

**PAINTS AND COATINGS SKILL COUNCIL** 

**REQUEST FOR PROPOSAL (RFP)  
FOR PRODUCING AN AV PROMOTING THE PAINTS AND  
COATINGS SECTOR IN INDIA**

**MAY 2016**

Paints and Coatings Skill Council  
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[www.pcsc.in](http://www.pcsc.in)

## 1. ABOUT THE SECTOR

The paint industry in India has come a long way from its first factory, set up in Kolkata in 1902. Consistently growing at a swift pace year after year, the Indian paint industry has managed to make its unique space in the country's industrial landscape, supporting rapid growth and advancement of various user industries such as infrastructure, automobiles, public transportation, agricultural equipment, consumer durables, chemicals and oil & gas. With the boom in the realty sector, steep rise in automobile purchase and the government's thrust on infrastructure coupled with a rise in disposable income of the urban middle class, India is poised to witness continued double digit growth in this sector for several years to come. The shift in mind-set of home décor from high quality paint being looked upon as a luxury product to something that is a lifestyle requirement, amongst urban as well as rural householders, has also caused a surge in the demand for decorative paints.

From basic products such as enamels, oil-borne distempers and cement paints, the industry today produces a wide variety of solvent-borne, water-borne and powder products based on alkyd-amino, acrylic and polyurethane binders formulated for varied end uses. Over the years, application technologies have also changed and use a variety of spray technologies, electrostatic and airless applicators, dip and electro-deposition processes etc. Relentless customer demand for improvement in appearance, finish, durability, cost and waste reduction have propelled many of these changes and these trends will only accelerate in times to come. As an example it is not uncommon to see households having walls with textures and finishes which were unheard of just a few years ago.

## 2. PROJECT PURPOSE AND DESCRIPTION

To create an AV showcasing the job roles in the Paints and Coatings industry which are aspirational in nature and have the ability to attract the imagination of the youth in India.

✓ **Format and flow:**

- The AVs must be shot in full colour with high resolution and must be in user friendly formats such as .mkv, .mp4, .avi etc.
- The AVs should be compatible with all types of digital media such as laptops, tablets, mobile phones.
- The AVs must have the NSDC, Skill India, PCSC and the Skill Ministry logos at the bottom of the screen from start to finish.
- The duration of the AVs must be around 7-8 minutes and must present the job opportunities in the sector in an inspiring manner.
- Below please find the suggested flow of the AV
  - A cut from Honorable PM's speech on Skill India
  - Chairman & CEO talking in continuation from PM speech about what is PCSC, Vision & Mission of PCSC and how PCSC is working under the Skill Development Mission
  - Male voice over talking about the various job roles/QPS at PCSC and the opportunities that open up after the NOS based training.
  - A montage showcasing paints and coatings job roles in action
  - An original slogan like *Hunar hai to kadar hai* closing line by CEO and youth who have undergone the training posing with certificates.

✓ **Audience:**

- The typical audience of the AVs will be school drop outs, male and in the age group of 18+. A sizeable segment of the audience may be already working in the paints industry.

**NOTES:**

- ✓ IPR and copyrights of the AVs will rest with Paints and Coatings Skill Council who will at all times have the right to modify, alter, delete or add to the AV in any manner.
- ✓ Full script and story board must be provided to PCSC before commencement of the shoot
- ✓ A start to end schedule must be provided by bidder

**3. FINANCIALS**

- ✓ Bidders must include in their proposals costs with all applicable taxes and levies.
- ✓ If the organisation submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal.
- ✓ Any proposals which call for outsourcing or contracting work must include the name and descriptions of the organisations being contracted.
- ✓ Final contract terms and conditions will be negotiated upon selection of the winning bidder for this proposal.

**4. TERMS AND CONDITIONS**

- ✓ Cost associated with sending this bid and submission thereof must be borne by bidder without any claims on PCSC.
- ✓ Amendment to the bid maybe made by PCSC at any time or for any reason at the sole discretion of PCSC.
- ✓ The amendments, if any, will be uploaded where the original bid document was uploaded.
- ✓ All quotes to remain firm for the entire period of the project and bid should remain valid for 90 days after bid is opened.
- ✓ The bidder shall indemnify PCSC against any claims of infringement of patent, trademark or design rights in the production of AVs under this RFP.

**5. BIDDER QUALIFICATIONS**

Bidders should provide the following as part of their proposal for consideration:

- ✓ Description of experience in field of instructional / training /documentary film-making.
- ✓ List of how many full time, part time, and contractor staff in the organisation.
- ✓ Examples of three or more corporate films designed and implemented by the bidder.
- ✓ Testimonials from past clients on film-making.
- ✓ Anticipated resources that will be assigned to this project.
- ✓ Timeframe for completion of the project.
- ✓ Project management methodology.
- ✓ Proof of having been in operation for at least three years as on 31 Mar 2016.
- ✓ Signed undertaking stating that all developments have been in-house / are original in nature and do not infringe any copyrights/IPR of third parties.

**6. PROPOSAL EVALUATION CRITERIA**

Paints and Coatings Skill Council will evaluate all proposals based on the following criteria. To qualify for being considered the proposal should be complete and include all of the following criteria:

- ✓ **Overall proposal suitability:** Bidders will be evaluated on the extent to which the submitted proposal meets the scope and needs included herein; so this needs to be presented in a clear and lucid manner.
- ✓ **Organisational Experience:** Bidders will be evaluated on their relevant experience to the scope of this project.
- ✓ **Previous work:** Bidders will be evaluated on examples of their work pertaining to corporate / documentary/ instructional film-making as well as client testimonials and references.
- ✓ **Domain expertise:** Bidders will be evaluated based on the domain expertise they bring to the project.
- ✓ **Presentation of idea/concept:** Bidders will be evaluated on the concept they present in context to the longevity of the AVs, level of detail covered in the story board in conjunction with the concept/narrative, interpretation of the brief and any other criteria the deciding committee may deem fit at the time of the evaluation.
- ✓ **Infrastructure:** Bidders will be evaluated on the ease of availability of the infrastructure and equipment they will be using for the shoot.
- ✓ **Cost:** Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project.
- ✓ **Quality of output:** Bidders will be evaluated on the quality of the output i.e. the cost vs the use of artists, infrastructure, likely impact and final AV presentation in the formats as prescribed by the SSC.
- ✓ **Timelines:** Bidders will be evaluated on the time proposed to be taken for the project from start to finish and the overall schedule presented
- ✓ **Technical expertise and experience:** Bidders must provide descriptions and documentation of staff technical expertise and experience.

## 7. SUBMISSION OF RFP

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **5pm May 31, 2016**. Any proposals received after this date and time will not be accepted. The bids must be submitted in a sealed envelope with the financial bid separate in another envelope to the address mentioned below.

Along with the RFP submission, you are required to provide a self-declaration of the performance and facts of the organisation and furnish details of any previous association/affiliation with NSDC or any Sector Skill Council or paint companies with a covering letter from the Head of the organisation/authorised signatory on the official letter head.

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