

SPICES BOARD
(Ministry of Commerce & Industry, Govt. of India)
Palarivattom.P.O. N H By Pass
Kochi –682025

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No:PUB/SCH/03/09

8th April, 2010

Dear Sir,

Sub: Production of a Documentary Film on Pepper –
Inviting Quotations for the work - Reg:

The Spices Board, Govt. of India, Ministry of Commerce & Industry has plans to produce a Documentary Instructional Film on Pepper incorporating the entire gamut of cultivation, harvesting, post harvesting, processing, grading, value addition, packing, storing and exports.

This is part of the approved Scheme for Replantation and Rejuvenation of old and senile Pepper Plantations under the National Horticulture Mission of the Ministry of Agriculture. The Scheme envisages assisting the Pepper farmers of Idukki District of Kerala, by giving subsidy of Rs.28/- per pepper vine [Rs.16/- + 12/-] in a span of five years commencing from 2009-2010 onwards to the tune of Rs.120 crores, and the pepper farmers of Wynad District of Kerala to the tune of Rs.49 crores. The Board is giving wide publicity to the above programme, which is expected to raise production, productivity and will also help the pepper growers to realize better remunerative returns for their produce.

The film is to be shot in Idukki District and shall also cover the research and development facilities and activities in Panniyur [Cannanore district], Indian Institute of Spices Research in Calicut and Kerala Agricultural University, Thrissur.

The film will cover the various aspects of Pepper cultivation, right from selection and production of planting materials, manuring, pest and disease control, harvesting, processing, grading, quality testing, packing, warehousing, marketing and exports.

The duration of the film will be 40 to 45 minutes.

You may forward your quotations for the production of the documentary film, indicating details of your previous work, details of the work undertaken by you in similar area etc with sample of the work done. You are required to do the basic script based on inputs from Spices Board.

Spices Board.

You may forward us your estimates for the following :

1. Cost for pre production – script writing, travel, boarding and lodging [all inclusive]. Script, schedule and final treatment to be got approved from the Board.
2. Cost for shooting the film in different locations as mentioned above.
3. Cost for production – editing, voice recording, cost for graphics and animation, if any.
4. Production of final master in TELECASTING MODE in DV cam. One master and a copy to be provided to the Board.
5. One master CD of the film and a copy also to be given to the Board.
6. Cost of duplicating the final in CD for training. Approx: 100 copies with label on the CD and an appropriate CD cover with label. [Rate to be inclusive of designing and printing of label, all to be undertaken after approval from the Board].
7. Any other costs. Taxes may be mentioned specifically.

The proposed film shall of high quality and the work will be assigned to the production house who has the capacity and capability, besides proven work record in similar work elsewhere.

The film production will have to be undertaken as per the guidelines given by the Board without compromising on quality of the work.

After the completion of the film, the rough cuts of the film will have to be shown to the Board for approval, after which only final production need o be made. No additional cost at any point of time will be allowed or sanctioned, other than the quoted amount.

The Board reserves the right to assign or reject the allotment of this assignment. The Copyright of the film will be of Spices Board.

The last date for submission of the quotations is on or before 23rd April, 2010. The quotations may be forwarded to the undersigned in sealed cover superscribed as “Production of Pepper Film”.

Yours faithfully

DY.DIRECTOR[PUBLICITY]