



**INTERNATIONAL BUDDHIST CONFEDERATION**

Collective Wisdom United Voice

RFP for hiring/selecting a  
flimmaking agency to show case  
Footsteps of the Buddha  
&  
Indian Buddhist Heritage  
in the Gangetic Plains

Date: January 07, 2021

**International Buddhist Confederation (IBC)**

Room No. 331, Vigyan Bhawan Annexe, New Delhi – 110011

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## **PROPOSAL/BID DATA SHEET**

01. RFP processing fee – Nil
02. Last date for pre Proposal/Bid inquiries - 15-01-2020
03. Last date for submission of Proposals – 29-01-2021 by 17.30 hrs.
04. Checking and evaluation of Technical Proposals/Bids – 01-02-2021.
05. Contact Address: Room No. 331, Vigyan Bhawan Annexe, New Delhi – 110011
06. Contact no. +91-11-23022364
07. Email Id: [secretariat@ibcworld.org](mailto:secretariat@ibcworld.org)

## **1. Organizational overview & project background**

The formation of International Buddhist Confederation (IBC) with its headquarters in New Delhi, has been one of the most important things to have happened for the Buddhist world in the present times. The IBC is now the platform for the global Buddhist community to share its wisdom and meaningfully participate in the ongoing global social and political discourse, while at the same time preserving and promoting its shared heritage.

Exploration, identification, conservation and preservation of Holy Buddhist sites, relics, heritage, practices, traditions and Buddhist cultural assets worldwide, is one of the aims & objectives of the IBC.

Buddhism was born in India in 6th BCE. After flourishing for more than 15 centuries, it was however lost into oblivion in the country of its origin, at the turn of the 2nd millennia. Efforts of British Orientalists and Indian explorers and archaeologists led to discovery of Indian roots of the Buddha and Buddhism.

Though, Buddhism originated in India and the crux of the “In the Footsteps of the Buddha” Pilgrimage is in India, but there was no India based umbrella Organisation, until the formation of International Buddhist Confederation (IBC). Thus, one of the primary responsibilities of the IBC is to take the Buddhist Pilgrimage forward as per the ancient tradition of Chaitya Cārikā or Dhamma Cārikā.

The IBC, since its inception, despite numerous obstacles initiated some pioneering works towards revitalisation of tangible and intangible Buddhist heritage in India and other places. The Buddhist Nations and followers of the Dhamma all over the world trust the IBC, for the much-needed leadership in revitalisation of the teachings of the Buddha.

In the Footsteps of the Buddha Pilgrimage, is currently limited to the Eight Great Places i.e. Lumbini, Bodhgaya, Sarnath, Rajgir, Sravasti, Sankissa, Vaishali and Kushinagar. However, ancient Buddhist literature mentions about a very elaborate Buddhist pilgrimage, not just limited to the Eight Great Places, but also included many lesser-known places associated with the Buddha and his important disciples.

The IBC is the most important Umbrella Organisation to play the Pioneering role in initiating the process of revival of the Ancient Tradition of Walking Pilgrimage (Chaitya Carika) on behalf of the entire Buddhist. It is in this context that the IBC has decided to get a 13 part Documentary Series encompassing the Footsteps of the Buddha and the Buddhist Heritage in the Gangetic Plains.

## **2. Project goals, scope of work, specifications and deliverables**

The major aims & objectives of the Documentary Series Project are to present the Footsteps of the Buddha and the Buddhist Heritage in the Gangetic Plains in its correct perspective and showcase the vision of the IBC, about the “**In the Footsteps of the Buddha**” Pilgrimage.

The scope of work under this project covers the production of a 13 episode documentary film series of about 4-6 minutes duration each, in Full HD Format (Cinema Grade i.e. minimum 10 Bit 4:2:2 colour depth in Digital Cinema Full HD format) and in tandem with International Broadcasting standards.

The series is meant to be a vision document of the IBC to take the Buddhist Pilgrimage to the next level.

The work includes:

- i) Detailed research & recce trips.
- ii) Coordination and interaction with the GOI Ministries, Government and other organisations for accessing their resources, if required.
- iii) Development of the final concept and storyline, shooting script, editing script, commentary script.
- iv) Filming of interviews if any on different locations with subject experts and different stakeholders and identifying and interviewing the Buddhist scholars/ academicians for different episodes of the series.
- v) Location filming on cinema cameras as per the technical specifications given herein above in this section.
- vi) Dramatic recreation of certain events/portions of each episode or in the portions where this methodology should be used to heighten the impact and production value of the different episodes of the Documentary Series.
- vii) Sound design for each episode including ambience sounds, location audio recording, recording of some verses and specially designed background music score for each episode.
- viii) Specifically made paintings, drawings and graphic / animation as per requirement of each episode of the series.
- ix) Animated maps as per requirement of each episode of the documentary series.
- x) Offline & online editing, colour grading, special effects, title animation, graphics, name supers, captions, sub-titling and titles etc.
- xi) Attractive title of Series and attractive title of each episode, designing of opening and closing visuals with attractive animation and background score.
- xii) Best quality voice-over and a Promotional video (Promo) of the Series in full HD format.
- xiii) The Geographical coverage area for the Project involves shooting in New Delhi and on a number of locations in U.P., Bihar and southern Nepal including ASI sites and museums. The permissions for shooting at the ASI sites, ASI museums and National Museum and the shooting fee thereof will be the responsibility of the IBC. The selected agency/ the Production House will have to convey the names of the

sites, locations and the museums along with possible dates of shooting as per the concept of each episode within 7 days from the date of issue of the Work Order.

The Technical Specifications & deliverables are as under:

i) Format: Full HD.

ii) Duration: 13 episodes of 4-6 minutes duration each.

iii) Language: English

iv) Deliverables: A hard disk containing the following:

- ❖ Full HD YouTube & Social Media versions of the Series Promotional Video (Promo).
- ❖ Full HD High Resolution versions of the Series Promotional Video (Promo) for viewing on large screen projection systems.
- ❖ Full HD YouTube & Social Media versions of all the 13 episodes of the Documentary Series.
- ❖ Full HD High Resolution versions of all the 13 episodes of the Documentary Series for viewing on large screen projection systems.
- ❖ In the event that IBC decides to go for 4K, then a 4K International Broadcast Version of the Promo and each of the 13 episodes of the Documentary Series, as and when asked for.

The main content will cover:

1. All the Eight Great Places and other lesser known but important sites associated with the life of Buddha. The main focus of the Series has to be on Buddhist Pilgrimage and its importance.

2. The role of King Ashoka and some other Kings in different eras for promotion and propagation of Buddhism.

3. The role of India in the promotion and preservation of Buddhist heritage sites also needs to be highlighted through the series.

**4. The contents of all the 13 episodes of the series should be based on proven and definitive historical and archaeological facts. It is important to note that episodes of the Documentary Series should follow a logical sequence of stories and events in life of the Buddha, starting from the Birth, and then covering the renunciation, the enlightenment, sublime wanderings and the Mahaparinirvana.**

5. Possible sources of research: Records of the National Archives of India and resources from the Archaeological Survey of India and other ministries of the Government of India etc.

The data collated and used for making final videos, from various agencies / departments / organisations etc should be vetted, verified and made up to date.

Any increase in the scope of work will be informed in writing and would be paid strictly in accordance with the quantum of increase in the scope of work.

### 3. Timelines for Completion of Documentary Series

The Documentary Series is to be completed within 150 days from the date of Work Order. The detailed timelines in this regard are as under:

S.No.	Deliverables	Timelines
1.	Preparation & Submission of detailed plan of action along with details & dates for shooting at ASI sites and museums for which shooting permissions need to be taken.	T* + 7 days
2.	Pre-Production	T + 14 days
3.	Production (Shooting for the Documentary Series)	T + 74 days
4.	First cut of the Promo of the Series and Episode 1 with scratch voice-over, captions and animated maps etc.	T + 90 days
5.	Final versions of the Series Promo and the Episode 1 complete in all respects with changes, content addition, corrections & updating etc.	T + 103 days
6.	All deliverables complete in all respect.	T + 140 days

**\*T- Date on which Work Order is issued.**

### 4. Proposal/Bid Process

The complete Proposal/ Bidding process will only involve evaluation of Technical bid, since rates for filmmaking/ documentaries, as fixed by DAVP, would be applied.

## **Technical Proposal/ Bid:**

Please refer to Annexure I to see the Technical Proposal/ Bid format. It has to be complete in all respect as per the prescribed format in Annexure I. It has to be typed in the same format, details filled, signed, scanned and sent by email.

## **5. Pre-bid Inquiries and Responses**

The mode of delivering written questions to the aforementioned work would be through email only with subject line as RFP — Production of 13 Episode Documentary Series for IBC 2020 & 2021. The Proposers/ Bidders shall send their queries, if any, at the following email address:

[secretariat@ibcworld.org](mailto:secretariat@ibcworld.org)

In no event will the IBC held responsible for ensuring that bidders inquiries have been received by it. The IBC will endeavor to provide a timely response to all questions and would provide information to the extent it is currently available to the best of its knowledge.

The responses will be communicated through email only.

The last date for receiving the pre bid queries is 00.01.2021. Any query received beyond the specified timeline would not be entertained under any circumstances.

## **6. Supplemental Information to the RFP**

Any Supplemental Information to the RFP deemed appropriate by the IBC at any stage, may result in issue of additional data to clarify any provisions of this RFP, by issuing supplements to RFP. Copies of such supplements will be provided by email marked to all the proposers/ bidders. Proposers/ bidders are advised to periodically check their emails for any further corrigendum / addendum / notice sent with respect to this limited tender. All such supplements shall be part of the RFP and the bidder shall submit their bids on that basis.

## **7. Bid Preparation Cost**

The Proposers/ bidders will be responsible for all costs incurred in connection with the participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, preparation of proposal, participation in meetings/ discussions/ presentations etc., Further, no reimbursable cost may be incurred in anticipation of award of contract.



## **8. Advice to bidders**

Bidders are advised to study this RFP document carefully before participating. It shall be deemed that submission of Bid by the bidders has been done after careful study and examination of the RFP document with full understanding of its implications.

## **9. Right to Terminate the Process**

IBC may terminate the bidding process at any time without assigning any reason. IBC makes no commitments, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by IBC.

## **10. Venue and Deadline for Submission of Proposals**

a) In view of the Covid 19 situation the proposals must be submitted to the IBC through email by 29.01.2021, 17.30 hrs. Details are specified below:

**Director General  
International Buddhist Confederation  
(IBC)  
Room No 331, Vigyan Bhawan Annexe, New Delhi – 110011  
Email: [secretariat@ibcworld.org](mailto:secretariat@ibcworld.org)**

b) IBC may, at its discretion, extend the deadline for submission of proposals/bids by issuing an Addendum in which case all rights and obligations of the proposed project and the bidders will thereafter be subject to the deadline as extended.

## **11. Late Bids**

Bids received after 17.30 hrs. on 29.01.2021 for any reason whatsoever, shall automatically stand rejected.

## **12. General Guidelines on Submission of Proposals/ Bids**

The Bid should contain the following documents:

Technical Proposal/Bid (to be submitted in the prescribed format as given in Annexure I of this document).

All parts of the Proposals/ bids should be addressed to:

**Director General  
International Buddhist Confederation (IBC)  
Room No 331  
Vigyan Bhawan Annexe, New Delhi – 110011  
Email: [secretariat@ibcworld.org](mailto:secretariat@ibcworld.org)**

All communications should clearly indicate the name, address, telephone number, e-mail etc. of the Proposer/ Agency.

The proposal cover letters, shall be typed in indelible ink and shall be signed & stamped on each page by the bidder or a person/persons duly authorized, then scanned and emailed. IBC will not accept delivery of bids by post, fax and courier service.

### 13. Evaluation Methodology, Timeline and Selection Process

A Committee duly constituted by IBC will screen and evaluate all the Proposals/ Bids received. In view of the nature of the project and its importance for India and rest of the Buddhist World, the Quality and cost based selection (QCBS) methodology is being followed. However, since rates followed would be that of DAVP, no financial bides are required to be submitted.

Technical Proposals/ Bids received from the bidders will be evaluated based on the below mentioned parameters & method:

Sr. No.	Description	Max Marks	Parameters & Evaluation Criteria								
1	Proposed Narrative synopsis & treatment for the Series and the methodology to be adopted for its making	70	Proposed methodology and synopsis & treatment will be evaluated on the basis of logical sequence of stories and events in the life of the Buddha and the resources the Producers propose to use and the overall impact and the presentation of their synopsis, treatment and methodology.								
2	Works / films / documentaries / series made by Proposer / Bidder on subjects related to Buddhism & Indian Buddhist Heritage	10	<table border="1"> <thead> <tr> <th>Films</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1 film</td> <td>3</td> </tr> <tr> <td>2 films</td> <td>6</td> </tr> <tr> <td>3 films or above</td> <td>10</td> </tr> </tbody> </table>	Films	Marks	1 film	3	2 films	6	3 films or above	10
Films	Marks										
1 film	3										
2 films	6										
3 films or above	10										

3	Works / films / documentaries / series made by Proposer / Bidder	10	The works of the proposers would be analysed on the basis of quality of research, authenticity of storyline, methodology adopted for storytelling, treatment, voice over, music, use of content, overall impact and awards & accolades won by the productions.
4.	Brief Bio-Data's of the Production House/ Agency and some key members of the Production Team	10	Marks will be given on the basis of overall experience of the Producers & Prod. Team, experience in handling productions related to Culture & Heritage, Buddhism & Buddhist Heritage, subject expertise, awards & accolades.
	<b>Total</b>	<b>100</b>	

#### 14. Validity of Bids

The Proposals/ Bids shall be valid for a period of 90 days or three (03) months from the date of start of the Process of evaluation of the Proposals/ Bids. A proposal valid for a shorter period may be rejected as non-responsive. On completion of the validity period, unless the Proposer/ Bidder withdraws his proposal in writing, it will be deemed to be valid until such time that the Proposer/ Bidder formally (in writing) withdraws his proposal.

#### 15. Clarification of Offer

To assist in the scrutiny, evaluation and comparison of offers, IBC may, at its discretion, ask some or all bidders for clarification of their offer. The request for such clarifications and the response will necessarily be in writing.

#### 16. Terms and Conditions

Right to accept / reject any or All Proposals:

IBC reserves the right to accept or reject any proposal, and to annul the tendering process and reject all proposals at any time prior to award of contract, without thereby incurring any financial or other liability to the affected Proposer/bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for the action of IBC.

Contract period: The contract shall remain in force for a period of 7 months from the date of issue of work order.

Extension in the Contract period: The Contract period is extendable based on the mutual consent of both the parties.

## PAYMENT TERMS

a) 50% of the project value will be payable in advance and another 10% of the project value at the time of the completion of shooting for the documentary series.

b) 20% episode wise payment on viewing and approval of the rough cut of each episode.

c) Final 20 % payment for each episode will be made on submission of the finally finished and submitted episodes.

d) Bidder is required to mention the name of the IBC on all the bills (Name: International Buddhist Confederation)

## Resolution of Disputes

IBC and the selected Proposer/ Bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the Purchase Order.

In case both the party fail to resolve the dispute through information & communication within 30 days, the Director General, IBC or any person appointed by him will be the sole arbitrator (Place of arbitration will be New Delhi).

## 17. Copyright

IBC will be the custodian of all the 13 episodes of the Documentary Series as a result of the contract and selected filmmaker will not transfer or use the full or part of the series in any commercial activity. However, use of part or whole of the series for non-commercial purposes and for participation in film festivals etc all over the world by the Producers of the Documentary Series is allowed.

### **Annexure — I**

Format for Technical Bid (FORM TECH)

To,  
Director General  
International Buddhist Confederation  
Room No. 331,  
Vigyan Bhawan Annexe, New Delhi – 110011

### **Technical Proposal/ Bid (Form Tech 1)**

#### **Section 1**

1.1 Name of the Agency/ Production House / Bidder:

1.2 Office Address, Email & Phone Number:

1.3 Year of Establishment:

1.4 Contact Person & Contact Number:

1.5 Pan Number:

## Section 2

2.1 Proposed Narrative synopsis & treatment for the Series and the methodology to be adopted for its making:

2.2 Number of works / films / documentaries / series made by Proposer / Bidder on subjects related to Buddhism & Indian Buddhist Heritage:

2.3 Details of at least 3 works / films / documentaries / series made by Proposer / Bidder and the links for the same:

2.4 Brief Bio-Data's of the Production House/ Agency and some key members of the Production Team along with their experience in productions & research work related to Buddhism and Buddhist Heritage:

Date

Sign

Name & Designation