



**DELHI DEVELOPMENT AUTHORITY**  
(Communications Department)

VIKAS SADAN, INA, NEW DELHI - 110023

**Request for Proposal**

**Name of Work: Empanelment of video making agency for DDA campaigns**

**Tentative Schedule:**

<b>Activities</b>	<b>Date</b>	<b>Time</b>
Document download starts:	16.09.2025	1 PM
Pre Bid query meet: (Chamber of Commissioner (Housing), A Block, 1st Floor, Room No 102, Vikas Sadan DDA)	22.09.2025	2 PM
Release of response to clarification sought in pre bid query on CPP Portal & dda.gov.in:	24.09.2025	4 PM
Bid submission starts:	24.09.2025	4:30 PM
Last Date of Submission of Technical Bids on CPP portal and pen-drive/hard- drive at Vikas Sadan:	06.10.2025	2 PM
Opening of Technical Bids:	07.10.2025	2 PM

***Note:** Changes in the above schedule, if any, will be made at the sole discretion of DDA and will be communicated by mail to the shortlisted agencies.*

DDA intends to empanel an NFDC (National Film Development Corporation) accredited/empaneled agency for video production/content creation services of DDA campaigns. E-tenders are invited under Single bid system (Technical Bid) from NFDC empaneled agencies in the field of professional video film making and having relevant experience for preparing/making short, high-resolution audio-visual film. This content will be used for promoting DDA's housing inventory, PM Uday scheme and any other schemes of DDA on various media platforms.

## **1. Background**

To enhance the visibility and appeal of its various schemes of housing and PM Uday, DDA seeks to engage a specialized agency empaneled with the National Film Development Corporation (NFDC) for the creation of high-quality audio-video content. This project requires an agency with advanced creative capabilities and film-making expertise to produce engaging films and digital content. The objective is to effectively showcase the benefits, application process, unique features etc. of DDA schemes in a manner that resonates with prospective homebuyers and target audience.

For this a tender will be floated on CPP portal and [www.dda.gov.in](http://www.dda.gov.in) citing the requirements and specifications.

In the technical stage, evaluation will be carried out of the bidders who comply with submission of mandatory documents. The bidder scoring the highest marks in technical evaluation will be awarded the work.

## **2. Terms & Conditions**

- a) The empanelment of selected bidder will be done for a period of two years with the provision of extension subject to satisfactory performance and approval by DDA.
- b) The rates for the video making will be at CBC (erstwhile DAVP) rate.
- c) The selected bidder will get empaneled with DDA as a video/film production agency. The selection however does not guarantee work during the tenure.
- d) The tenderer should have valid PAN and GST Registration. Copies of all registrations to be submitted with the bid.
- e) TDS, if applicable, will be deducted as per Income Tax Rules.
- f) The DDA reserves the right to cancel any/all the tender(s) without assigning any reason.
- g) The work assigned is required to be done with precision and high quality is to be maintained.
- h) If any information furnished by the applicant is found to be incorrect at a later stage, the bidder shall be liable to be debarred from any future tendering by DDA, besides annulment of the contract. DDA reserves the right to verify the particulars furnished by the bidder independently.
- i) Poor quality/sub-standard work will not be accepted and no payment shall be made in this regard. The agency would report to the Housing/PM Uday/respective departments in regard to the work awarded.
- j) In the event of default in supply/execution of work, the authority reserves the right to cancel the order and to claim damages from the successful bidder, and also reserves the right to award the contract to another vendor at the cost and risk of the successful bidder.
- k) All material, used in production of video will be the property of the DDA and will have sole rights for its use in future. Content shared online must be copyright protected and the hired agency shall not publish any material without

the prior written consent of the DDA.

- 1) The Bidders shall provide all the necessary documents, samples and reference information as desired by DDA.

### 3. Bid Validity:

The offer submitted by the bidders should be valid for minimum period of 180 days from the date of submission of Tender. DDA reserves the right to reject any proposal, which does not meet its requirement.

### 4. Mandatory Criteria/Documents for evaluation:

- a. NFDC (National Film Development Corporation) empanelment listing on NFDC website.
- b. The agency should have an office/branch in Delhi with GST registration.
- c. Minimum Cumulative Turnover from video making should be Rs. 1 Crore (i.e. 100 lakhs INR) in last five (5) FYs (from 2020-21 to 2024-25). Provisional may be provided for 2024-25, if final certificate is still under process. Turnover certificate should be certified by a Chartered Account having valid UDIN.
- d. Minimum 15 videos of Rs. 5 lakhs each (plus GST), from 2020-21 to till date. The work order should be supported with completion or satisfactory certificates. The work-order or completion/satisfactory certificates should have the work amount mentioned.
- e. Should have done at least two (2) videos with artists/actors from 2020-21 to till date.

### 5. Criteria for Evaluation

The technical bid will be evaluated as follows:

S. No.	Parameter	Description	Scoring/Marking Criteria
1.	Financial Strength	Cumulative Annual Turnover from video making for the past 5 FYs (from 2020-21 to 2024-25). Provisional may be provided for 2024-25, if final certificate is still under process. Turnover certificate should be certified by a Chartered Account having valid UDIN.	<b>Cumulative Turnover (INR in Lakhs)</b> <ul style="list-style-type: none"><li>• 100 – 150 lakhs: 10 marks</li><li>• 150 – 200 lakhs: 15 marks</li><li>• Above 200: <b><u>25 marks</u></b></li></ul>
2.	Past experience in video	Experience in producing videos from 2020-21 to till	• 15 – 20 videos: 15

	production	<p>date with Central Government/State Government and their bodies, PSUs, PSBs, MNCs, listed companies. Agency to submit:</p> <ul style="list-style-type: none"> <li>• Sample video links</li> <li>• <b>Work orders mandatorily supported with completion/satisfactory certificates</b></li> <li>• <b>The work order or completion/satisfactory certificates should have the work amount mentioned.</b></li> </ul>	<p>marks</p> <ul style="list-style-type: none"> <li>• 21 – 30 videos: 20 marks</li> <li>• Above 30 videos: <b><u>25 marks</u></b></li> </ul> <p><b><u>Each video of minimum cost Rs. 5 lakh (plus GST)</u></b></p>
3.	Presentation	<ul style="list-style-type: none"> <li>• Concept/Strategy for the video: Objectives and systematic plan, and approach to achieve those objectives in coordination with relevant departments of DDA</li> <li>• New ideas proposed: Innovation, originality, and relevance to the ideas which gives them edge above other bidders</li> <li>• Script on Housing Schemes for promoting inventory of flats in various categories, with focus on Narela</li> <li>• Script on PM Uday Scheme to make it popular and informative</li> </ul>	<ul style="list-style-type: none"> <li>• 5 Marks</li> <li>• 10 Marks</li> <li>• 10 Marks</li> <li>• 10 Marks</li> </ul> <p><b><u>Total 35 Marks</u></b></p>
4.	Manpower and Production infrastructure	<ul style="list-style-type: none"> <li>• Details of manpower for video work: Resume of Team members proposed for the job, including their qualifications and experience. All proposed technical manpower to have</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Marks</li> </ul>

		minimum of 5 years' experience in their respective field/film production. <ul style="list-style-type: none"> <li>Proposed tools and equipment with latest technology for making high quality videos. It should be clearly mentioned that whether the production unit is in-house or outsourced</li> </ul>	<ul style="list-style-type: none"> <li>5 Marks</li> </ul>
			<b><u>Total 15 Marks</u></b>
<b>Total Marks</b>			<b>100</b>

**The bidder scoring the highest marks in technical evaluation will be awarded the work.**

**Important points to note while submitting the bids:**

- Agencies participating in empanelment process should submit the mandatory criteria and evaluation documents along with the videos (for which work orders, completion/satisfactory certificates are submitted), in a pen-drive/hard disk.
- The pen-drive/hard-drive should be sent in a sealed envelope clearly mentioning the work title **“Empanelment of video making agency for DDA campaigns”** at the office of Director (Communications), DDA, B-Block, Ground Floor, Room No. 16, Vikas Sadan, INA, New Delhi-110023 before the last date of submission.
- It is mandatory to provide the required documents and videos both on CPP portal and in pen-drive/hard-drive as per schedule, failing which their candidature will be rejected. NO request for extension will be granted, unless decided by DDA.

## **6. Scope of Work**

The scope of work and deliverables will include: -

- Production of high quality informatory/documentary/advertising video films of DDA housing schemes and PM-Uday scheme or any other DDA scheme which needs promotion.
- All videos to be actor/influencer based videos - in story form, so as to boost engagement and connect with public.
- The rates for video making will be at CBC (erstwhile DAVP) rate basis.
- The duration of the videos will be as per the script approved by the respective department of DDA.
- The agencies will be evaluated for eligibility as per their mandatory and

technical bid documents submitted.

- vi. Extra payment shall not be made for any urgent nature work.
- vii. No advance payment will be made to the agency. However, the bidder will be made the payment on successful completion of task within the stipulated time schedule.
- viii. Video should be made in high definition, including actors, drone shots, with voice over, bytes and captioning, and any other visual effects (if need be) in high quality. The video may involve animation, video shoot or walk through as per the requirement.
- ix. In case of drone shoot, all the permissions required will be taken by the agency.
- x. For each video, before production scripts should be shared with and approved by DDA.
- xi. The final submission will include editing, voice over, and other visual effects (with approvals from competent authority of DDA).
- xii. Raw footage and photos. All raw video/audio/still footage and assets used in the content creation.
- xiii. DDA reserves the right to reject any or all the offers without assigning any reason.
- xiv. DDA reserves the right to float a fresh RFP or cancel any/all the tender(s) without assigning any reason.

## **7. Force Majeure**

If, at any time, during the continuance of this contract , the performance in whole or in part by either party of any obligation under this contract is prevented or delayed by reasons of any war of hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts or act of God (hereinafter referred to as events) provided notice of happenings of any such eventuality is given by either party to other within 21 days from the date of occurrence thereof, neither party shall due to such event be entitled to terminate this contract nor shall either party have any claim for damages against other in respect of such non- performance or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such an event come to an end or cease to exist, and the decision of the purchaser as to whether the deliveries have been so resumed or not shall be final and conclusive. Further that if the performance in whole or part any obligation under this contract is prevented or delayed by reasons of any such event for a period exceeding 60 days, party may, at its option, terminate the contract.

## **8. Settlement of Disputes**

- a. Not with standing any other practice in existence, or any prior agreement or written negotiations having taken place, or any tender condition, or any other clause or covenant in this agreement or any document referred to in this agreement, any provision in the GCC or CPWD manual, or any circular,

guideline, direction or any rule or regulation, it is hereby agreed that any dispute between the parties to this agreement shall be resolved by decision of the court at Delhi and the dispute shall not be resolved by way of arbitration or any other alternate dispute redressal mechanism.

- b. *Governing Laws and Disputes:* The courts at Delhi/New Delhi shall have the exclusive jurisdiction to try all disputes, if any, arising out of this agreement between the parties.

## 9. Disqualification

Even though the applicants meet the above criteria, they are subject to be disqualified if any applicant has:

- a. A criminal history or has been convicted by any court of law for any of the offenses under any Indian laws.
- b. If, any criminal proceedings is/are pending in any court of law in India against any of the applicant and if any such proceeding culminates into conviction.
- c. Made misleading or false representation in the forms, statements and attachments submitted.

## 10. Submission of online bids

Submission of Tender Bids shall be submitted online at CPP portal.

## 11. Technical Bid

Technical bid shall be submitted through Online mode at CPP portal. Following documents should be uploaded in pdf format only:

- a. Empanelment listing on NFDC (National Film Development Corporation) website as a film production agency.
- b. Turn over certificate from video making for last five (5) FYs (from 2020-21 to 2024-25). Provisional may be provided for 2024-25, if final certificate is still under process. Turnover certificate should be certified by a Chartered Account having valid UDIN.
- c. Previous work orders from 01.04.2020 to till date, **along with their video links and work completion or satisfactory certificate. The work order or completion/satisfactory certificates should have the work amount mentioned.**
- d. Presentation in pdf as mentioned in Clause 5 (Criteria for Evaluation).
- e. Details of manpower and production infrastructure – team and techniques that will be used for video making.
- f. Signed and scanned copy of completely filled Annexure- A, and all the documents required as per the tender.
- g. Signed and scanned copy of Undertaking/Declaration certificate at Annexure-B.

- h. Signed and scanned copy of PAN of bidder.
- i. Signed and scanned copy of GST registration of bidder.
- j. All the documents and video works required for evaluation criterion (Clause 4 & 5) will be uploaded on CPP portal and should also be submitted in a pen-drive/hard-drive to DDA.

## **12. Notification of Award of Contract:**

Within the validity of the period of bid prescribed, DDA will notify the successful bidder by e-mail and confirm by letter that the particular bid has been accepted (‘Notification of Award of Contract’). The successful bidder on receipt of “Notification of Award” shall convey his/her acceptance by return e-mail and to be confirmed through speed post within seven working days through a letter. The acceptance is to be accompanied by assigned contract in favor of DDA. The notification of award of contract and the letter of acceptance shall constitute the formation of the contract.

## **13. Penalty**

Refusal or inability or delay by the successful bidder to supply all deliverables as per scope of work at the contracted rate or any false statement in the bid may result in termination of the contract as well as disqualification of the bidder from participating in future tenders.

## **14. Copyright**

All photographs, data and information collected, samples submitted, raw footage/material, write-ups and audio-video content so developed, shall be the property of the Delhi Development Authority and the agency/licensee shall not publish any material without the prior written consent of the DDA.

## **15. Payment**

All the payments for the work completed will be made after final delivery of the product post submission of bills and supporting documents.

## **16. Delivery of Work**

The selected agency shall be responsible for delivering the final video/content within thirty (30) days from the date of issuance of the Work Order, or within an alternative timeline as mutually agreed upon in writing by the respective department of DDA and the agency. Any deviation from the agreed timeline must be communicated in advance and is subject to approval by DDA.



**Bidder Details**

<b>Name of the Bidder/Agency</b>					
<b>Corporate Address</b>					
<b>Website</b>					
<b>Type of Company</b>					
<b>Year of Establishment</b>					
<b>Key Person</b>					
<b>Designation</b>					
<b>Mobile No</b>					
<b>Email</b>					
<b>Address</b>					
<b>PAN No.</b>					
<b>GSTN No.</b>					
<b>Turn Over in Each Year Rs. In Lakhs</b>	<b>20-21</b>	<b>21-22</b>	<b>22-23</b>	<b>23-24</b>	<b>24-25</b>
<b>Video production facility</b>	Own/Contract (Self-Certification)				
<b>Address of video production facility</b>					

**DECLARATION CERTIFICATE**

1. I/we undertake that I/we have carefully studied, understood and accepted all the terms and conditions as mentioned in the tender document.
2. I/we undertake that my firm/organization (name of firm/organization) has not been blacklisted/debarred by Central Govt./State Govt./Any Govt. Organization/ PSU.
3. I/we undertake that Owner/Director/Manager of my firm/organization\_\_\_\_\_ (name of firm/organization) has not been convicted by the court of law.
4. I/We further undertake that the information given in this tender is true and correct in all respects and we hold the responsibility for the same.

**Signature: Name:**

**Stamp:**

## CONTRACT AGREEMENT

This Agreement is made on this day between \_\_\_\_\_ having its registered office at \_\_\_\_\_ through its \_\_\_\_\_ (here in after called the Licensee which expression shall mean and include its successor, assignees and nominees) of the one part and Delhi Development Authority.

Whereas the DDA under consideration of the offer made in pursuant to the Tender ID: \_\_\_\_\_, agreed to allow the Licensee Firm to execute the work of \_\_\_\_\_ vide work order no. \_\_\_\_\_ dated \_\_\_\_\_ as per the terms and condition of the bid document.

Whereas each of the documents mentioned herein has been signed by and on behalf of the parties here to called for purposes of identification and shall be treated as part of this agreement. Now it is hereby agreed by and between the parties as follows:

1. The empanelment will come into effect from \_\_\_\_\_ initially for a period of two years with a provision of extension after assessing the performance of the firm. Performance of the agency will be reviewed based on the following parameters:
  - (a) **Response time:** The agency will be given a certain period of time for the submission of video. Response time will be considered while reviewing the performance of the agency.
  - (b) **Copywriting i.e., scriptwriting, repeated amendments:** Number of amendments required before the finalization of the video/work by the agency will be considered while reviewing the performance of the agency.
  - (c) **Overall creativity:** DDA will decide on this parameter based on the submission of video/work while reviewing the performance of the agency.
2. Empanelment does not entitle the agency for any claim for work.
3. The Licensee Firm (The successful bidder who has been issued the letter of Award (LoA dated \_\_\_\_\_) shall act upon and conditions mentioned in the RFP and the work/supply order and any other correspondence exchanged between the parties, annexed here to and which form part of this agreement, execute and complete the work so shown and described in the above said documents including the tender document.
4. That the services shall be in conformity with the quality and specifications given in the work supply order and the tender document.
5. That the services shall be delivered strictly within the period specified in the work/supply order/tender document as the time is the essence of the contract. If the licensee fails to deliver the services or any instalment thereof within the period fixed for such deliveries, the DDA shall have the right to arrange the supply/services from elsewhere at the risk and cost of the supplier.

6. That in case the service ordered do not conform with the quality and specifications given in the work supply order/tender document and not delivered within the stipulated period, DDA shall have the right to reject all or any part of the services so offered and whose decision in this respect shall be final and binding.
7. That in case the Licensee is not willing to execute the order or breaches any terms and conditions of the contract/agreement DDA may the option to procure services from another source/supplier and recover the difference in the price actually paid and that payable to the tenderer/quotation firm.
8. The Terms and conditions of the Bid/tender documents have been agreed upon by both the parties and signed and added to this agreement. In witness whereof the parties have herein to set and subscribe the hands and seals on the date, month and year first above written.
9. In case, selected agency does not perform up to the expected standard the agency would be removed from DDA's panel without giving any notice as decided by the DDA.

**10. Payment:**

- a. Payment for the work will not be made in advance even for urgent work.
  - b. Payment shall be released on submission of original invoice along with duplicate copy of the invoice and all the supporting documents/submissions for the said work.
11. Settlement of Disputes: Notwithstanding any other practice in existence, or any prior agreement or written negotiations having taken place, or any tender condition, or any other clause or covenant in this agreement or any document referred to in this agreement, any provision in the GCC or CPWD manual, or any circular, guideline, direction or any rule or regulation, it is hereby agreed that any dispute between the parties to this agreement shall be resolved by decision of the court at Delhi and the dispute shall not be resolved by way of arbitration or any other alternate dispute redressal mechanism.
12. Governing Laws and Disputes: The courts at Delhi/New Delhi shall have the exclusive jurisdiction to try all disputes, if any, arising out of this agreement between the parties.

**For an on behalf of Tenderer/Selected Firm**

**For and on behalf of DDA**

**Signature and Capacity with Seal**

**Director(Communications)**