



ICAR - CENTRAL INSTITUTE OF FISHERIES EDUCATION

(Deemed University), Indian Council of Agricultural Research

Panch Marg, Off Yari Road, Versova, Andheri (West), Mumbai-400061

Tel. No. 022-26361446/7/8, Fax No. 022-26361573 Web Site www.cife.edu.in



F. No. 36-17/08-09/P/

Dated 4th July, 2016

To

SUB : Limited Tender Enquiry for Editing and Revising of the Existing Film of CIFE, Mumbai.

Sir,

The Director, Central Institute of Fisheries Education (CIFE), Mumbai – 400 061 invites sealed quotations for items mentioned attached annexure/ overleaf from the reputed/ registered firms as per the following schedule.

Quotation must be submitted latest by: 1300 hrs. On 30.07.2016

The envelope containing quotation should be superscribed with the name of the material in the bold letter with File No.

Terms & Conditions:-

- The quoted rates must be valid for six months.
- Quotations received after due dated will not be entertained.
- The Manufacturer/ Dealer should quote only one make and one model of equipment similar as per our specification. The multiple quotes shall be rejected.
- Technical compliance statement must be enclosed with the quotation letter.
- The Earnest Money Deposit (E.M.D.) @ 2.5% of the total cost in the shape of Demand Draft/ Pay Order drawn in favor of "ICAR Unit CIFE" Payable at State Bank of India, Versova Branch, Mumbai should be enclosed with their quotation, otherwise it will be rejected. The E.M.D. of successful bidder shall be forfeited, if they fail to supply the stores as per supply order.
- No advances shall be given. The payment will be made only after delivery of store and satisfactory installation/ operation.
- There should be no cutting/overwriting.
- Successful bidder has to deposit 10% Security Deposit in form of FD/BG for the Guarantee period.
- Provide Name & Full Address of your Banker with Branch Code, IFS Code, MICR Code etc. and also PAN / TAN No.
- Amendments if any shall be published only on CIFE web site up to 5 days before the last date of submitting tender which may be watched by the perspectives bidders for downloading and incorporating in the tender.

The Director, CIFE, Mumbai reserves the right to accept or reject any or all the quotations without any reason thereof. No correspondence shall be entertained in the regards.

ASSTT. ADMINISTRATIVE OFFICER (P)

Enclosed: Annexures

ANNEXURE – I

The Central Institute of Fisheries Education (CIFE) of ICAR located at Mumbai wants to reedit its film and want to have TWO Films out to that Single Film.

- A. One of 4-5 minutes and
- B. The other of about 10 minutes-by replacing and editing the film.

Two films have to be made from the existing film hosted in CIFE website (http://cife.edu.in/index.php?option=com_content&view=article&id=447&itemid=209)

You are requested to send the approximate cost for doing this job.

The details about the editing for both the films are mentioned below.

- A. There has to be one 4-5 minutes film by editing the existing film and
- B. The modifying the existing film (for 10 mts) by replacing the Dr. W. S. Lakra's speech with a voice over

Kindly state the minimum costs for the above so that I immediately put up the file for processing. You may provide your inputs in the script, if you desire.

A. Editing for 4-5 minute film

The cuts and modifications that are to be made for 4-5 mts film from the existing film are mentioned below:

1. Correct the spelling of ~~pursuit~~ to pursuit. (This is for both the 4 mts and the modified 10 mts films).
2. Remove mandate.
3. The institute provides master programmes in 11 disciplines and Ph.D. in 10 disciplines. This sentence has to be told as "The Institute provide masters and Ph.D programmes....."
4. "The intake capacity of" This sentence has to be deleted.
5. Caption for the DG has to be written as Ex-DG and only the portion where Dr. Ayyappan is saying that "I must say that destination of every aspiring fisheries graduate....." has to be kept.
6. The mandates of the institute have to be deleted.
7. Convocation has to be shortened. Only the photograph of APJ Abdul Kalam can be kept. **The photographs of Sri Radhamohan ji can be added. Rest can be deleted.**
8. "Class rooms are equipped with modern gadgets, smart boards and central video conference Faciltites" This sentence can be deleted.
9. And straight away go to the sentence "Centres of CIFE are the wonders of CIFE...."

10. Rohtak center: Keep only the sentence “This center mainlysuch degraded soils”
11. Kolkata center: Keep only the sentence “The Kolkata center of CIFE is mostly devoted.....HRD”
12. Kakinada Center: Keep only the first sentence “The Kakinada center has played an important role in the blue revolution of AP”
13. Powarkheda center: Keep only the first sentence. “The Powarkheda center.....to develop commercial hatchery....in MP”
14. Golden jubilee. This part has to be removed.
15. Dr. W. S. Lakra’s speech has to be deleted.
16. The last sentence should only be kept in the last scene, that is, “more and more people have to learn to fish and fish to earn.....”

B. Editing requirements for the film of about 10 minutes from the existing film are mentioned below:

There has to be another 10 minutes film I which the Dr. Lakra’s speech has to be replaced by following voice over (preferably female voice)

Voice over – in place of Dr. W. S. Lakra’s Speech

Narration	Possible Visuals	Background Sound
Fish is a part of our culture: Fish, being auspicious (a sign of success) and aesthetic (a sense of beauty) brings attraction to fisheries and aquaculture business startups.	Fish Gods (available at Google image) like, Matsya Awatar, Dagon, etc.	Sound from conch
Fish is the first and final frontier of humankind: We could survive because of fish. We will survive because of fish. Fishes account for at least 15 percent of animal protein, most in developing countries	Fish dishes (Google image)	Sitar
Life below water can address malnutrition: Around 800 million people in the world are malnourished. In India, out of 120 crores, 20 crore people suffer from hunger. When there is a scarcity of land and the water resources have to be harnessed to meet this challenge. Moreover, the aquatic foods have higher protein content.		Flute

Fisheries can help in adaptation to climate change: Climate change is now a reality. Rise in temperature is influencing the rise in sea level – that may increase the scope of aquaculture. The fluctuations in rainfall can increase the scope of water harvesting – that may further support aquaculture.

Fisheries can provide livelihood: Asia is the cradle of fish farming. With rising population and urbanization the demand for fish is increasing. This provides livelihood option for many poor farmers in the country. Fisheries Extension Programmes are to be strengthened to address this issue. Ornamental fish keeping is one of the most popular hobbies in the world today. Majority of the indigenous ornamental fish trade in India is from the North Eastern states and the rest is from Southern states. In order to sustain its growth it is necessary to shift the focus from capture to culture based development.

To address the above issues, there is a need to develop human resource that can manage the vast fisheries resources of the country.

CIFE, therefore, is addressing these issues by developing Human Resource through

1. Skill Development Programmes
2. Entrepreneurship Development Programmes
3. Diploma Courses
4. Post-graduate Programmes in highly specialized fields

