

TERMS OF REFERENCE

DEVELOPMENT OF BHUTAN BASICS VIDEO

Table of Contents

Sl. No	Contents	Page Number
1	Overview and Background	1
2	Purpose of this document	1
3	Scope of work	1-2
4	Deliverables	2
5	Selection Criteria	2
6	Terms and Conditions	2-3
7	Proposal	3-4
8	Undertaking	4

1. Overview and Background

Tourism in Bhutan has grown over the years to become one of the major economic sectors in the country. The industry has contributed immensely to overall socio-economic development through generation of much needed hard currency for the royal exchequer, creating employment across various sectors, forging backward linkages for rural communities to earn additional income and boosting the general business environment. Tourism has also proven vital in promoting and preserving our unique culture and traditions, and in some cases, reviving age-old customs. The sector has elevated people to people contact and as a result, increased recognition of Bhutan as an independent, high-end and exclusive tourism destination in the world. To further promote Bhutan as a tourism destination to the world the Tourism Council of Bhutan is constantly adopting various online channels such as websites, social network sites and online video sites such as Youtube and Vimeo.

With increasing popularity of video contents over text based websites, it is believed that the online consumers are more likely to be interested in watching videos about a product or a destination rather than reading through text based contents. In this regard the Tourism Council of Bhutan is planning to develop Bhutan Basics Video of about 15-20 minutes long about Bhutan as a tourism destination. The video content will mainly include information about Bhutan, tourism policy, booking a trip to Bhutan, payment procedure, visa, getting to Bhutan, travelling in Bhutan, food, money, things to do and see in Bhutan and so on. The video must be attractive and engaging with a well known or popular person as a narrator cum actor and few other foreigners as actors. Apart from fulfilling the main intention of the video as specified above the video should also have creative shots and editing with animations if necessary to attract the attention of views. The video must be of high quality and compatible on various channels.

The Bhutan Basics video will be a complete guide for potential visitors to learn about Bhutan and visiting Bhutan. The video will be made available across the globe through various video sites such as Youtube, Vimeo, and it may also be broadcasted in TV channels.

In addition, during the field mission the developer shall also shoot attraction/activities-based tourism videos as agreed with TCB. These videos/clips will be submitted in raw format to TCB.

2. Purpose of This Document

The purpose of this document is to specify the approach that the Tourism Council of Bhutan will use to select the video developing agency for developing Bhutan Basics Video. This document also describes the requirements that the video developing agencies has to fulfil in order to be selected.

3. Scope of Work

The scope of work for selected agency in developing the video will including but not limited to following activities.

- Develop the Bhutan Basics video's overall Script and Storyboard
- Identify and hire a well known/popular person as a narrator cum actor

- Perform appropriate video filming and shoot staged scenes using actors
- Present a draft video to TCB for comments as and when needed
- Compose appropriate music for the final Bhutan Basics video
- Edit and produce final video as per the terms and conditions
- Shoot additional short clips/footage of tourism activities/attractions with actors

4. Deliverables

- Meet with TCB project team in TCB as and when required to collect information
- Submit a storyboard and script for the documentary to TCB for approval before filming
- Present draft documentary to TCB at the end of the field mission for incorporation of comments
- Produce final documentary in high quality in terms of story, music, resolution, colour corrections, sound, creative shots, editing and so on
- Produce various short clips about tourism activities/attractions with actors

5. Selection criteria

Sl. No	Criteria	Marks
1	Company Profile	10
1.1	Valid Company Trade License	
1.2	Valid Tax Clearance Certificate issued by RRCO	
1.3	Full and accurate physical, postal, telephone and email address of the company	
1.4	Experience and expertise in the similar field	
2	Technical Functionality	20
2.1	Prior / present experience in similar field	
2.2	List present clientele with names & date of business engagement	
2.3	List of appropriate equipments to carry out the project	
3	Personnel	20
3.1	CV of company CEO/Proprietor	
3.2	Profile and CV of all crew members including director, editor etc	
4	Methodology	20
4.1	Clear and interesting storyboard and script	
4.2	Creative samples and presentations	
5	Financial	30
5.1	Produce a sealed financial bid	
	TOTAL	100

Note: Companies failing to produce valid Trade license and valid Tax Clearance certificate during the tender opening or have not submitted with the tender documents will be rejected. The Company profile, Technical Functionality, Personnel and Methodology carries 70% weightage and the Financial evaluation carries 30% weightage.

6. Terms and Conditions

- The rate quoted shall stand valid for 30 days from the date of opening the tender. The rate quoted shall be inclusive of taxes and duties.

- The purchaser shall not provide IDEC/BST exemptions certificate as per the government rules
- The selected developer must deliver the fully developed video within 2 months from the date of award of the work. In the event of failing to deliver on time, the bid shall be cancelled.
- The video must be of high resolution of at least 1080p with High Definition sound quality.
- The video must be playable on a computer and upload-able and playable on video sites such as Youtube and Vimeo.
- The video must include contents covering all aspects of Bhutan as a tourism destination and guidelines to visit Bhutan upon TCB's agreement on the content
- The selected developer must submit a script and storyboard for the video to TCB describing a clear flow of the video. And the script and storyboard must be approved by TCB.
- The selected developer may edit the video with their expertise but the video must be made interesting and suitable to promote Bhutan, provide guidelines about visiting Bhutan and things to do and see in Bhutan.
- The selected developer must ensure to show the work in progress to TCB and incorporate any changes as requested by TCB.
- The selected developer must incorporate all the changes required by TCB within the contract and in case of additional cost due to shooting expenses must be proposed with separate proposal to TCB and must be approved by TCB.
- The tender committee reserves the right to reject one or all bids. The decision of the tender committee shall be final and binding.
- The payment shall be made to the developer only upon full delivery of the video. No advance payment shall be made.?
- The completed video documentary shall be the property of the Tourism Council of Bhutan and the Tourism Council of Bhutan reserves full copyright of the final videos.
- In addition, as the work is being commissioned by TCB all raw footages shot during the project period shall be owned by TCB and the developer will not sale or share such without prior approval from TCB.
- The tender should be submitted addressed to Offtg. Head, Marketing and Promotions Division, Tourism Council of Bhutan, Thimphu latest by 21st May 2015 before 1:00 PM and shall be opened on the same day at 2:30 PM.

7. Proposal

The Proposal should clearly detail all the required information against the selection criteria mentioned above.

The financial bid must be submitted in a sealed separate enveloped and it must include the full cost of producing the followings:

- o Production 15-20 Minutes Bhutan Basics Video
- o Production of Short clips on various tourism activities in Bhutan using actors

The financial proposals should also list what value added services the company will offer TCB. The sealed proposals in marked envelope "Proposal for Bhutan Basics Video" complete in all respects should reach latest by 1:00 pm on Wednesday, May 21, 2015 to:

Damcho Rinzin
Offtg. Head
MPD
Tourism Council of Bhutan
Thimphu

8. Undertaking

I/We declare that the information provided in the "Proposal for Bhutan Basics Video" is accurate and can be proved whenever required. I/We further declare that if in case the information provided by me/us in this "Expression of Interest" proved to be incorrect at any point, TCB reserves the right to take any action deemed feasible by the TCB authorities against me/us. I/We further declare that our company (_____) is not black listed by any division, department or organization of Government of Bhutan. The decision of TCB regarding the acceptance or rejection of the bid will be final and binding.

Signature and Seal
Name: