

# **Karnataka Science and Technology Academy (KSTA)**

**Department of Science and Technology, Govt. of Karnataka**

## **Production of Science Videos and Capsules**

### **1. Background**

Karnataka Science and Technology Academy, a Unit of the Department of Science & Technology, Government of Karnataka, has been functioning since 2005, with the objectives of inculcating scientific temper across civil society through science communication, technology dissemination, fostering innovations and entrepreneurship for societal benefits, recognising talents and organising outreach programmes, capacity building and acting as STI Policy Advisory Body for the State.

Electronic and mass media have virtually changed our lives in recent years and provided an effective means for information, communication and dissemination. Fields of Science, Technology and Education have also been adopting these new tools for reaching out to stakeholders in large numbers. It is proposed to develop curriculum based digital content for laboratory experiments for the high schools students as per the Karnataka Secondary Education Examination Board (KSEEB) syllabus for 8<sup>th</sup> to 10<sup>th</sup> Standard. In total, 18 videos of 20 minutes each on various topics in physics, chemistry and biology in Kannada will be developed and will be disseminated through CD/DVD/USB drives to Government High Schools across the State.

### **2. Video Production**

- 2.1 The setup is a classroom. In the scene, the teacher will be explaining a topic or demonstrating an experiment to students and there will be two way interaction between teacher and students.
- 2.2 KSTA studio in GKVK Campus, Yelahanka and laboratory of a school/college in and around Yelahanka or Jayanagar or any part in Bengaluru as decided by KSTA will be the shooting location.
- 2.3 There are two categories of videos, one is with animation and other without animation. The video with animation may contain animation duration in the range of 10 - 30 seconds.

### **3 Pre-Production : (Concept, Storyboard and Script Writing)**

KSTA will provide the concept and script with a brief instructions for shooting. The script writer and subject experts are also made available for any assistance during shooting. As there is no complexity involved in the video production, the storyboard may not be required.

#### **3.1 Actors / Presenters/Narrator**

KSTA will provide a Presenters/Narrator and a group of 4-5 students. Training for narrator and students will be provided by KSTA and will be available ready for shooting. The selected vendor should be present during training the session to get the complete knowledge of the script and the topic of the video.

### **4 Production (shooting and recording)**

As indicated earlier, the script is of interactive type involving both the narrator and students. Two cameras will be required to capturing both the narrator and students. KSTA will provide one camera and vendor has to provide the other on a rental basis. Apart from this, two numbers of Aputure 300D Mark II COB Led Video Light with tripod light stand, one number Boom Microphone and a chroma screen of size 15 ft X 10 ft.

#### **4.1 Hair and Make-up**

KSTA will be arranging for makeup and other related things

### **5 Post-Production**

Editing, colour correction, sound effects, music, B-Roll Coverage, Transitions, Titles & Footages, etc are to be carried out by the selected vendor.

### **6 Call for Quotation (Bid)**

A pilot study is being undertaken to develop a 20 minutes video in Physics on the topic '**Basic Properties of Light and Reflection of Light**'. In this connection, quotations (Bids) are being invited from reputed media houses/individuals/group.

#### **6.1 Who are our Target Group?**

Students of 8<sup>th</sup> to 10<sup>th</sup> Standard of the State.

## **6.2 What we care for?**

- a. Should draw imagination and inquisitiveness of the student
- b. Should be conversational for an interactive lab session
- c. The content of the video is to remain relevant for the next five years
- d. Hands on, minds on concept to engage learner is to be emphasized
- e. Avoid traditional classroom lecture-style instructions, while stimulating students to ask questions relevant to the experiment
- f. Though videos are being prepared as per the syllabus, the script also includes important/critical information beyond the syllabus

## **6.3 What is our overall objective?**

To produce Science videos pertaining to science subjects of Secondary Schools and Intermediate students in Karnataka, initially in Kannada

## **6.4 What elements are needed in the video?**

- a. Introduction about KSTA and the Project for about 20 seconds
- b. Main video with Narration
- c. Animation – 2D of maximum duration of 30 seconds in each video
- d. Background Music
- e. B-Roll Coverage
- f. Transitions
- g. Titles & Footages

## **6.5 What is the Delivery format?**

Needs to provide the output in multiple format for different purposes viz., TV broadcasting; 16×9 for web; 9×9 for Facebook and Instagram and 9×16 for mobile devices. Should submit along with raw footages.

## **6.6 Quotation**

Sealed quotation (bids) should be submitted to CEO, KSTA through post or by hand on or before January 25, 2021 by 5:30 pm. The quotation will be opened on January 28, 2021 at 11.00 am.

## 6.7 Quotation Format (Bid Format)

### A. Video Production (without animation)

Activity	Cost per minute (Rs.)	Duration	Total Cost (Rs.)
Production and Post Production Viz., Video Shooting, Editing, colour correction, sound effects, music, B-Roll Coverage, Transitions, Titles & Footages, etc. Complete Format: TV broadcasting; 16×9 for web; 9×9 for Facebook and Instagram and 9×16 for mobile devices		20 min	

### B. Animation

Activity	Cost per second (Rs.)	Duration	Total Cost (Rs.)
2D animation		30 seconds	

### C. Equipment

Activity	Quantity (Nos)	Cost per day per unit (Rs.)	Duration	Total Cost (Rs.)
Canon Cinema EOS C300 MK II OR other brand with similar specification with stand	01		One Day	
Lenses: Canon 18-38 mm EF/PL high speed mount lens OR other brand with similar specification	01			
Aputure 300D Mark II COB Led Video Light with tripod light stand	02			
Boom Microphone	01			
Croma screen of size 14ft W x 10ft H	01			

## **7 Eligibility Criteria**

- 7.1 The bidder should have minimum three years' experience in Pre-Production, Production & Post Production activities with in-house facilities & support.
- 7.2 The bidder should be registered with the concerned authorities such as PAN, GST as applicable from time to time, copy of certificate to be submitted along with quotation.
- 7.3 The Agency/ firm/ individual must submit a list of firms & Organisations/Government departments/ Ministries for whom they have undertaken similar projects segregated as completed, in-process & upcoming respectively
- 7.4 The Agency shall provide undertaking for maintaining Privacy, for avoiding Conflict of Interest, Statement for Non-Vested Interest & for maintain high levels of Standards & professionalism in providing latest & updated information/technology to KSTA
- 7.5 The Agency shall provide certificate that the firm or organisation or corporate or any person associated with the operation& management are not Black-Listed by any Government Department or Ministry and no criminal case / complaint is pending against them anywhere in India or abroad, copy of the certificate may be attached with the bid.
- 7.6 Documents to be submitted along with quote/bid:
  - a. Certificate of incorporation/registration
  - b. Statement of experience in the field of Videography.
  - c. List of firms for whom similar nature of work has been done.
  - d. Copy of PAN card
  - e. Copy of GST registration certificate in case of firm
  - f. Details of Bidder: Name, Designation, Address and Phone Numbers of Authorised Signatory of the Bidder
  - g. IT returns.

## **8 Terms and Conditions**

- 8.1 The quote (bid) shall remain valid for a period not less than 180 days (Validity Period) from the last date for submission of quote. In exceptional circumstances, prior to expiry of the original Validity Period, KSTA may request Bidders to extend the Validity Period for a specified additional period.
- 8.2 The rate should be inclusive of all taxes and charges.
- 8.3 The rate should be quoted in the enclosed format with firm's letter head.
- 8.4 The CEO, KSTA, reserves the right to reject any or all the quotations without assigning any reason.
- 8.5 Statutory deductions will be made from the source as per rules.
- 8.6 The envelop should be super scribed with "Quotation for Production of Learning Video"
- 8.7 As mentioned in the point 2.2 above, the video shoot may takes place at different locations. All the cost of transportation and any other expenses will NOT be provided by KSTA.

## **9 Execution of Agreement**

- 9.1 Within a week from the date of issue of the work order or within such further time as KSTA may agree to at its sole discretion, the Successful Bidder shall execute an Agreement on Rs 200/- Stamp Paper for the Project.

## **10 Performance Security**

- 10.1 The successful Bidder shall furnish Performance Security in the form of DD in favour of "The CEO, Karnataka Science and Technology Academy, Bangalore", for a sum equivalent to 7.5% of the project value within 21 days from receipt of purchase order. The performance bank guarantee should be valid till 30th March 2021 .
- 10.2 The proceeds of the performance security shall be payable to the Purchaser as compensation for any loss resulting from the Supplier's failure to complete any one of its obligations under the Contract.
- 10.3 The Performance Security will be discharged by the Purchaser and returned to the Supplier after 30th March, 2021 subject to the fulfilment of all performance obligations under the contract.
- 10.4 Failure to submit the performance bank guarantee for the period specified above will constitute sufficient ground for cancellation of the contract.