

Inviting Bids for Trans- creation of Promotional Films

Spices Board has produced a series of promotional films (details given in the table below), so as to effectively resonate the flavor of the Indian Cuisine and Spices to the Masses. The promotional films highlighting the capacities and capabilities of India, are produced with a view to position our country as 'incredible', in all respects; be it cuisine, culture, heritage, bio diversity, spices etc. Each film highlights a unique aspect, tailor made for specific target groups.

The films produced are with voice over and subtitles in English. As these films are to be used, across various countries besides different parts of India, the Board proposes to **Trans-create** these films into various languages.

A matrix regarding translation of the Spices Board films to various languages is given below. The films are classified into two categories, based on the target group to which the film caters to as; Films which shall be translated to the Regional /National language(s) & films which shall be translated to both Regional/National and International languages.

Film	Approx. Duration (Min)	Regional/National Languages Only	Both Regional/National & International Languages
Corporate Film	9.40		Yes
Exporter Film	7.25	Yes	
Farmer Film	7.04	Yes	
FSTL Film	4.42		Yes
Motivational Film	6.24	Yes	
Nutraceutical Film	8.03		Yes
Student Film	6.00	Yes	
Vignettes	5.59		Yes

The regional/national languages proposed for translation of the films are: - Hindi, Telugu, Gujarati, Bengali, Nepali & Malayalam. The international languages proposed for translation of the films are: - Spanish, French, Arabic, German & Chinese

Spices Board is inviting quotations from Firms with expertise in Translation/ Film Production Companies to undertake for the following works

- Translating the entire original script to each regional/national and international languages so as not to lose the tone and treatment of the film.
- Producing voice over and master copy in each of the regional/national and international languages

- It is mandatory to use native artist and to employ a language supervisor for each language

SCOPE OF WORK	
Activity	Requirement
Translating the entire original script to the regional/national and international languages	Translation of the script to each language and submission of draft to Spices Board as both soft copy and hard copy.
	Preparation of final translated script after incorporating suggestions and with the approval of the Board & submission of the same as both soft copy and hard copy
Producing voice over and master copy in each of the regional/national and international languages	Submission of resume of the professional voiceover artist to Spices board along with sample voice (audio recording) in the respective language for approval
	Dubbing voiceover using the professional voiceover artist in the respective language after obtaining approval from Spices Board
	Trans-creating the film with the voice over in the respective language. This may require re edit as language may extend or shorten some scenes by a few seconds. All such re edit changes is to be done ONLY after prior approval from Spices Board.
	Submission of the rough cuts of the films to the Board for approval
	Production of master copy after incorporating suggestions/corrections from the Board
	Submission of master copy in HD format. All final films should be submitted as mixed and unmixed on a hard drive. Additionally, for each film a master and a copy in DVD and a master and a copy in CD shall be provided to the Board

The firm/company can submit the quote to carry out the works in full or in part for translating the entire original script of any/all film(s) to any/all of the regional/national and international languages AND for producing voice over and master copy of any/all film (s) in any/all of the regional/national and international languages.

Film Production Companies who have the technical knowledge and experience in recording VO (domestic and international) can apply. The Company will have to be responsible for translation, selection of VO artist, ensuring the essence of the original films is not lost, edit the film including sound (rearranging music and voice). Only those companies which have been in existence for at least five years with an annual turnover of at least Rs. One crore for the last two years need apply.

The bid shall be submitted in two separate covers.

a) Technical Bid &

b) Financial Bid

The Technical Bid (in company letter head) shall include the company credentials, all relevant details, proof of work done etc. The Financial bid (in company letter head) shall include the charges for undertaking the work in the format given in Annexure I.

The Firm/Company should have at least five years of existence with exposure and experience in handling similar assignments in the past. The agency shall submit the proof/show reel of the assignment/s undertaken in this regard, for the perusal of the Board.

The trans-created films shall be of high quality and production of the master copy shall be undertaken as per the guidelines of the Board without compromising on the quality of the work.

After the completion of the trans-creation of each film, the rough cuts of the film shall be shown to the Board for approval. Production of master copy shall be carried out after incorporating all suggestions/corrections proposed by the Board.

Spices Board, after verification of the bids will award the work order to the selected firms/companies. The terms and conditions in the work order will be final and binding.

No additional cost at any point of time will be allowed or sanctioned, other than the quoted amount. The Board reserves the right to assign or reject the allotment of the work. The Copyright of the work will be with Spices Board.

The technical and financial bids (in two separate envelopes) shall be forwarded to Shri Nithin Joe, Assistant Director (Mktg), Spices Board, NH By-pass, Palarivattom P.O, Kochi -682025 so as to reach the addressee on or before 30th September, 2014. The sample script of the Exporter film is placed as Annexure-II, for reference.

Annexure I- Format for submitting Financial Bid

Film	Language	Charges in Rs. (inclusive of all taxes)		
		Translating the entire original script	Producing voice over and master copy (to include, language supervisor, studio charges, artist's cost and re editing cost)	Total
Corporate Film	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
	Malayalam			
	Spanish			
	French			
	Arabic			
	German			
Exporter Film	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
	Malayalam			
Farmer Film	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
	Malayalam			
FSTL Film	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
	Malayalam			
	Spanish			

	French			
	Arabic			
	German			
	Chinese			
Motivational Film	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
Nutraceutical Film	Malayalam			
	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
	Malayalam			
	Spanish			
	French			
	Arabic			
Student Film	German			
	Chinese			
	Hindi			
	Telugu			
	Gujarati			
	Bengali			
Vignettes	Nepali			
	Malayalam			
	Hindi			
	Telugu			
	Gujarati			
	Bengali			
	Nepali			
	Malayalam			
	Spanish			
	French			
	Arabic			
	German			
	Chinese			

ANNEXURE II SAMPLE SCRIPT OF EXPORTER FILM

Audio	Video	Super
<p>VO</p> <p>Traditionally, India has been a hub of spices. Although spices are used all over the world, not many countries produce them. Thus, almost the entire world looks at India for their spices needs.</p> <p>In today's globalised world, importance of foreign trade is greater than ever before, and export of spices from India assumes greater significance.</p> <p>The Spices Board India, a government body, plays a significant role in the promotion of spices exports.</p> <p>All exporters in India need an export license before they can begin operations. A spice export license is a document issued by the Spices Board after which they can begin operations.</p>	<p>Stylized montage shots of spice farming including shots of chilli market at Guntur</p> <p>Shots of Spices Board head office (Ext)</p> <p>Shots of BioFach Exhibition 2012</p> <p>shots of CRES and other licences</p>	

<p>PTC OF EXPORTER 1</p>		<p>Name and organization</p>
<p>VO: Spices Board issues three types of licenses.</p> <p>The first is the 'Dealer License', which is required for trading in both large and small cardamom in India.</p> <p>The second type of license is the 'Auctioneer License', which is required to conduct auctions in both large and small cardamom in India.</p> <p>Lastly, we have the 'Certificate of Registration as Exporter of Spices'. CRES enables exporting outside the country.</p>	<p>montage of cardamom farmer and processing of his cardamom at spice park idukky</p> <p>montage of shots of cardamom auction at spice park idukky</p> <p>montage of shots of high tech processing and packaging facilities for spice powder</p> <p>shots of exporter spice procuring process – official</p>	<p>Spices Board issues three types of licenses.</p> <p>'Dealer License', trading in both large and small cardamom in India. 'Auctioneer License', to conduct auctions in both large and small cardamom in India.</p> <p>'Certificate of Registration as Exporter of Spices' (CRES). to export outside India</p>

<p>There are two types of exporters which fall under the category of CRES</p> <p>Merchant Exporter, who buy spices and spices products and export them in their original packages.</p> <p>Manufacturer Exporter, who deal in export activity by taking care in every step right from sourcing of raw materials to operations like processing, value addition, and packaging</p> <p>For this category of exporter, they should have obtained a Certificate from the District Industry Department stating the date of commencement of spice processing and the manufacturing capacity. Based on the copy of such a certificate submitted with the application, the Spices Board inspects the existing infrastructure before issuing the license.</p>	<p>interaction with farmer – processing facilities of exporter</p> <p>shots of more high tech spice processing facilities</p>	<p>Two types of licences under CRES</p> <p>Merchant Exporter License</p> <p>Manufacturer Exporter License</p>
	<p>Supers cut to music</p>	<p>Licences are available for a period of 3 years</p> <p>Registrations are applicable to the 52 categories of spices</p> <p>Application for registration renewal</p>

		- 30th June of third year
<p>VO:</p> <p>Let us see the of becoming a spice exporter in India. The very first step would be to acquire an Importer Exporter Code from the nearest office of the Director General of Foreign Trade.</p> <p>Number 2 - You need to obtain a demand draft from a nationalized or scheduled bank for Rs 5,000 towards the registration fee. The draft may be drawn in favour of Secretary, Spices Board payable at Ernakulam.</p> <p>Number 3 - Create a valid e-mail id. Nmber4 – Login to Spices Board website http://www.indianspices.com/spices.com go to the Exporter Registration section and follow the instructions to complete the application form on line</p> <p>Number 5 – Take the system generated print out and forward it to the nearest Regional office of the Spices.</p> <p>You need to provide a Confidential Report from the Bank in a prescribed format.</p> <p>You need a self attested copy of Importer/exporter code, self attested copy of PAN card, self attested copy of the Sales Tax registration. If you don't have it, then you need a declaration to the effect that the registration is only</p>	Supers cut to music	<p>Steps to acquire Exporter Licence</p> <p>Importer / Exporter Code</p> <p>DD of Rs 5000</p> <p>Email ID</p> <p>Complete exporter registration at www.indianspices.com</p> <p>Printout of exporter registration form</p> <p>Documents Required</p> <p>Confidential report from Bank</p> <p>Self attested IE code</p> <p>Self attested copy of pan card</p> <p>Self attested copy of sales tax registraion</p> <p>self-attested copies of partnership deed or memorandum and articles of association or trust deed</p> <p>self attested copy of SSI/MSME/DIC</p>

<p>for export purposes and that your company is not involved in any domestic trading activity.</p> <p>self-attested copies of partnership deed or memorandum and articles of association or trust deed as the case may be.</p> <p>self attested copy of SSI/MSME/DIC certificate in case you are a manufacturer exporter of spices.</p> <p>You need 2 passport size color photos of the CEO or the Designated officer of your firm.</p>		<p>Two passport size photos of Designated officer</p>
<p>VO:</p> <p>Spices Board will send the original certificate by Speedpost.</p> <p>After the issue of the license, the Board will send one ID card by post. Details of the dispatch will be available online in application status.</p>	<p>Supers cut to music</p>	<p>After successful registration</p> <p>Dispatch of original certificate</p> <p>Dispatch of ID card</p>
<p>VO:</p> <p>To be successful in one's career, the exporter should ensure and maintain quality at every step.</p> <p>Spices Board has implemented mandatory sampling of certain spices/spice products exported from India.</p>	<p>Shots of spice pickle processing</p> <p>Shots of Spices Board official checking consignments</p>	

<p>VO:</p> <p>Once the export consignment is ready, the exporter needs to inform the Board online for sampling of the consignment for traces of Aflatoxin, Sudan, Pesticides etc as the case may be. Circulars in this regard are hosted on the website.</p>	<p>Montage of quality analysis shots at Spice Board lab in Kochi</p>	
<p>VO:</p> <p>For distinctly identifying and encouraging exporters with processing facilities, the Board has introduced Spices House certification. Manufacturer exporters with HACCP accreditation and who have the capability and can ensure qualitative and hygienic processing of spices are given the recognition of Spice House Certification.</p> <p>The Board also provides financial assistance to the exporters to adopt hi-tech processing facility and advanced systems for processing, testing and packaging of spices.</p>	<p>Montage shots of high tech processing facilities</p>	
<p>VO:</p> <p>This can ensures food safety and quality in the international market for increased value realization.</p>	<p>Montage of shots of spice bazaar and customers buying spices</p>	
<p>VO:</p> <p>The road ahead is replete with hard work that involves detailed planning and execution</p>	<p>Montage of spice farming shots</p>	

The Board is committed to being a part of the entire chain of the spice produce from harvest to export.		
	End with logo	