

NOTICE INVITING TENDER**Introduction:**

The Blind Relief Association, Delhi is a leading non-governmental organization working for the empowerment of visually challenged persons for eight decades by way of imparting education and skill training.

The Association wishes to have a promotional video that effectively showcases its latest services and initiatives. In today's digital age having a compelling visual representation is crucial to enhance its online presence and engage with a broader audience.

We are seeking a skilled and experienced video production company to create high-quality video content for our organization. The goal of this project is to produce engaging and explainer videos that showcase our trainings/services and tell our brand story.

Project Overview:**VIDEO PRODUCTION**

Videos	Type	Duration (min)	Target Audience	Key Messaging
Who We Are	Explainer	1-2	Common Public	Portray the Blind Relief Association's rich legacy and profound impact on the world of disability and society. Highlight our mission, values, and commitment to empowering the visually impaired community.
What We Do	Promotional	5	Common Public, Corporates	Explain our comprehensive programs, facilities, and innovative teaching methodologies. End with a call to be a part of the mission
Donate	Call To Action	1-2	Common Public, CSR Donors	Highlight the need for financial support to sustain our work and urge both corporates and the general public to contribute through sponsorships and donations.
Volunteer	Call To Action	1-2	Common Public	Showcase volunteer opportunities with the Blind Relief Association and invite to sign up to be a part of our team.
Employ	Call To Action	2-3	Potential Employers	Display the talents and abilities of our students and explain how the company can benefit from their skills. Sensitize the company and encourage them to employ our students and make their workplace inclusive.

Scope of Work:

- Concept development – To be curated with the inputs provided by the Association
- Scriptwriting – to be approved by the Association before filming
- Video production (filming and editing) – Decide days for recce & final shoot in consultation with the Association
- Post-production (sound design, visual effects, etc.)
- Delivery of final video files

Project Details:

- Delivery schedule: Within 75 days once order is placed
- Project Timeline:

Release of Notice Inviting Tender	25 th May
Deadline for Submission	9 th June
Opening of Bids	9 th June
Inception of Project	9 th June
First Cut for Feedback	11 th August
Final Handing Over of Videos	25 th August

- Payment Terms: Within 7 days of submission of final video file & raising invoice
- Period of Contract: 3 months
- Indemnity Clause: If the party fails to complete the work on time, the Association reserved its right to get the work executed from other sources at the cost and risk of the party.
- Arbitration Clause: Standard arbitration
- Jurisdiction Clause: Delhi
- Force majeure Clause: Standard force majeure

Requirements:

- Experience in producing high-quality video content with a minimum track record of 20+ video projects, preferably with experience working with non-profits
- Portfolio that showcases your expertise
- Ability to work collaboratively with our team
- Understanding of our brand and target audience

Bid Guidelines:

- Submit your proposal in PDF format
- Validity period of bid: 60 days
- Include a brief company overview and portfolio
- Provide a detailed scope of work and timeline
- Specify your pricing and payment terms
- Attach GST certificate & PAN
- Deadline for submission: 9th June 2025, 12 pm
- Mode of submission: Speed post/ Delivered in person in sealed envelope
- Date of opening of bids: 9th June 2025, 04 pm

Evaluation Criteria:

- Creativity and originality
- Understanding of our brand and target audience
- Quality of portfolio and past work
- Attention to detail and project management skills
- Pricing and value for money

Contact Information:

If you have any questions or would like to submit your bid, please contact:

Name: Swapna Merlin S

Email ID: communications@blindrelief.org

Mobile No.: 9487343847, 9585450828

We look forward to receiving your proposal.

Best regards,

Swapna Merlin S

Head of Communications