, and psychologically safe manner. These films will be integrated into curriculum-linked workshops and facilitated sessions conducted across multiple campuses.

This tender is issued to engage a qualified and experienced media production agency to produce 12 short educational films addressing topics including cyberbullying, emotional well-being, body image, relationships, anxiety, depression, self-harm, help-seeking, and supportive communication. The films will be used exclusively for non-commercial educational purposes.

2. The objectives of this assignment are:

- a) To translate mental health concepts into short audio-visual learning materials that are accurate, accessible, engaging, and suitable for adolescents and young adults.
- b) To produce content that supports healthier coping strategies, reduces stigma, encourages early help-seeking, and promotes supportive peer and adult interactions.
- c) To ensure that all messaging is psychologically safe, avoids sensationalism, avoids glamorization of distress, and maintains a warm, non-judgmental conversational tone.
- d) To ensure multilingual accessibility, by delivering the films in Hindi/Hinglish, with Marathi dubbed audio and accurate Hindi and Marathi subtitles.
- e) To create content that aligns with the ethical and pedagogical expectations of research-based mental health interventions.

3. Scope of Work:

- 3.1. **Overall Responsibility:** The selected agency shall be responsible for complete end-to-end production of 12 short educational films, including but not limited to:
 - 3.1.1. Script development (based on concept notes provided by TISS)
 - 3.1.2. Cultural and linguistic localization
 - 3.1.3. Storyboarding and visual design
 - 3.1.4. Casting and direction
 - 3.1.5. Live-action filming and/or animation, as applicable
 - 3.1.6. Editing, sound design, color grading, and finishing

- 3.1.7. Voiceover recording in Hindi/Hinglish
- 3.1.8. Marathi dubbing using colloquial youth tone (not theatrical stage tone)
- 3.1.9. Subtitling in Hindi and Marathi (.srt + burned-in versions)
- 3.1.10. Delivery of final outputs and all source files/raw footage/open project files.

3.2. Psychological Safety and Content Sensitivity Requirements:

- 3.2.1. The content of all films must adhere to the following:
 - 3.2.1.1. No sensational, triggering, exaggerated, or glamorized portrayals of distress.
 - 3.2.1.2. No “motivational speech” tone, lecturing tone, or shaming language.
 - 3.2.1.3. Emotional tone must be warm, relatable, grounded, supportive, non-judgmental.
 - 3.2.1.4. Visual and narrative style must reflect real-life student experiences, not melodrama.
 - 3.2.1.5. Any language, visuals, metaphors or analogies that could distress viewers must be pre-cleared with TISS.
 - 3.2.1.6. If TISS determines a script or cut is psychologically unsafe or tone-inconsistent, the agency shall revise it at its own cost – this clause is not negotiable.

3.3. Script Development:

- 3.3.1. The agency shall:
 - 3.3.1.1. Develop script drafts based on the thematic concept notes provided by TISS.
 - 3.3.1.2. Use conversational Hindi/combination of Hindi and English (Hinglish) spoken by urban and semi-urban youth.
 - 3.3.1.3. Ensure Marathi dub uses everyday campus tone (not textbook / dramatic).
 - 3.3.1.4. Submit 3 drafts per film:
 - 3.3.1.4.1. Draft 1: Initial script
 - 3.3.1.4.2. Draft 2: Incorporating review feedback
 - 3.3.1.4.3. Draft 3: Final script for voice + production.

3.4. Casting Guidelines: The agency shall

- 3.4.1. Use professional actors only for roles requiring performance.
- 3.4.2. Integrate real student/youth voice lines, testimonials, or natural conversations where appropriate.
- 3.4.3. Ensure casting is age-appropriate and visually realistic (no glamorized appearance tone).
- 3.4.4. Avoid:
 - 3.4.4.1. Influencer-style delivery
 - 3.4.4.2. Over-styled makeup and wardrobe
 - 3.4.4.3. Film/TV acting tone
- 3.4.5. TISS reserves the right to request recasting if tone, realism, or cultural alignment is not achieved.

3.5. Production Requirements:

- 3.5.1. Resolution: 1920×1080 (Full HD) master
- 3.5.2. Aspect Ratio: 16:9 for all films; selected films additionally delivered in 9:16 vertical as directed by TISS
- 3.5.3. Frame Rate: 25 fps or 30 fps (must be consistent per film)

3.5.4. Audio Quality: Clean, balanced, noise-free; peak level < -3 dB

3.5.5. Color Grade: Neutral, soft, natural; no high-contrast dramatic grading

3.5.6. Music: Soft background score only. No suspense, tension, or cinematic build-up tracks

3.5.7. All production must be original – no stock script reuse, no AI-generated narrator voices, no recycled footage without explicit written clearance.

3.6. Editing & Review Workflow:

3.6.1. Each film shall undergo four mandatory review checkpoints:

Stage	Submission Requirement	Approval Needed Before Next Step
1	Script & Visual Treatment Deck	Written approval from TISS
2	Storyboard or Shotlist with sample frames	Written approval from TISS
3	Rough Cut (no music required)	Written approval from TISS
4	Final Cut with VO, Music, Titles and Subtitles	Written final acceptance by TISS

3.6.2. If TISS requests revisions, the agency shall complete them at its own cost.

3.6.3. Refusal or repeated delay constitutes non-performance.

3.7. Language & Subtitle Deliverables:

Component	Required Output
Primary Audio	Hindi / Hinglish conversational tone
Dubbed Audio	Colloquial Marathi (M2)
Subtitles	Hindi and Marathi, provided as .srt + burned-in versions
Captioning Style	Plain, clean, no drop shadows, Open Sans / Poppins font preferred

3.8. Final Deliverables: The agency shall deliver:

3.8.1. 12 final films (Hindi)

3.8.2. 12 Marathi-dubbed films

3.8.3. Subtitles (.srt) in Hindi and Marathi for each film

3.8.4. Burned subtitle versions for all

3.8.5. Selected vertical format versions (to be indicated by TISS during editing)

3.8.6. All raw footage, project files, audio stems, VO recordings, edit timelines, and artwork

3.9. **Important Note:** Ownership of all content transfers completely to TISS. The agency may not distribute, showcase, publish, or use the films for portfolio or marketing without written permission.

4. Technical Specifications: Each film must be delivered in:

- 1920 x 1080 (16:9) Full HD
- Clear, broadcast-quality audio
- Clean subtitle files (.srt) in Hindi and Marathi
- Mastered final films in MP4 (H.264)
- Select films also delivered in 1080x1920 (vertical) format
- Dubbing must be performed by native Marathi speakers with clear enunciation.
- Subtitles must be proofread for spelling, grammar, and cultural tone.

4.1. Delivery Structure (Batch-Based):

4.1.1. The assignment shall be executed in three (3) batches:

Batch	Number of Films	Themes Included	Delivery Expectation
Batch 1	6 films	Awareness, emotional literacy, bullying & peer actions, overthinking, self-esteem	Intensive feedback stage to establish tone & style
Batch 2	6 films	Relationships, breakups, anxiety, MH support pathways, ecological perspectives	Finalized tone model applied consistently
Batch 3	5 films	Depression, self-harm/suicide messaging, PFA support, starting conversations, myth-busting	Highest sensitivity review & clearance

4.1.2. Batch 1 establishes the tonal and stylistic template

4.1.3. Batch 2 and 3 must strictly follow the approved Batch 1 tonal frame.

4.2. Timeline Requirements:

4.2.1. Following would be timeline requirements

Stage	Maximum Time Allowed	Notes
Scriptwriting + Visual Treatment for each Batch	10 working days per batch	No filming allowed until written approval
Storyboarding / Shot Breakdown	5 working days per batch	Must match final approved tone
Production + Editing + Rough Cut Submission	20 working days per batch	Rough Cut must include narration + dialogues
Final Cut / Subtitles / Dubbing / Vertical Exports	10 working days per batch	Must include all deliverables

4.2.2. Total estimated schedule: ~10–12 weeks across 3 batches.

4.2.3. Delays beyond approved timelines shall attract penalties under Section 13.

4.3. Deliverable Format Specifications:

4.3.1. As follows

Deliverable	Specification
Master Video Files	1920×1080, 16:9, MP4 (H.264), High Quality
Vertical Versions (as directed)	1080×1920, MP4, same content reframed
Audio	Stereo; WAV archive + final mixed track
Subtitles	.srt files + burned-in versions in Hindi and Marathi
Marathi Dubbed Audio	Must be mixed and synced to match original performance tone
Project Source Files	Premier/Resolve timelines, layered audio, artwork, fonts, LUTs

4.3.2. No watermarks, no compression artifacts, no missing source assets.

4.4. Batch Review & Approval Rules:

4.4.1. Each batch undergoes four mandatory approval stages:

Stage	Required Submission	Approval Requirement
1	Script + Visual Treatment Deck	Written approval from TISS
2	Storyboard / Scene Sketches / Shortlist	Written approval from TISS
3	Rough Cut (with dialogues, placeholder music)	Written feedback provided; revisions mandatory

4.4.2. Failure to obtain approval BEFORE progressing to next stage will be treated as non-compliance.

4.4.3. Any rework required due to skipping approvals must be done at the agency's cost.

4.5. Deliverable Completion Condition:

4.5.1. A batch is considered complete only when the agency submits:

4.5.1.1. All final mastered films

4.5.1.2. All dubbed versions

4.5.1.3. Subtitles in both languages

4.5.1.4. Vertical versions where requested

4.5.1.5. All raw footage

4.5.1.6. All edit project files

4.5.1.7. All voiceover and music assets

4.5.1.8. A signed "Completion & Handover Certification Form" (Annexure F)

4.5.2. Partial or incomplete handover shall not be processed for payment.

5. **Content Sensitivity and Review Guidelines:** Given the content areas involve mental health and suicide prevention, the films must follow WHO and ICMR guidelines. No sensational visuals, triggering dialogue, or glorification of self-harm shall be permitted. Language must be neutral, supportive, and recovery-focused. Where themes of suicide or self-harm are referenced, help-seeking pathways and supportive messaging must be included at the end of the video.

5.1. **Review Authority:** All creative and technical outputs under this assignment shall be reviewed and approved by a Two-Member Review Panel. This panel (hereafter referred to as the Review Panel) shall constitute the sole authority for content evaluation, approval, modification directives, acceptance, or rejection. This will comprise of:

5.1.1. **Project Lead / Principal Investigator**, School of Human Ecology, TISS

5.1.2. **Co-Investigator / Senior Research Team Member**, School of Human Ecology, TISS

5.1.3. Important Note: No output shall be considered final without explicit written approval (email or signed minutes) from both members of the Review Panel.

5.2. Stage-wise Review and Approval Requirement:

5.2.1. The Contractor must submit the following for approval:

Stage	Required Submission	Output May Proceed Only After	Approval Form
Stage 1	Script + Treatment Notes	Written Approval from Review Panel	Script Approval Record (Annexure C)
Stage 2	Storyboard / Shot List / Animatic Draft	Written Approval from Review Panel	Pre-Production Approval Record (Annexure D)
Stage 3	Rough Cut (Dialogue & Timing Locked)	Written Feedback and Approval	Rough Cut Review Log (Annexure E)
Stage 4	Final Cut with Dubbing + Subtitles	Final Written Acceptance	Completion & Handover Certificate (Annexure F)

5.2.2. Production may not proceed to the next stage without formal clearance.

5.3. Mandatory Rework Clause (Non-Negotiable):

5.3.1. If at any stage, the Review Panel determines that:

5.3.1.1. The tone is inconsistent

5.3.1.2. Psychological safety guidelines are violated

5.3.1.3. The messaging is unclear

5.3.1.4. Cultural or linguistic appropriateness is compromised

5.3.1.5. The visual or narrative presentation is unsuitable

5.3.2. Then the Contractor shall:

5.3.2.1. Revise and resubmit the output at its own cost, without additional financial claim.

5.3.2.2. This rework requirement applies to scripts, storyboards, rough cuts, dubbing, subtitles, final mastering, and any delivered version.

5.4. Failure to Meet Required Standards:

5.4.1. If any output fails to reach acceptable standards after two (2) rework cycles, the Review Panel reserves the right to:

5.4.2. Reject the output in full, and/or

5.4.3. Require re-production of the film at no additional cost, and/or

5.4.4. Invoke penalty and termination clauses relevant to the

5.4.5. TISS' decision in such cases shall be final and binding.

5.5. Communication Format:

5.5.1. All review communication shall occur via:

5.5.1.1. Official email,

5.5.1.2. Shared document review logs, or

5.5.1.3. Minuted review meetings

5.5.2. Please note: Verbal approvals shall not constitute authorization to proceed.

6. The concepts of the proposed film-making are detailed in a dedicated section toward the end of the bid document under the corresponding heading.

Criteria for Technical Bid Qualifications: The Bidder must meet all the following technical criteria to be eligible for technical evaluation. Failure to comply with any of these requirements or missing documents of proof may lead to disqualification of the bid. Additional proofs of documents for Verification (if required by the Institute may be asked)

1. Bidder's Profile: This criterion evaluates the bidder's legal standing and experience in the industry.

1.1. A registered Company, LLP, Partnership Firm, Sole Proprietorship, or Registered Production Collective operating in India.

1.2. Registered under applicable GST laws.

1.3. Proof of documents required (any one of the three):

1.3.1. Certificate of Registration (as a society/collective/LLP/Partnership/Producer Company)

1.3.2. GST Registration Certificate

2. Experience Criteria Requirements: The Bidder must meet the following experience criteria:

2.1. A minimum of two (02) years of experience in film and/or audio-visual (AV) production.

2.2. Successful completion of at least three (03) assignments involving the production of short educational, awareness, training, or social-impact videos.

2.3. Proof of documents required:

2.3.1. Work Orders and/or Completion Certificates for the assignments claimed; and

2.3.2. Web links to the final produced videos or portfolio showreels showcasing the bidder's actual work.

Note: Showreels consisting solely of stock footage will not be considered as valid proof of experience.

3. Technical Capacity Requirements: The Bidder must demonstrate basic technical capability and access to professional resources necessary for producing short educational or awareness videos of acceptable quality.

- 3.1. **Human Resource Capacity:** The Bidder should have in-house or on-call access to the following essential roles, including but not limited to:
- Director
 - Scriptwriter
 - Cameraperson / Cinematographer
 - Video Editor
 - Sound Engineer
 - VO Artist (Hindi and Marathi mandatory; additional languages desirable).
- 3.2. **Language, Dubbing & Subtitling Capability:** The Bidder must demonstrate the ability to execute:
- 3.2.1. Professional dubbing in Hindi and Marathi through in-house studios or empaneled language studios
 - 3.2.2. Subtitling services (Hindi, Marathi, and English)
 - 3.2.3. High-quality voice recording using professional-grade microphones and sound-treated environments
 - 3.2.4. Amateur dubbing, robotic voice recordings, or AI-generated voices are strictly prohibited.
 - 3.2.5. Subtitles must be clear, accurately translated, and time-synchronized.
- 3.3. **Equipment Requirements:** The Bidder must have assured access to:
- 3.3.1. 1080p Full HD camera (4K preferred but not mandatory)
 - 3.3.2. Basic professional audio equipment (lapel/shotgun mic)
 - 3.3.3. Editing setup with commonly used software (e.g., Premiere Pro, Final Cut, DaVinci Resolve)
 - 3.3.4. Note: Ownership is not required—rented or shared equipment is acceptable.
- 3.4. **Supporting Documents Required**
- 3.4.1. Self-declaration along with a list of available key personnel, including short profiles indicating their roles, experience, and qualifications (2–3 lines per person).
 - 3.4.2. Self-declaration confirming access to required equipment (owned or rented)
 - 3.4.3. List of Software and Editing Tools available for post-production
 - 3.4.4. Links to sample videos demonstrating audio/video clarity
4. **Financial Eligibility:** This criterion ensures the financial stability and capacity of the bidder to undertake and successfully execute the project.
- 4.1. The bidder must have an average annual turnover of at least ₹8 lakh in all the last three financial years (FY 2022–23, 2023–24, 2024–25).
 - 4.2. The bidder should not have incurred a net loss in any of the last three financial years, up to the financial year ending 31st March 2025
 - 4.3. **Proof of documents required:**
 - 4.3.1. CA Certified Document for turnover and Profit & Loss Account for FY 2022-23, 2023-24, 2024-25.
5. **Statutory Business Registrations and Compliance:** The bidder must submit self-attested copies of the following valid statutory documents:
- 5.1.1. GSTIN Certificate.
 - 5.1.2. PAN Card.
 - 5.1.3. Valid Establishment License or any relevant business registration.
 - 5.1.4. Any other applicable statutory license
6. **Blacklisting Declaration:**
- 6.1. The bidder should not have been blacklisted or debarred by:
 - 6.1.1. Any Central / State Government Department

6.1.2. Tata Institute of Social Sciences (TISS)

6.1.3. Public Sector Undertakings or Autonomous Bodies

6.2. Proof of documents required:

6.2.1. A self-declaration on bidder's letterhead, duly signed and stamped by the authorized signatory, must be submitted as proof as per ANNEXURE A – 2.

7. Pre-Bid Meeting Details:

7.1. A mandatory Pre-Bid Meeting will be conducted either online or on campus, as specified in the Tender Notice.

7.2. Only those bidders who attend the Pre-Bid Meeting shall be considered eligible for the Technical Evaluation stage.

8. Bidder Presentation (Demo Script & Production Approach):

8.1. Bidders who are shortlisted after the Technical Evaluation will be invited for an online or in-person presentation, as scheduled by TISS.

8.2. During this presentation, the shortlisted bidders shall

8.2.1. Present their Demo Script developed on the TISS-provided micro-prompt;

8.2.2. Explain their production approach, including narrative style, visual language, treatment, crew workflow, and ethical/psychological safety considerations

8.2.3. Respond to questions from the Evaluation Panel.

8.3. This presentation replaces the requirement of submitting a sample film created specifically for this tender. However, bidders must still submit links to their past work as part of the Technical Bid

8.4. Failure to attend the scheduled presentation will result in automatic disqualification, and such bidders will not proceed to financial evaluation.

9. Submission of Bids (Offline – Two Bid System):

9.1. **Mode of Submission:** Bids shall be submitted offline only, in sealed envelopes, either by Hand delivery, or Registered Courier / Speed Post

9.2. Bids submitted by email, fax, or online upload will not be accepted under any circumstances.

9.3. Submission Address: All sealed envelopes must be submitted to the following address:

Assistant Registrar (Administration)

Tata Institute of Social Sciences (TISS)

V.N. Purav Marg,

Deonar, Mumbai – 400088

9.4. Office Hours for Submission: Monday to Friday, 10:00 AM to 5:00 PM (Excluding Saturdays, Sundays, and Public Holidays).

9.5. Bid Envelope System (Two-Cover System): Bidders are required to submit their bids using the Two-Bid System, as follows

9.5.1. Inner Envelopes: Two separate sealed envelopes must be prepared:

9.5.1.1. Envelope 1: Superscribed as "TECHNICAL BID – DO NOT OPEN"

9.5.1.2. Envelope 2: Superscribed as "FINANCIAL BID – DO NOT OPEN"

9.5.2. Note: The Technical Bid must not contain any financial information on quoted prices and The Financial Bid must contain only the financial quotation.

9.5.3. Outer Main Envelope: Both sealed envelopes must be placed in one larger sealed outer envelope, clearly superscribed with: "TENDER FOR PRODUCTION OF EDUCATIONAL FILMS – ICMR PROJECT (Project Code 68117)"

9.5.4. The outer envelope must also clearly mention the Bidder's complete postal address, email ID, and contact number.

9.6. Bid Submission Deadline: The completed bid must reach the above address within 21 (twenty-one) calendar days from the date of issue of this Tender Notice. Bids received after the deadline will be rejected without opening.

9.7. Opening of Bids:

9.7.1. Technical Bids will be opened first, on the date and time decided by TISS.

9.7.2. Only those bidders who meet the technical criteria will have their Financial Bids opened.

9.7.3. TISS reserves the right to conduct site visits, portfolio verification, or document validation prior to the final technical qualification.

10. Evaluation of Bids (QCBS Method – 70:30 Weightage):

10.1. The selection of the agency will follow the Quality and Cost Based Selection (QCBS) method with the following weightage: Technical Evaluation – 70% & Financial Evaluation – 30%

10.2. Evaluation will be carried out in two stages. Only bidders who meet all eligibility criteria and secure the minimum prescribed technical score will qualify for the Financial Evaluation.

10.3. Technical Evaluation (Total: 70 Marks)

Evaluation Parameter	Sub-Criteria	Max. Marks	Evidence Required / Evaluation Method
A. Relevant Experience	Proven experience in educational / social / youth-oriented films (minimum 3 completed projects)	15	Work Orders + Video Links + Portfolio Review
	Demonstrated sensitivity in portraying psychosocial or vulnerable groups	10	Review Panel assessment of submitted samples (existing work only; no new films required)
B. Team Capability	Structure, qualifications & roles of core production team (Director, Scriptwriter, Cinematographer/DP, Editor, Sound, VO artists – Hindi & Marathi)	10	CVs, Portfolio Evidence, Availability Commitment Letter
C. Pre-Bid Presentation (Mandatory)	Live presentation covering: - Narrative approach - Visual language - Psychological safety strategy - Cultural sensitivity process	20	Evaluated by Review Panel during Pre-Bid Meeting
D. Demo Script Submission	One demo script (1–2 minutes sample scene) based on TISS-issued micro-prompt	15	Evaluated for tone, clarity, realism, message accuracy & psychological safety

10.4. Minimum Technical Score to Qualify: ≥ 50 out of 70 marks

10.5. Financial Evaluation (30 Marks):

10.5.1. Financial Scores (FS) will be computed using the following formula: $FS = (L/F) \times 30$

10.5.2. Where: L = Lowest Financial Bid among technically qualified bidders and F = Financial Bid of the bidder being evaluated.

10.5.3. Lower financial bids receive higher financial scores.

10.6. Final Score Calculation (QCBS Formula):

10.6.1. Final Score = (Technical Score × 0.70) + (Financial Score × 0.30)

10.6.2. The bidder achieving the highest Final Score will be selected as the Preferred Agency.

11. Bid Validity & Earnest Money Deposit (EMD):

11.1. Bid Validity: 180 days from the date of tender opening

11.2. EMD Amount: Rs 24000 only.

11.3. EMD: To be submitted via NEFT/RTGS (non-interest bearing), valid up to a period of 180 days beyond final bid validity period.

11.4. Copy of the EMD deposited transaction details to be attached along with technical documents.

11.5. EMDs of all unsuccessful bidders will be refunded within one month from the date of completion of bid evaluation (technical and financial) without any additional interest.

11.6. Bank Details for EMD

11.6.1.1. A/C name: TATA INSTITUTE OF SOCIAL SCIENCES.



11.6.1.2. A/C Number: 10895954226.

11.6.1.3. IFSC Code: SBIN0003109.

11.6.1.4. Bank MICR Code: 400002023.

11.6.1.5. Bank Name: State Bank of India, Address: State Bank of India, Deonar Branch, V. N. Purav Marg, Sion
-Trombay Road, Deonar, Mumbai-400088.

12. No Validity of Verbal or Informal Communication:

12.1. Any queries, clarifications, or approvals provided verbally or through phone calls, messaging applications, or informal communication channels shall not be considered valid.

12.2. Bidders may seek clarifications only through given email, addressed to the designated Project Lead as mentioned in this Tender Document.

12.3. Only written communication issued through the official email of TISS shall be treated as authentic and legally binding for all tender-related purposes.

13. Code of Ethics: The Bidder should observe the highest standard of ethics and should not indulge in the corrupt, fraudulent, anti-competitive, and coercive practices either directly or indirectly, at any stage during the tendering process or during execution of resultant contracts. If the bidders are found to be involved in any such activity, action will be initiated to debar the bidder.

14. Tender Amendment & Cancellation:

14.1. TISS reserves the right to amend, cancel, or modify the tender at any time before bid submission.

14.2. All amendments (addenda) will be issued in writing and published exclusively on the TISS website and updated on GEM, if any.

14.3. For substantial amendments, the bid submission deadline will be extended to allow bidders reasonable time to submit revised bids.

15. Grounds for Disqualification:

15.1. TISS reserves the right to independently verify all claims, references, and submitted documents. In case of any discrepancy, falsification, or unverifiable information, the bidder's proposal shall be liable for rejection at any stage without assigning any reason.

15.2. Misleading, false, or deliberately suppressed information is found in their submissions.

15.3. They have a record of poor performance (e.g., abandoned work, incomplete contracts, financial weakness).

15.4. Confidential inquiries reveal facts inconsistent with the information provided.

15.5. Confidential inquiries indicate unsatisfactory past performance against selection criteria.

16. Presentation & Clarification:

16.1. The Evaluation Committee may call shortlisted bidders for discussion, presentation, or clarification.

16.2. The committee retains sole discretion to request these sessions at any stage of the evaluation process.

17. Price Bid Submission:

17.1. Bidders shall submit their Financial (Price) Bid strictly in the prescribed format provided under Financial Bid Format. Any deviation from the prescribed format shall render the bid liable to rejection.

17.2. The quoted price shall be a single lump sum amount, inclusive of GST and all applicable taxes, duties, levies, charges, and expenses. No additional or separate payment shall be admissible under any circumstances.

17.3. Bidders are advised to carefully examine the scope of work, deliverables, and Financial Bid format before submitting their quotation. Submission of the Financial Bid shall be deemed as full acceptance of the scope and terms of the tender.

17.4. Only those bidders who qualify in the Technical Evaluation shall be considered for opening and evaluation of the

18. Bid Evaluation and Selection Process: QCBS (Quality and Cost Based System)

18.1. **Two-Stage Evaluation:** The bids will be evaluated in two stages:

18.1.1. Technical Evaluation –

18.1.1.1. Only those bidders who meet all eligibility criteria and submit all required documents will be considered technically qualified.

18.1.1.2. Bidders must obtain a minimum qualifying score of 70 marks (70%) to be declared technically qualified.

18.1.1.3. The Technical Proposals will be scored out of 100 points based on the pre-disclosed evaluation criteria (ST)

18.1.2. Financial Evaluation –

18.1.2.1. Only the Price Bids of technically qualified bidders will be opened.

18.1.2.2. The Financial Proposal with the Lowest Evaluated Price (L1) will be assigned the maximum financial score of 100.

18.1.2.3. The financial score for all other Technically Qualified bidders will be calculated using the following formula:

18.1.2.4. Financial Score (SF) = (Lowest Evaluated Price / Bidder's Evaluated Price) x 100

18.2. **Evaluation Methodology:** The selection of the successful bidder shall be made under the Quality and Cost-Based Selection (QCBS) method, combined score of technical merit and cost with the following composition:

Evaluation Component	Weightage
Technical Score (ST)	70%
Financial Score (SF)	30%
Total (Final Score = St × 0.70 + Sf × 0.30)	100%

18.3. **Finalisation & Award of Contract:**

18.3.1. The bidder achieving the highest Final Score will be recommended for the award of the contract.

18.3.2. TISS reserves the right to invite the highest-scoring bidder for negotiations prior to the award, at its sole discretion.

18.3.3. The Bidder must formally acknowledge and return a signed acceptance of the LoA within 3 working days of receipt.

18.3.4. Failure to do so will result in automatic cancellation of the award.

Important Terms & Conditions for Tender:

1. **Commencement of Services:** The following conditions must be fulfilled before the commencement of work:

1.1. **Performance Security Deposit:** A Bank Guarantee for 5% of the contract value, issued by a Nationalized/Scheduled Bank in favor of "Tata Institute of Social Sciences, Mumbai", must be submitted within 15 days of the Letter of Intent (LOI). It must remain valid for 90 days beyond the completion of all contractual and warranty obligations.

1.2. **Single Point of Contact:** The bidder will be the sole responsible entity for the execution and delivery of the entire project as per OIA, TISS's requirements. Sub-contracting is strictly prohibited.

1.3. **Agreement Execution:** A formal agreement must be executed on stamp paper of requisite value, duly registered. All



associated stamp duty and registration costs will be borne by the successful bidder.

2. **Project Start & Kick-Off:**

2.1. **Kick-Off Meeting:** A mandatory meeting will be held by the TISS Review Panel to finalize the production schedule, tone references, file protocols, and the review calendar. The meeting minutes will be binding on both parties.

2.2. **Start Date:**

2.2.1. Active work on Script Development and Pre-Production must commence no later than 7 (seven) calendar days from the later of the Purchase Order (PO) issuance date, or the completion of the formal Kick-Off Meeting.

2.2.2. Failure to initiate work within this period constitutes a material breach of contract.

3. **Project Timeline & Deliverables:**

3.1. **Contract Period:** The total project duration is sixteen (16) weeks, commencing from the later of the Purchase Order (PO) issuance date or the Kick-Off Meeting, as per Section 9.3. This schedule is binding, and no extensions will be granted except under documented *force majeure* conditions approved by TISS.

3.2. **Commencement of Timeline:** The project timeline shall commence from the date of issuance of the Purchase Order (PO) or the date of the Kick-Off Meeting, whichever is later, and in any case not later than seven (7) days from the PO date.

3.3. **Mandatory Phase Schedule:** All deliverables are subject to the formal approval requirements specified in the referenced Annexures.

Phase	Activity	Duration	Required Output	Approval Requirement
Phase 1	Script Development for all 12 films	4 weeks	Final Script Documents (Hindi/Hinglish) + Marathi Dub Adaptation Scripts	Written approval from Review Panel (Annexure C)
Phase 2	Casting, Pre-Production & Shooting (live action and/or animation production)	3 weeks	All primary footage, voice recordings, raw visual assets	Pre-Production & Shoot Completion Note signed (Annexure D)
Phase 3	Editing & Delivery of Batch 1 (6 movies)	3 weeks	Batch 1 Final Films + Marathi Dub + Subtitles + All Project Files	Batch 1 Completion Certificate (Annexure F)
Phase 4	Editing & Delivery of Batch 2 (6 movies)	3 weeks	Batch 2 Final Films + Marathi Dub + Subtitles + All Project Files	Written approval of Review Panel
Phase 5	Editing & Delivery of Batch 3 (5 movies) (final batch)	3 weeks	Batch 3 Final Films + Marathi Dub + Subtitles + All Project Files	Final Acceptance Certificate (Annexure F-2)
Total Duration: 16 Weeks				

3.4. Failure to meet any milestone will incur liquidated damages of 1% of the total contract value per week of delay, capped at 10%. This does not preclude TISS's right to terminate the contract and engage a replacement agency at the Contractor's cost for excessive delay.

3.5. The allotted timeline includes reasonable time for revisions. No additional time will be granted for rework cycles requested by the TISS Review Panel.

3.6. If a deliverable remains non-compliant after two revision cycles—specifically if it is tone-inappropriate, psychologically unsafe, technically substandard, or misaligned with the approved script—TISS may, at its discretion, require full re-production of the film at the Contractor's sole cost.

4. **Payment Terms:**

4.1. **Payment Schedule:** The total contract value shall be disbursed in three (3) milestone-based tranches, contingent upon the satisfactory completion of deliverables and receipt of TISS's formal written approval.

Milestone	Description of Work Completed	% of Total Contract Value	Conditions for Release
Milestone 1	Completion and approval of final scripts for all 12 films (including Hindi/Hinglish master scripts + Marathi dubbing adapt scripts)	30%	Approved & signed Script Approval Records (Annexure C) for all 12 films must be submitted. No partial release.
Milestone 2	Completion and approval of Batch 1 Final Films (including dubbed versions + subtitles + source files for Batch 1)	30%	Submission of Batch 1 Completion & Handover Certificate (Annexure F) + Validation of deliverable completeness.
Milestone 3	Completion and approval of all final deliverables for Batch 2 and Batch 3 (including all final film masters, dubbed versions, subtitles, project files, and raw footage)	40%	Final Acceptance Certificate issued by the Review Panel confirming full and satisfactory delivery of the assignment.

4.2. General Payment Conditions:

- 4.2.1. Payments are processed only against a valid invoice in TISS's prescribed format, raised with correct GST details.
- 4.2.2. Statutory deductions (TDS, etc.) shall apply as per law.
- 4.2.3. No advance, mobilization, or partial payments will be issued.
- 4.2.4. Payment for any milestone will be withheld if deliverables are incomplete, non-compliant, or require rework, until corrections are made at the Contractor's sole cost.
- 4.2.5. The contract value shall be fixed and non-revisable.
- 4.2.6. No escalation on grounds of inflation, resource cost, or production variance shall be permitted

5. Contract Tenure and Renewal Terms:

- 5.1. The initial contract shall be valid for a period of three (03) months from the date of issuance of the Work Order or Agreement.
- 5.2. The Agency shall submit a Performance Report in the prescribed format at least fifteen (15) days prior to the completion of the initial three-month period. This report must be in the formats provided by TISS and shall include, at a minimum, evidence of progress against all Key Performance Indicators (KPIs) and deliverables as defined in the Scope of Work.
- 5.3. TISS will evaluate the Agency's performance based on this report, adherence to timelines, quality of deliverables, and overall cooperation. A formal performance review meeting may be convened for this purpose.
- 5.4. Upon satisfactory evaluation of the Agency's performance and formal approval by the Institute, the contract shall be extended for a further period of nine (09) months, on the same terms and conditions.
- 5.5. Following successful completion of the initial one-year term (3 months + 9 months), the contract may be extended annually for up to two (02) additional years, on a year-to-year basis, subject to requirement, satisfactory performance and compliance with all contractual obligations.
- 5.6. The Institute, however, reserves the right to terminate / curtail the contract at any time after giving 30 days' notice without assigning any reason
- 5.7. Acceptance of the terms and conditions as declared in Annexure 3 shall be deemed equivalent to entering into a binding agreement with the Institute, enforceable upon award of contract.

6. Payment Terms:

6.1. Invoice Submission:

- 6.1.1. The Bidder shall submit an original, duly signed tax invoice for each delivery, referencing the relevant Purchase Order (PO) number.

6.2. Payment Timeline: Monthly Payment

- 6.2.1. No advance payment shall be made to the Bidder under any circumstances.
- 6.2.2. Payment shall be made against submission of a valid invoice to the Institute within 30 days of submission of Invoice.
- 6.2.3. Payments will be subject to deduction of TDS and GST as applicable.
- 6.2.4. Payment will be made through bank transfer only, in no circumstance cash/ cheque payment will be made.
- 6.2.5. The Institute reserves the right to withhold full or partial payment in cases where penalties are applicable, as per the provisions outlined in the penalty clauses of this tender.

7. **Penalty and Deduction Conditions:** The following penalties and deductions shall be imposed for non-performance or breach of contract terms. All decisions by the TISS Competent Authority regarding the imposition of penalties shall be final and binding.

Sl. No.	Situation / Non-Compliance	Penalty / Corrective Action
1	Delay beyond the agreed delivery schedule	Penalty of 1% of the total contract value per week of delay, subject to a maximum of 10% of the total contract value
2	Non-compliance with approved scope, script, or quality standards requiring rework	Rework shall be carried out by the Contractor at its own cost, with no additional financial implication to TISS
3	Repeated rework exceeding two (02) revision cycles due to deficiencies attributable to the Contractor	The concerned film/content shall be reproduced entirely at the Contractor's cost
4	Use of prohibited practices, including AI-generated voices, robotic narration, or stock emotional monologue templates	Immediate rejection of the film/content and mandatory rework or reproduction at the Contractor's cost
5	Breach of confidentiality, data security, or intellectual property rights	Immediate termination of contract and initiation of legal action for recovery of damages, as applicable

8. **Force Majeure:** No penalty shall apply in cases of natural calamities, strikes, or government orders, subject to timely written intimation.

9. **Intellectual Property Rights:**

9.1. **Exclusive Ownership of Work by TISS:**

- 9.1.1. All intellectual property rights in all materials created under this contract (the "Work") are hereby assigned to and shall be the sole property of TISS upon creation. This includes all scripts, footage, edits, designs, audio, and project files. The Contractor retains no rights to use any part of the Work without TISS's prior written permission.
- 9.1.2. TISS may use, modify, translate, adapt, subtitle, or re-version the films for non-commercial educational, research, training, or institutional purposes, without further consent or payment to the Contractor.

- 9.2. **Portfolio Use (Restricted):** The Contractor may only include the final, publicly released film in a professional portfolio **after** receiving written email approval from the TISS Project Lead. Use of drafts, raw footage, behind-the-scenes material, or any representation implying ownership or authorship is strictly prohibited.

- 9.3. **Waiver of Credits:** The Contractor waives all moral rights and claims to any credit (including director, editor, or producer credits) unless expressly granted in writing by TISS.

10. **Confidentiality:**

- 10.1. **Scope of Confidential Information:** All information, materials, and communications related to this project shall be considered strictly confidential ("Confidential Information"). This expressly includes, but is not limited to: project concepts, scripts, treatment notes, research materials, student experiences, interview transcripts, and any non-public internal communications.

10.2. Obligations of Contractor: The Contractor shall not disclose, publish, share, or discuss any Confidential Information, in whole or in part, in any public or private forum, without the prior written consent of TISS. This prohibition explicitly extends to:

- Social media platforms
- Personal or company websites, including portfolio sections
- Professional showreels, reels, or case studies
- Industry forums or conferences
- Blogs, interviews, or other publications

10.3. Duration of Obligation: The confidentiality obligations under this clause shall remain in force during the term of the contract and shall continue to apply even after completion or termination of the project.

10.4. Remedy for Breach: Any violation of this clause constitutes a material breach of this Agreement, entitling TISS to immediate termination and the pursuit of all available legal remedies, including injunctive relief and damages.

11. Contract Termination and Forfeiture:

11.1. TISS shall have the right to review the working from time to time.

11.1.1. TISS reserves the right to terminate the contract, in whole or in part, with immediate effect, by issuing a written notice to the Contractor, in the event of any of the following:

11.1.2. Failure to adhere to the agreed timelines or delivery schedules;

11.1.3. Repeated submission of sub-standard or non-compliant deliverables, despite corrective instructions;

11.1.4. Violation of prescribed psychological safety, ethical, or content sensitivity guidelines;

11.1.5. Breach of confidentiality, data protection, or intellectual property obligations;

11.1.6. Submission of false, fraudulent, or misleading information at any stage of the bidding or execution process.

11.2. Consequences of Termination:

11.2.1. No further payments shall be payable to the Contractor for the remaining scope of work;

11.2.2. TISS shall be entitled to engage another agency to complete the balance work, at the risk and cost of the Contractor, without prejudice to any other rights or remedies available to TISS under law.

12. Integrity Clause:

12.1. It is hereby specifically agreed that the Bidder will not pay, offer, demand or accept bribes of any sort and that they shall disclose all commissions and similar expenses paid to anybody in connection with the contract.

12.2. It is understood that violation of the aforesaid clause shall entail sanctions, which could include loss or denial of contract, forfeiture of bid or performance security, liability for damages, debarment for future contracts. Besides, action in accordance with law and criminal or disciplinary action against any employee of the Institute, who seeks, demand or accepts bribes of any sort.

12.3. The Bidder shall declare that they have not been convicted by any court for and have not been formally investigated of a corruption crime and have not/ will not resort to bribery or any other form of corruption in the context of the contract.

13. Arbitration Clause:

13.1. All disputes shall be resolved by a Sole Arbitrator appointed by the Registrar, TISS.

13.2. Arbitration proceedings shall follow the Arbitration & Conciliation Act, 1996.

13.3. The decision of the Arbitrator shall be final and binding on all parties.

13.4. If both parties fail to resolve their dispute or difference by such mutual consultation, the same shall be referred to



the sole arbitrator, to be appointed by the Vice Chancellor, TISS at Mumbai as per the provisions of the Indian Arbitration and Conciliation Act, 1996 and the rules framed there under. His/ Her decision will be final & binding on both the parties. The venue of arbitration shall be Mumbai, India.

14. **Jurisdiction:** All disputes arising out of or in connection with this Agreement shall be subject to the exclusive jurisdiction of the courts situated in Mumbai, Maharashtra.

FINANCIAL BID FORMAT

(To be submitted in a separate sealed envelope marked "FINANCIAL BID – DO NOT OPEN")

Cost for Complete Work	
Description	Amount (INR)
A. Total Professional Fees (All Inclusive)	₹ _____
B. GST (____%)	₹ _____
C. Grand Total (A + B)	₹ _____

Instructions to Bidder:

1. The Bidder is required to quote a single lump sum amount for the complete scope of work as specified in the Tender Document.
2. Enter the consolidated total in both numerical and word format. Incomplete or inconsistent bids may be rejected.

Authorized Signatory Name: _____

Designation: _____

Signature & Company Stamp: _____

Date: _____

**ANNEXURE A-1:****BIDDER'S INFORMATION***(To be submitted on Company/Firm's Letterhead)*

Details of the bidders:		
1	Name of The Bidder	
2	Address of The Bidder	
3	Status of the Company (Public Ltd./ Pvt. Ltd.)	
4	Valid GST Registration No.	
5	Details of the Incorporation of the Company	Date:
		Reference Document:
6	Permanent Account No. (PAN)	
7	Bank Account Number	
8	Branch Details	
9	IFSC Code	
10	Name & Designation of the Contact person to whom all references shall be made regarding this tender.	
11	Telephone No. (with STD Code)	
12	Email Address of the Contact Person	

Signature :

Name :

Office Address :

Contact Details:

Affix Rubber Stamp

ANNEXURE A – 2:

Declaration of Clean Track Record
(To be submitted on Company/Firm's Letterhead)

To,

The Assistant Registrar
Tata Institute of Social Sciences
VN Purav Marg,
Mumbai – 400088

Date:

Subject: Declaration for Clean Track Record

Re: Tender No.....for Production of 12 Short Educational Films on Mental Health and Wellbeing.

Dear Sir/Madam,

I/We have carefully read the Terms & Conditions contained in the above-referred Tender. I/We hereby declare that my company/firm is not currently debarred/blacklisted/convicted by any Government/Semi-Government Organizations/Institutions/private hospitals in India or abroad.

I/We further certify that I am a competent officer in my company/firm to make this declaration.

No.	Company in which the company is debarred / blacklisted / case is pending	Blacklisted / debarred by Government / Semi Government Organizations / Institutions/ Private hospitals	Reason	Since when and for how long
1				
2				
3				

Or I/we declare the following:

(NOTE: In case the company / firm was blacklisted previously, please provide the details regarding Period for which the company / firm was blacklisted and the reason/s for the same)

Yours faithfully

(Signature of the Bidder)

Printed Name

DesignationSeal:

Date:

Business Address:

Encl: As above

ANNEXURE A - 3:

DECLARATION FOR ACCEPTANCE OF TENDER TERMS AND CONDITIONS

(To be submitted on Company/Firm's Letterhead)

To,

The Assistant Registrar
Tata Institute of Social Sciences
VN Purav Marg,
Mumbai – 400088

Date:

Subject: Declaration for Acceptance of Tender Terms and Conditions

Re: Tender No.....for Production of 12 Short Educational Films on Mental Health and Wellbeing.

Dear Sir/Madam,

I/We have carefully read the Terms & Conditions as mentioned in the above-referred Tender document. I/we declare that all the provisions of this Tender are acceptable to my/our company/firm.

I/We further certify that I am a competent officer in my company/firm to make this declaration.

Yours faithfully,

(Signature of the Bidder)

[Printed Name]

[Designation]

[Company Name]

[Seal]

Date:

Business Address: [Insert Address]

ANNEXURE A - 4:

DETAILS OF SIMILAR WORKS EXECUTED

(To be submitted on Company/Firm's Letterhead)

To,

The Assistant Registrar
Tata Institute of Social Sciences
VN Purav Marg,
Mumbai – 400088

Date:

Subject: Submission of Details of Similar Works Executed

Re: Tender No.....for Production of 12 Short Educational Films on Mental Health and Wellbeing.

Dear Sir/Madam,

In response to the above-mentioned tender, we hereby submit the details of relevant work experience executed by our organization in the field of educational / awareness / training / social-impact film or AV production, as per the prescribed format below.

*(The bidder must submit details of **minimum three (03) completed assignments** executed during the last three financial years. Supporting documents and web links must be enclosed.)*

Table: Details of Relevant Work Experience:

Sr. No	Name of Client / Organization	Project Title & Synopsis (Briefly describe the film(s)/series and its educational/social objective)	Directly Relevant Scope (e.g., Script-to-Screen Production, Sensitive Topic Handling, Animation/Live Action, Dubbing)	Number of Films / Videos	Order Value (₹)	Period of Contract	Client Reference (Name, Designation, Email, Phone)	Litigation Status (Yes/No)
1								
2								
3								
4								
5								

(Please attach separate sheets if more space is needed)

Important Notes

1. Only completed projects shall be considered for evaluation.
2. Web links must be of actual produced work; showreels consisting only of stock footage shall not be accepted.
3. TISS reserves the right to verify the submitted details with the client references provided.

Declaration: We hereby certify that the information furnished above is true and correct to the best of our knowledge and belief. We understand that any false or misleading information may result in disqualification of our bid.

Signature of Authorized Signatory: _____

Name: _____

Designation: _____

Name of Company / Firm: _____

Seal:

Date: _____

Business Address: _____

TECHNICAL BID QUALIFICATION – COMPLIANCE CHECKLIST

A. Bidder Profile & Legal Eligibility					
Sl. No.	Criteria	Requirement	Document Required	Compliant (Yes/No)	Remarks
1.1	Legal Entity	Registered Company / LLP / Partnership / Proprietorship / Registered Production Collective operating in India	Registration Certificate		
1.2	GST Registration	Registered under applicable GST laws	GST Registration Certificate		
1.3	Proof of Registration	Any one of the prescribed documents	Registration Certificate / GST Certificate		
B. Experience Criteria					
Sl. No.	Criteria	Requirement	Document Required	Compliant (Yes/No)	Remarks
2.1	Industry Experience	Minimum 2 years' experience in film / AV production	Self-declaration + registration proof		
2.2	Relevant Assignments	At least 3 completed educational / awareness / training / social-impact videos	Work Orders / Completion Certificates		
2.3	Proof of Work	Actual produced content	Web links / portfolio reels		
C. Technical Capacity – Human Resources					
Sl. No.	Role Availability	Requirement	Proof Required	Compliant (Yes/No)	Remarks
3.1.1	Director	In-house or on-call	Self Declaration & List		
3.1.2	Scriptwriter	In-house or on-call	Self Declaration & List		
3.1.3	Cameraperson / DP	In-house or on-call	Self Declaration & List		
3.1.4	Video Editor	In-house or on-call	Self Declaration & List		
3.1.5	Sound Engineer	In-house or on-call	Self Declaration & List		
3.1.6	VO Artist	Hindi & Marathi mandatory	Self Declaration & List		
D. Language, Dubbing & Subtitling Capability					
Sl. No.	Requirement	Compliance Standard	Proof Required	Compliant (Yes/No)	Remarks
3.2.1	Dubbing	Professional Hindi & Marathi	Declaration / sample		
3.2.2	Subtitling	Hindi, Marathi & English	Declaration / sample		
3.2.3	Audio Quality	Professional recording setup	Declaration		
3.2.4	Prohibited Practices	No AI / robotic voices	Signed declaration		
3.2.5	Subtitle Quality	Accurate & time-synced	Sample links		
E. Equipment & Software Availability					
Sl. No.	Requirement	Minimum Standard	Proof Required	Compliant (Yes/No)	Remarks
4.1	Camera	1080p Full HD (4K preferred)	Declaration		
4.2	Audio Equipment	Lapel / Shotgun Mic	Declaration		
4.3	Editing Software	Premiere / Final Cut / Resolve	Software list		
4.4	Access Mode	Owned / Rented / Shared	Declaration		
4.5	Sample Quality	Clear audio & video	Web links		
F. Financial Eligibility					
Sl. No.	Criteria	Requirement	Document Required	Compliant (Yes/No)	Remarks

5.1	Turnover	≥ ₹8 lakh average in last 3 FYs	CA-certified turnover & P&L		
5.2	Profitability	No net loss in last 3 FYs	CA-certified P&L		

G. Statutory Registrations & Compliance

Sl. No.	Document	Status	Compliant (Yes/No)	Remarks	
6.1	GSTIN Certificate	Valid			
6.2	PAN Card	Valid			
6.3	Establishment / Business License	Valid			
6.4	Other statutory licenses (if applicable)	Valid			

H. Blacklisting Declaration

Sl. No.	Requirement	Declaration Required	Compliant (Yes/No)	Remarks	
7.1	Not blacklisted by Govt / PSU / TISS	Self-declaration as per Annexure A-2			

I. Mandatory Pre-Bid & Presentation Compliance

Sl. No.	Requirement	Proof Required	Compliant (Yes/No)	Remarks	
8.1	Pre-Bid Meeting Attendance	Attendance proof			
9.1	Demo Script Submission	Script copy			
9.2	Presentation Attendance	Panel record			

Film Topics and Concept Notes

S no.	Topic	Format	Duration	Plot/Content
1	Cyberbullying and Upstander action	Simulated chats with graphics portraying positive/neutral statements and examples of online bullying. Single actor - no dialogues, only expressions used to highlight emotions when they receive neutral/positive/negative statements/response.	90-120 sec	a. Opens with simulated chat screenshots showing subtle and obvious signs of cyberbullying (mocking, exclusion, impersonation). b. On-screen labels: What is bullying? What is NOT bullying? c. Quick section on impact on the victim. d. Transition to upstander actions: Intervene safely Support the target privately Report to trusted adults/platforms End with how to seek help, stand and report it if happens around you + helplines
2	Managing breakups	Moving visuals/Animatics (self help video) Create a clean, conversational, reflection-style animatic that talks about breakups in a neutral, supportive, relatable way — WITHOUT showing a couple breaking up, fighting, blocking, crying, etc.	120-150 sec	Video to showcase aftermath of breakups Types of breakup - what typically comes up and process of what it's like (non linear, on-again-off-again relationships, taking a break but not breaking up) Impact of a breakup - understanding what it means to end a relationship/lose a relationship (exploring how self worth, confidence and self image can be impacted and emphasising that they don't need to be defined by this experience, the seemingly negative ending doesn't negate the strength of your relationship or it's positive aspects.) Action - finding closure, allowing for emotions to surface, understanding our own experience of the break up, surrounding with supportive people, recognising vulnerability and taking care of self, drawing healthy boundaries.
3	Standing up for Myself: The Art and Science of Having Difficult Conversations	Format: Live actors + minimal text slides Tone: Youth-friendly, realistic, non-preachy Setting: School/college environment (classroom, corridor, canteen)	120 sec	Live-action short with 3–4 students set in a school/college corridor or classroom. A student faces peer pressure around a common situation (party, homework, risky behaviour). The scene freezes at key moments as text slides explain assertiveness tools: 'I statements', boundary-setting, and the broken-record technique. The scene then resumes to show how these skills work in real life. Binding idea: helping students stay true to themselves while keeping friendships healthy
4	Loneliness and isolation	Short film - group of 5 friends, having a mundane day at college, location may be canteen, hangout spot. 1 character (main actor) feeling isolated and excluded by the group while the group chats about regular things.	3-5 min?	The film explores loneliness by showing two perspectives of the same everyday moments - one from the person feeling lonely, and the other from the group unintentionally excluding them. The aim is to show that loneliness is often silent, subtle, and not the same as bullying. We follow the main character who tries to join a conversation but gets overshadowed, Sits alone in the

Film Topics and Concept Notes

S no.	Topic	Format	Duration	Plot/Content
		Thoughts of the main character portrayed through whispered VO. Lens changes to thoughts of the friends - camera panned to show different characters and VO showing what's on their mind (things they are dealing with, someone stressed about replying to a friend/partner, one worried about an upcoming assignment, one looking at the main character wondering how they have a great dressings sense etc).		canteen, hesitating to approach others, Feels invisible even when surrounded by people. We then rewatch the same moments, but now from the group's perspective where They're distracted, stressed, or unaware, not noticing the main character. Not all exclusion is intentional and loneliness may be caused by misunderstandings and not malice. One group member would notice the main character and include him in the group and a simple, genuine gesture breaks the cycle of isolation. Everyone benefits from awareness and small acts of kindness. Both sides have power to change the situation
5	Self-confidence and self-esteem	Format: Moving visuals / 2D animatics Tone: Friendly, simple, grounded, non-preachy Visual Style: Clean line illustrations, split screens, minimal backgrounds Characters: Generic youth silhouettes or simple figures (gender-neutral)	90 secs	Visual split-screen: Confidence = belief in abilities Self-esteem = belief in personal worth Examples: "I can do this test" vs "I am valuable even if I fail" Quick actionable tips: Celebrate micro-wins Replace negative self-talk Set realistic goals Learn skills gradually End with a small self-reflection exercise.
6	Managing overthinking and Cognitive restructuring	Format: Simple stop-motion style with objects (yarn, maze, sticky notes), light animations, gentle VO Tone: Real, non-dramatic, non-therapeutic, practical Characters: No faces needed - mostly hands/objects/text animations	60-90 sec	The video uses a tangled yarn and looping arrows to show how small thoughts spiral into overthinking. It gives relatable examples from student life and explains that overthinking is a habit, not a flaw. Simple techniques like thought-stopping, writing thoughts down, and grounding are introduced. Ends with a reassuring message that slowing down thoughts gets easier with practice.
7	Body image	Format: Infographics + simple 2D animations + voiceover Tone: Calm, factual, relatable, inclusive Visual Style: Clean icons, silhouettes, gentle transitions Characters: Mixed-gender, simple shapes (non-specific)	60-90 sec	Show unrealistic beauty standards for all genders. Examples of filters, photo editing, fitness culture pressures. Explain: Psychological impact, Difference between fitness, beauty, and worth Promote: Body neutrality, Focusing on health, care, functionality, Curating your feed mindfully

Film Topics and Concept Notes

S no.	Topic	Format	Duration	Plot/Content
8	You've recognised you want help. Now what?	Format: One actor host + clean infographics Reference link - https://www.youtube.com/watch?v=Gziflts0oz0	90 sec	Closing affirmation. Friendly host explains: Who is a school counselor? Who is a therapist? Who is a psychiatrist? Clarifies roles with simple one-line examples. Shows how to: Find helplines Approach trusted adults Use online verified support directories Access community support groups End with "It is okay to ask for help."
9	Anxiety and Panic Attack	Single Person Interview QnA style with 2-3 Mental Health Practitioners - one person seated on a stool/chair with a neutral background. Questions being asked by a voice followed by the MHP giving their response. All 3 MHPs will be asked the same set of questions, editing in a way where brief responses can be showcased per question.	2-3 min	FAQs asked one by one to MHP guest who can answer these questions. Questions can be - (reference questions below) 1. What is anxiety? 2. What is a panic attack? 3. Can someone have panic attacks without having an anxiety disorder? 4. Are panic attacks and anxiety the same thing? The video ends with a few simple moving slides on how to take care of yourself when experiencing anxiety or panic attacks. Do's and don'ts for self and others.
10	Depression	Format: Semi-scripted roundtable conversation + minimal text slides Tone: Honest, low-key, relatable, non-dramatic - feels like real youth talking, not a counselling session Setting: Casual, everyday student space (e.g., common room, canteen, classroom, hostel study hall) Characters: 4-5 students (mixed gender, mixed rural/urban backgrounds)	3-5 min	Semi-scripted roundtable where 4-5 students (from different regions and institute types) discuss how depression showed up in their lives—loss of energy, withdrawal, changes in routine. Shot in a casual campus setting (canteen/common room). Intercut with brief text slides highlighting subtle symptoms. Tone is honest and relatable, not dramatic. Binding idea: 'Depression looks different for everyone, but support is real.

Film Topics and Concept Notes

S no.	Topic	Format	Duration	Plot/Content
		1 facilitator/anchor (optional) Locations: 1 primary indoor location (campus or hostel common area) Cutaways: simple shots of bags, notebooks, benches, corridors (optional)		
11	Self-harm and suicide	Format: Short dramatised micro-scenes with freeze-frame DO/DON'T text prompts Tone: Warm, direct, safe, practical — focuses on communication, NOT visualising distress Setting: Familiar youth environments where “check-ins” naturally happen: classroom corridor hostel room bus stop tuition/coaching centre (choose 1-2) Characters: 6-8 actors total across scenes (Each micro-scene uses 2-3 characters only) Locations: 2-3 simple but relatable locations (hostel/PG room, campus corridor, outside bench, bus stand) No closed, lonely, or triggering spaces; everything open and safe	90sec	A trusted young adult (MHP) speaks directly to the camera, explaining that these thoughts are real and serious but that they are also a sign of intense pain and not a solution. The video emphasizes that there is hope and provides multiple helpline numbers and local resource information. OR Dramatised micro-scenes showing friends, cousins, or roommates checking in when someone seems withdrawn or distressed. Each scene pauses to show DO/DON'T text prompts for safe, supportive responses. No triggers or methods shown. Works across rural/urban contexts with simple youth environments. Binding idea: ‘Small check-ins can save lives—here’s how to do them safely.’
12	PFA	Format: Youth host + quick skits + playful on-screen graphics Tone: Energetic, friendly, lightly humorous, practical — “youth teaching youth,” not expert-heavy	2-3 mins	One individual who is in distress is having a conversation with a supportive adult. The adult demonstrates - empathy, active listening, non-verbal cues, safe body language and encouraging help seeking. OR Youth-friendly host explains PFA through quick, light skits filmed in everyday campus locations (courtyard/classroom). Shows what NOT to do and what works—listening, staying calm, validating, and guiding someone to help. Uses humour + on-screen graphics for easy learning. Binding idea: ‘You don’t need to fix everything—just be a safe first step.’

Film Topics and Concept Notes

S no.	Topic	Format	Duration	Plot/Content
		Setting: Outdoor campus courtyard or open classroom + 1–2 small indoor spots for skits Characters: 1 main youth host 2-3 supporting actors appearing in mini-skits Locations: 1 main outdoor campus location 1–2 small indoor locations (classroom corner, canteen table, staircase landing)		

