



# **INTERNATIONAL BUDDHIST CONFEDERATION**

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**Collective Wisdom United Voice**

RFP for selecting a filmmaking agency to make documentary series to showcase Footsteps of the Buddha in the Gangetic Plains

Date: March 14, 2022

**International Buddhist Confederation (IBC)**

5th floor, A1 wing

IGNCA, near Western Court, Janpath, New Delhi 110001

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## **PROPOSAL/BID DATA SHEET**

01. RFP processing fee – Nil
02. Last date for pre-Proposal/Bid inquiries – 21 March 2022
03. Last date for submission of Proposals – 23 March 2022
04. Opening of Technical Proposals/ Evaluation Bids – 24 March 2022
06. Checking and evaluation of Financial Proposals/Bids - 24 March 2022.
07. Contact Address: 5th floor, A1 wing, IGNCA, near Western Court, Janpath,  
New Delhi - 110001
08. Contact no. +91-11-23446521
09. Email Id: [secretariat@ibcworld.org](mailto:secretariat@ibcworld.org)

## 1. Organisational 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 6<sup>th</sup> 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 orientalist 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, 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 *caitya carika* or *dhamma carika* and thus the documentary series.

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 on behalf of the entire Buddhist world. It is in this context that the IBC has decided to get a multi-episode documentary series made, 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 multi-episode 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 work under this project includes the production of multiple-episode documentary film series of about 6-12 minutes duration each episode, in 4K Format (Cinema Grade i.e. minimum 10 Bit 4:2:2 colour depth in Digital Cinema 4K format) and in tandem with International Broadcasting standards.

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

The work includes the following:

- i) Detailed research, concept development to showcase the footsteps of Buddha in the Gangetic plains in a new perspective and the final scripting process as per the finalised concept.
- ii) Research and Recce trips to the locations.
- iii) Coordination and interaction with the Government of India (GOI) Ministries, State Government and other organisations for accessing their resources, if required.
- iv) Development of the final concept and storyline, shooting script, editing script, commentary script.
- v) Filming of interviews if any on different locations with subject experts and different stakeholders and identifying and interviewing the Buddhist Monks, Scholars/ Academicians for different episodes of the series.
- vi) Location filming on cinema cameras as per the technical specifications given in this section.
- vii) 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.
- viii) Sound design for each episode including ambience sounds, location audio recording, recording of some verses and specially designed background music score for each episode.
- ix) Specifically made paintings and drawings as per requirement of each episode of the series.
- x) Animated maps as per requirement of each episode of the documentary series.
- xi) Offline & online editing, colour grading, special effects, title animation, graphics, name supers, captions, sub-titling and titles etc.
- xii) Attractive title of Series and attractive title of each episode, designing of opening and closing visuals with attractive animation and background score.
- xiii) Best quality voice-over and a promotional video (Promo) of the Series in 4K and in full HD format.
- xiv) 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: 4K Digital Cinema Format (Minimum 10 bit 4:2:2 colour depth).

ii) Duration: Multiple episodes of 6-12 minutes duration each.

iii) Language: English

iv) Deliverables: A hard disk containing the following:

- ❖ 4K and Full HD YouTube & Social Media versions of the Series Promotional Video (Promo).
- ❖ 4K and Full HD High Resolution versions of the Series Promotional Video (Promo) for viewing on large screen projection systems.
- ❖ 4K and Full HD YouTube & Social Media versions of all the episodes of the Documentary Series.
- ❖ 4K and Full HD High Resolution versions of all the episodes of the Documentary Series for viewing on large screen projection systems.
- ❖ 4K International Broadcast Version of the Promo and each of the episodes of the Documentary Series.

The main content will cover:

(A) Important places/locations connected with the life and teachings of the Buddha in the Gangetic plains. As also the important incidents connected with these sites. The main focus of the Series has to be on Buddhist Pilgrimage and its importance related to the heritage site.

(B) The role of Ashoka, the great Indian Emperor in marking the sacred geography of the footsteps of the Buddha will be a key focus area of the series.

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

(D) The contents of all the 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 the life of the Buddha. Any proposal not conforming to this will be rejected.

(E) Possible sources of research: Early Buddhist texts 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 200 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 + 20 days
3.	Production (Shooting for the Documentary Series)	T + 90 days
4.	First cut of the Promo of the Series and Episode 1 with scratch voice-over, captions and animated maps etc.	T + 100 days
5.	Final versions of the Series Promo and the Episode 1 complete in all respects with changes, content addition, corrections & updating etc.	T + 110 days
6.	All deliverables complete in all respects.	T + 200 days

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

### 4. Proposal/Bid Process

The tender methodology proposed to be adopted by IBC will be “Two Bid System” i.e., Technical Bid and Financial Bid.

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

Please refer to Annexure II to see the Financial Proposal/ Bid format for the Project. It has to be complete in all respects as the prescribed format in Annexure II. It has to be typed in the same format, details filled, signed and sent by speed post.

### 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 —Project/Production of Documentary Series for IBC 2022. 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 be held responsible for ensuring that bidders' inquiries have been received by it. The IBC will endeavour 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 21 March, 2022. 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 the issue of additional data to clarify any provisions of this RFP, by issuing supplements to RFP on its website. 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) The Technical Proposals and Financial Proposal should be submitted only through sealed registered post /speed post/ by hand by **23March, 2022, 17.00 hrs.**

Details are specified below:

Secretary General,  
International Buddhist Confederation (IBC)  
5th floor, A1 wing, IGNCA, near Western Court, Janpath, New Delhi 110001

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 17.00 hrs, 23 March, 2022 for any reason whatsoever, shall automatically stand rejected.

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

The tender methodology proposed to be adopted by IBC will be “Two Bid System” i.e. Technical Bid and Financial Bid, each to be given in a separate envelope, both of which will then be kept in a single envelope and submitted to IBC.

Sealed Technical Bid (as per format at Annexure-I) placed in a separate envelope super scribed “TECHNICAL BID for Production of Documentary Film Series for IBC, 2022”.

Sealed Financial Bid (as per format at Annexure-II) placed in a separate envelope super scribed “FINANCIAL BID for Production of Documentary Film Series for IBC, 2022”

The above mentioned two sealed envelopes should bear the name and complete postal address of the bidder. Sealed envelopes containing Technical Bid and Financial Bid should be placed in a bigger envelope super-scribed “BID for Production of Documentary Film Series for IBC, 2022”. This bigger envelope bearing the name & complete postal address of the bidder, should be addressed to the **Secretary General**, International Buddhist Confederation (IBC) 5th floor, A1 wing, IGNCA, near Western Court, Janpath, New Delhi 110001 on or before 17.00 hrs, 23 March, 2022. Tenders received after due after due date & time shall not be accepted.

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

All the documents shall be properly typed, signed and stamped by the bidder or a person/ person duly authorised, 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 Technical Proposals/ Bids received.

The Technical Bids will be opened on 3:00 PM on 24 March, 2022 in the IBC Conference Room, International Buddhist Confederation, 5th floor, A1 wing, IGNCA, near Western Court, Janpath, New Delhi 110001 in the presence of such bidders who may wish to be present, either in person or through their authorised representatives (duly supported with authorization letter)

Technical proposals/bids for the documentary series 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. The number of episodes	60	Proposed methodology and synopsis & treatment will be evaluated on the basis of logical sequence of stories

	the applying person or agency is proposing to make and the specific title of each episode proposed are to be clearly specified and mentioned in this document.		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> <tr> <td>Films</td> <td>Marks</td> </tr> <tr> <td>1-4 films/productions</td> <td>3</td> </tr> <tr> <td>5-6 films/productions</td> <td>6</td> </tr> <tr> <td>7 films or above</td> <td>10</td> </tr> </table>	Films	Marks	1-4 films/productions	3	5-6 films/productions	6	7 films or above	10
Films	Marks										
1-4 films/productions	3										
5-6 films/productions	6										
7 films or above	10										
3	At least three Works / films / documentaries / series made by Proposer / Bidder preferably related to Buddhism and Indian Buddhist Heritage are to be submitted in a pen drive for evaluation.	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, if any.								
4.	Brief Bio-Data of the Production House/ Agency and the key members of the Production Team	20	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. Preference will also be given to research and work conducted by the production team members, related to the subject matter of the docu-series.								
	Total	100									

#### 14. Eligibility Conditions and Technical Qualifications

Only the Bidders who get 50% or more in the Technical Bid shall qualify for the Financial Bidding.

The decision of the IBC in this regard will be final and no requests etc. will be entertained from the bidders. The date and time of opening of financial bid(s) will be intimated only to such bidders who are found eligible as per evaluation criteria prescribed hereinbefore.

## **15. Evaluation of the Financial Bids**

The Financial Bids of only technically acceptable proposals/bids will be opened for further consideration. IBC will award the work to the bidder whose bid has been determined to be substantially responsive to the proposal/bid document and who has offered the lowest evaluated Proposal/Bid Price.

In case two firms offering the lowest prices, then IBC has the right to award the contract to any party. No representation in this regard will be considered by IBC.

## **16. 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.

## **17. 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.

## **18. 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 12 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) 30% 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) 30% episode wise payment on viewing and approval of the rough cut of each episode.
- c) Final 30 % payment for each episode will be made on submission of the finally finished and submitted episodes.
- d) All payments will include the actual payment plus the applicable GST.

## 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 Work Order.

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

## **19. Copyright**

The IBC will be the custodian of all the episodes of the Documentary Series as a result of the contract and the 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 promotion of the Buddhist Heritage of India as also use for non-commercial purposes and for participation in film festivals etc, all over the world by the Producers of the Documentary Series is permitted.

## **Annexure — I**

Format for Technical Bid

To,  
Secretary General  
International Buddhist Confederation  
5th floor, A1 wing, IGNCA, near Western Court, Janpath, New Delhi 110001

### **Technical Proposal/ Bid for Part A of the Project/Documentary Series for the IBC**

#### 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:

1.6 GST Number:

#### Section 2

2.1 Proposed Narrative synopsis & treatment for the Series, number of episodes proposed and the methodology to be adopted for their 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 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

## Annexure – II

To,  
Secretary General  
International Buddhist Confederation  
5th floor, A1 wing, IGNCA, near Western Court, Janpath, New Delhi 110001

Dear Sir,

### **Ref: Request for Proposal — Production of Documentary Series for IBC 2022 — Financial Proposal/ Bid.**

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to execute the said Project and to meet such requirements and provide such services as are set out in the RFP Document.

The detailed breakup of our Financial Proposal is shown below:

S.NO.	Number of episodes proposed	Cost of each episode	Total cost of all episodes	Total IGST	Total Cost of the entire project

Total Cost in words:

Note:

- a) The rates quoted above are firm.
- b) The charges quoted above include our professional fees towards production of all the episodes of the Documentary Series proposed by us for the IBC. These charges also include all local taxes, GST, Insurance, bank charges etc. Except for Travel Costs on actual, which will be charged on actual basis.
- c) Travel cost is not included in the above cost and it will be charged on actual after production of the necessary documents/bills/tickets etc related to the actual expenditure in this context and shall be charged accordingly.

We agree that you are not bound to accept a particular or all RFP responses you may receive. We also agree that you reserve the right in absolute sense to reject all or any or any of the products! services specified in the RFP response without assigning any reason whatsoever.

It is hereby confirmed that I/ We are entitled to act on behalf of our agency and empowered to sign this document as well as such other documents which may be required in this connection.

Date  
Sign  
Name & Designation