

**GOVERNMENT OF KERALA  
KERALA FOREST DEVELOPMENT CORPORATION  
KOTTAYAM**

**File No. ET/4371/2024**

**Date: 7/12/2024**

**Notice Requesting Expression of Interest**

The Managing Director, Kerala Forest Development Corporation Ltd., Kottayam, Kerala invites Expression of Interest from Agencies/ Firms for making two documentary films on the working and different activities of the Corporation.

**Work Details**

<b>SI. No.</b>	<b>RFP No.</b>	<b>Name of work</b>	<b>PAC</b>
1	File No. ET/4371/2024	Making of Two documentary films on Kerala Forest Development Corporation Ltd.	<b>7.5 Lakhs</b>

Other relevant details of the works are as follows,

1.	Period of Completion	A. One month from the date of agreement for the first Documentary based on the history and various activities of KFDC B. 12 months from the date of agreement for the second documentary based on different ecotourism sites managed by KFDC
2.	Classification of bidder	Interested agencies/firms with proven experiences in documentary production particularly in agricultural/forestry sector
3.	EOI Form Issue Date	From 9/12/2024 10.00 Hours
4.	Last date of receipt of proposals	17/12/2024 17.00 Hours
5.	Opening of proposals	18/12/2024 11.00 Hours
6.	Presentation by Bidders	19/12/2024 11.00 Hours

Proposals are to be accompanied with a preliminary agreement executed in Kerala Stamp paper worth Rs.200/-. Proposals without the copies of relevant supporting documents, preliminary agreement etc. will not be considered and shall be summarily rejected.

Proposals submitted after the stipulated time will not be accepted. Proposal shall be opened at the Office of Managing Director, Kerala Forest Development Corporation, Aaranyakom, Karapuzha, Kottayam- 686 003, Kerala, Kottayam District in the presence of bidders/ their representatives who wish to attend the opening. If the opening day happens to be on a holiday or non-working day due to any other technical reasons, the proposals opening process will be scheduled on the next working day. All other existing terms and conditions, defect liability period etc. related to execution of public works Government of Kerala/Public Sector Undertakings/ Forest Department will be applicable for this EOI also.

Managing Director  
Kerala Forest Development Corporation  
Kottayam

Kottayam  
9/12/....2024

Copy to

- 1 KFDC Website <https://kfdc.kerala.gov.in/>

**GOVERNMENT OF KERALA  
KERALA FOREST DEVELOPMENT CORPORATION (KFDC)  
KOTTAYAM**

**File No. ET/4371/2024**

**REQUEST FOR EXPRESSION OF INTEREST  
FOR**

**MAKING OF TWO DOCUMENTARY FILMS ON VARIOUS  
ACTIVITIES OF KERALA FOREST DEVELOPMENT  
CORPORATION**

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## **1 NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Managing Director, Kerala Forest Development Corporation Ltd. (KFDC) Kottayam District invite sealed proposals as Expression of Interest (EOI) from interested agencies/firms with proven experiences in documentary production particularly in forestry/environment sector and having professional equipment and skilled personnel for the following work:

**Name of Work:** *Making of two documentary films based on various activities of Kerala Forest Development Corporation having duration of 15 minutes and 10 minutes each.* The bidders who wish to participate can download the Expression of Interest Document from the Web site <https://kfdc.kerala.gov.in/> or directly collect from the office of the undersigned during working hours. Each page of the proposal/ document should be duly signed by the Authorized Signatory of the bidder agency/firm in token of acceptance of terms & conditions of this Expression of Interest document. The Corporation reserves the right to cancel the EOI as a whole or in part without assigning any reasons whatsoever.

## **2 SCHEDULE OF IMPORTANT EVENTS (Unless otherwise notified separately)**

**EOI issue Date: 9/12/2024 10.00 Hrs**

**Last date of receipt of Proposal: 17/12/2024 17.00 Hrs**

**Opening of Proposal: 18/12/2024 11.00 Hrs**

**Presentation by Bidders: 19/12/2024 11.00 Hrs**

**NOTE:** The dates of events may be changed at the discretion of Managing Director, Kerala Forest Development Corporation, Kottayam without assigning any reason. Such change of dates, if any, will be suitably notified through the website of the Corporation <https://kfdc.kerala.gov.in/>

### 3 DEFINITIONS

Unless the context otherwise requires, the following terms whenever used in this EOI have the following meanings:

- "**Applicable Law**" means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.
- "**Proposals**" means proposal submitted by respondents in response to the EOI issued by the Corporation.
- "**Contract**" means the Contract signed by the parties for the project along with the entire documentation specified in the EOI.
- "**Day**" means Calendar Day.
- "**Corporation**" means the Managing Director or any officer authorized by the Kerala Forest Development Corporation.
- "**Services**" means the work to be performed by the selected individual/agency/firm in pursuant to the contract to be signed by party and the Corporation in pursuance of any specific assignment awarded to them by the Corporation.
- "**The Bidder**" means the entity which participates in the EOI and submits its proposals.
- "**The Purchaser**" means the Managing Director or any officer authorized by the Kerala Forest Development Corporation.

### 4 OBJECTIVES OF EOI

The work "*Making of two documentary films based on various activities of Kerala Forest Development Corporation having duration of 15 minutes and 10 minutes each*" includes the making of two documentary films; (1) Promotional documentary bases on the history, role, activities, forest conservation and marketing of KFDC (15 minutes) and (2) Promotional documentary on the ecotourism destinations and

products managed by the Corporation. These documentary films are primarily meant for the public at large including various delegations of the State and Central Governments, foreign visitors, students, tourists, professionals in the forestry and agricultural sector etc. **The first documentary film has to be made in Malayalam Language voiceover with English subtitles and the second one in English Language voiceover with Malayalam subtitles. The documentaries have to be made in a minimum of 4K quality. Additional reels of the locations will also be made available to KFDC**

## **5 SCOPE OF WORK**

The work includes the making of two documentary films in the details of which are given below:

### **A. Documentary 1- Promotional documentary bases on the history, role, activities, forest conservation and marketing of KFDC (15 minutes)**

The following details are to be covered in this documentary:

#### **1. History of KFDC and its formation**

- Formed as per the National Commission on Agriculture (1972)
- Established in 1975, with Kottayam as head quarters
- Main objectives are - to raise soft wood and hard wood plantations to help wood-based industries; to cultivate cash crops like rubber, pepper, cardamom, coffee, cashew in the leased area; to produce other forest produce like bamboos and reeds; to carry out ecotourism activities in eco-friendly manner.
- Visuals: Visuals of KFDC headquarters and other random scenes with main focus on narration.
- Shooting days (Approx): 1

**2. Role of KFDC in community development:**

- Employment generation to Srilankan repatriates of Gavi and Mananthvady through ecotourism, cardamom and tea cultivation. Also, support livelihood of local indigenous people through various activities
- Visuals: Life style of workers in Gavi and Mananthavady with narration
- Shooting days (Approx): 3

**3. Testimony of CM, Forest Minister, Chairperson and Managing Director**

- Shooting days (Approx): 2 days

**4. Activities- Pulpwood, cash crops and idea of ecotourism activities**

- Glimpses of cultivation of cardamom, pulpwood, teak plantations and ecotourism destinations with narration
- Shooting days (Approx): 2

**5. Conservation efforts and Eco restoration activities**

- Conservation of forest land with protection activities and balanced ecotourism programmes with narration
- Conservation of grass land shola ecosystem and Tahr population through eco restoration activities in Meeshappulimala, with narration and visuals
- Shooting days (Approx): 1

**6. Products and Marketing**

Conclusion

**B. Documentary 2: Promotional documentary on ecotourism destinations and products managed by KFDC - 10 minutes**

**Concept Overview**

This documentary will take the viewer on a journey through the vast and varied ecotourism offerings managed by the Kerala Forest Development Corporation (KFDC). Through stunning



visuals, insightful interviews, and immersive experiences, the documentary will showcase how KFDC balances tourism with conservation, allowing visitors to experience nature in its raw, untouched beauty.

The documentary will not only highlight the thrilling adventures available, such as, wildlife safaris, forest treks, and eco-stays but also emphasize the importance of sustainable tourism in preserving these delicate ecosystems. It will introduce viewers to forest guides, conservationists, and local communities, whose work is vital to the success of KFDC's ecotourism initiatives.

### **Structure & Key Segments**

#### **1. Introduction: The Call of the Forest**

- **Visual:** Open with drone footage of lush Kerala forests at sunrise, birds flying overhead, mist rising from treetops.
- **Narration:** Introduce the viewer to Kerala's rich biodiversity, the State's natural beauty, and the importance of ecotourism, as a means, to both conserve the environment and engage travelers.
- **Shooting days (Approx):** 3 days

#### **2. Segment 1: Exploring Ecotourism in Gavi**

- **Visual:** Feature the dense forests, lakes, waterfalls of Gavi and different accommodation units in Gavi and tents in Kochu pamba
- **Interviews:** Interview local guides and tourists who trekked through the forest. Include testimonials on spotting wildlife, experience of camping in the wilderness, and glimpse into the cardamom & coffee plantation and its processing.

- **Activity Focus:** Forest treks, birdwatching, boat rides.
- **Seasons:** Winter, summer and monsoon
- **Shooting days (Approx):** 6 days

### 3. **Segment 2: Wildlife Safaris in Nelliampathy**

- **Visual:** Capture thrilling safari footage - herds of elephants, tigers stalking through the jungle, and a vibrant array of birds.
- **Interviews:** explain the importance of Nelliampathy, and how tourism helps local people depended on KFDC.
- **Activity Focus:** Jeep safaris, wildlife photography and bird watching
- **Seasons:** Winter, summer and monsoon
- **Shooting days (Approx):** 4 days

### 4. **Segment 3: Floriculture Centre and Hill garden - Vagamon**

- **Visual:** Feature the garden cactarium and fernarium, Vagamon's rolling hills and tea plantations.
- **Activity Focus:** boating and nature walk
- **Shooting days (Approx):** 2 days

### 5. **Segment 4: Arippa ecotourism**

- **Visual:** Feature the specialty of Arippa and eco-tourism property, wildlife sightings.
- **Interviews:** Interview local guides and tourists who've trekked through the forests and explain the importance of bird watching at Arippa.
- **Shooting days (Approx):** 2 days

## 6. **Segment 5: The Mesmerizing Meeshapulimala**

- **Visual:** Breathtaking views of Meeshapulimala, the second-highest peak in the Western Ghats, with trekkers walking through misty hills and the tented & other accommodation units.
- **Narration:** Introduce Meeshapulimala as a prime trekking destination, offering unparalleled views and unique biodiversity.
- **Seasons:** Winter, summer and monsoon
- **Shooting days (Approx):** 6 days

## 7. **Segment 6: Adventure at Anayirangal Camp**

- **Visual:** Tourists enjoying a serene boat ride on the Anayirangal Dam, surrounded by lush greenery and hills, and KFDC camps and cottages.
- **Activity Focus:** camping, trekking and exploring the natural landscape.
- **Shooting days (Approx):** 3 days

## 8. **Segment 7: Beauty of the Floriculture Centre**

- **Visual:** Capture vibrant colours of flowers and exotic plants in the Floriculture Centre.
- **Interviews:** KFDC staff talk about preserving native plant species and promoting environmental awareness through tourism.
- **Shooting days (Approx):** 2 days

## 9. **Segment 8: Kambamala: Tea and Wilderness in Harmony**

- **Visual:** Stunning aerial views of Kambamala's rolling tea fields, nestled against the backdrop of mist-covered forests. Tourists walk through the tea estate, learning about eco-friendly farming.
- **Interviews:** trekking through the tea plantation and forest hill. Local workers share how ecotourism supports their community.

- **Activity Focus:** Tea plantation walks, Lodging, and short nature treks through the surrounding forest, offering glimpses of the region's biodiversity.

- **Shooting days (Approx):** 2 days

#### 10. **Conclusion: A Commitment to Nature**

#### **C. Additional reels**

Apart from the above main documentary, two short videos of duration 30 seconds to 1 minute each, of the above all 8 ecotourism locations, are also to be made available for promotion, using the contents already shot during the shooting days.

### **6 TIMELINE FOR THE ASSIGNMENT**

The first documentary has to be submitted within one month from the date of agreement and the second documentary has to be submitted within 9 months from the date of agreement. The entire service has to be completed within period of 12 months from the date of signing of the work agreement.

### **7. ELIGIBILITY**

Interested agencies must meet the following criteria:

- Holds firm/agency in visual media production.
- Proven experience in documentary production, particularly in the forestry/environment sector
- Proven experience in corporate video production is also desirable.
- Availability of professional equipment and skilled personnel.
- Demonstrated ability to deliver high-quality content (Minimum 4K quality) within stipulated timelines.
- Previous work samples and client references.

## **& PERIOD OF VALIDITY OF PROPOSALS**

Proposals shall remain valid for **1 month** from the date of opening prescribed by the Purchaser. **A PROPOSAL FOR A SHORTER PERIOD VALIDITY SHALL BE REJECTED BY THE PURCHASER AS NON-RESPONSIVE BID.** In exceptional circumstances, the Purchaser may request the Bidder's consent for an extension to the period of validity. There requests and the responses therefore shall be made in writing.

## **9 FORMAT AND SIGNING OF PROPOSAL**

The bidder shall submit one complete set of original EOI and all the pages of EOI shall be signed by the bidder or a person or persons duly authorized to bind the bidder to the contract.

The EOI shall contain **technical bid** and **financial bid**. The proposals shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the bidder in which case such corrections shall be authenticated by the person or persons signing the proposals.

### **Technical Bid**

The technical bid should contain the following details/documents:

1. A self-attested covering page in the letter head having full contact details and address for communication and list of all enclosures as mentioned in the EOI
2. Date of incorporation
3. Profile of the film maker/s: Company/firm's profile including experience and expertise of the Producer/DoP.
4. The awards/recognition obtained to the Firm/Producer/DoP, if any.
5. Detailed proposal and methodology: outlining the approach, methodology, and timeline. Vision and creative approach for the

documentary. Other technological details of film making.

6. Portfolio of previous works, especially related to forestry/environment or similar fields.
7. Portfolio of pervious works in corporate video making, if any.
8. The list and standard of equipment for documentary making.
9. Link of Youtube or other videos sharing websites of films produced by the firm/ Producer/DoP

### **Financial Bid**

The financial bid should contain the total production cost estimate for the making of two documentaries and short videos. Applicable taxes should also be mentioned in the financial bid.

## **10. SUBMISSION OF PROPOSALS**

**A. SEALING AND SUBMISSION:** Interested firms/individuals/agencies shall submit the EOI documents in one big envelope containing **duly signed EOI document, technical bid along with necessary documents in support of the qualification and Preliminary agreement in Rs.200/- stamp paper in one small sealed envelope and financial bid in another small sealed envelope (both clearly superscripted)**. The outer big envelope shall be sealed and should be superscribed with “Proposal for *Making of two documentary films based on various activities of Kerala Forest Development Corporation*”. The sealed envelope shall be delivered to the address as below on or before the last date and time of submission:

Managing Director  
Kerala Forest Development Corporation  
“Aaranyakom”, Karapuzha,  
Kottayam- 686 003, Kerala

**Documents without signature, unsealed will be summarily rejected.**

**B. RIGHT TO ACCEPT ANY RFP AND TO REJECT ANY OR ALL PROPOSALS:** Chief Managing Director, Kerala Forest Development Corporation Ltd, Kottayam reserves the right to accept or reject any proposals, and to annul the bidding process and reject all proposals, at any time without assigning any reason whatsoever and without thereby incurring any liability to the affected bidder or bidders on the grounds for the Purchaser's action.

**C. CLARIFICATION OF PROPOSALS:** To assist in the examination, evaluation and comparison of Proposals, the Corporation may, at its discretion, ask the bidder for the clarification of its proposals. The request for the clarification and the response shall be in writing. However, no clarifications post proposal opening at the initiative of the bidder shall be entertained. Purchaser shall evaluate the proposals in detail as per the conditions of the EOI document.

#### **11. SELECTION AND DECLARATION OF SUCCESSFUL BIDDER**

Selection will be made on the basis of lowest quote subject to the condition that the qualification, technical viability and experience of the bidder is satisfactory. The bidder has to quote the total cost of services in Indian Rupees in the financial bid submitted along with EOI. The cost shall include all taxes as per prevailing rules and statutory recoveries will be made as per prevailing rates. The service includes all fee payable to various departments, documentation charges, certification costs, sundry expenses, overheads etc.

#### **Evaluation Process:**

EOIs received from agencies/firms/individuals will be examined by a committee constituted by the Corporation. The agencies/firms/individuals whose technical bids are short listed by the committee will be invited to give a presentation on their proposal. The financial bid of only those agencies/firms/individuals will be

opened who are selected by the committee on the basis of their technical proposal and presentation. The committee will recommend the most suitable proposal for acceptance.

The selection will be based broadly on:

- Quality and relevance of previous work.
- Technical and creative approach proposed.
- References and client feedback
- Marks will be awarded based on a combination of technical and financial score.

## **12. GENERAL CONDITIONS OF CONTRACT**

**A. APPLICATION:** The General Conditions shall apply to the extent those provisions in other parts of the contract do not supersede them. For the interpretation of any clause in the EOI or contract Agreement, the interpretation of the Corporation shall be final and binding on the applicant/consultant.

**B. STANDARDS OF PERFORMANCE:** The Bidder shall perform the services and carry out their obligations under the contract with due diligence, efficiency and economy in accordance with the generally accepted professional standards and practices. The Bidder shall always act in respect of any matter relating to this contract as faithful advisor to the Kerala Forest Development Corporation and they shall always support and safeguard the legitimate interest of KFDC in handling the project. The Bidder is bound to follow all relevant Government Orders, Circulars, Forest Acts and Rules made there under etc. prevailing even though specific reference to those are not provided elsewhere in the contract condition.

**C. APPLICABLE LAW:** Applicable Law means the laws and any other instrument having the force of law in India as they may be issued and in force from time to time. The contract shall be interpreted in accordance with the laws of the Union of India.



### **13.TERMINATION OF ASSOCIATION WITH THE DEPARTMENT**

The Corporation will terminate the contract in the following ways:

- The terms of contract expire
- Termination of contract due to non-performance during the engagement period.
- Non adherence to the timelines of the assignment.

Managing Director  
Kerala Forest Development Corporation  
Kottayam