



CALL FOR QUOTATION

Production of a Documentary Film (15–20 minutes) on UGB's Success Story

Ref. No.: UGB/P&S/RFQ/DOC/2026-27/ <u>590</u>	Date: 20.07 2026
Last Date for Submission: 27.07. 2026, by 5:00 PM	Mode: Sealed Quotation / Email

1. Introduction

Uttarakhand Gramin Bank (UGB), a Regional Rural Bank, operates through 299 branches across 6 Regional Offices covering the state of Uttarakhand. UGB invites quotations from experienced and professionally competent video production agencies / production houses for the production of a 15–20 minutes documentary film showcasing the Bank's success story in promoting financial inclusion, Self-Help Group (SHG) lending and solar/renewable energy loans, staff engagement, across Uttarakhand.

This is an open call for quotation. Interested and eligible agencies may submit their technical and financial bids as per the format and terms specified below.

2. Objective of the Documentary

- To showcase UGB's contribution to rural livelihood promotion through SHG credit linkage.
- To highlight the Bank's role in promoting clean energy adoption through solar loan financing in hill and rural areas.
- To capture real beneficiary stories — SHG women members and solar loan customers — depicting tangible impact on income, livelihood, and quality of life.
- To create a professional institutional film usable for internal events, social media, and external stakeholder communication.

3. Scope of Work

1. Concept note & script development in consultation with UGB team, based on inputs provided by the Bank.
2. Field shoot at selects UGB branches / villages (indicative 5-8 locations, to be finalized jointly) covering SHG beneficiaries and solar loan customers, CSPs including interviews with customers, branch officials, and Bank leadership.





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3. Professional videography (minimum Full HD/4K), including drone shots of rural/hill locations where feasible.
4. Voice-over narration and background score (Hindi versions required).
5. Editing, color grading, motion graphics/on-screen text, and UGB branding integration.
6. Incorporating previous photographs and videos available with us.
7. Subtitled versions in English.
8. Delivery of final documentary (15–20 minutes) along with 4-5 short-form cutdown versions (60–90 seconds each) suitable for social media use.
9. Delivery of raw footage and full project/master files to UGB along with the final film.

4. Deliverables

- One master documentary film, 15–20 minutes, in Hindi with English subtitles.
- 4-5 short social-media cutdown versions (60–90 seconds), vertical and horizontal formats.
- All raw footage and edited project files (handed over to UGB on a hard drive/digital medium).
- Final files in broadcast-quality MP4 (H.264/H.265) plus a master ProRes/high-bitrate file.

5. Eligibility Criteria

- The agency should be a registered firm/company with a minimum of 2 years' experience in corporate/institutional documentary or CSR film production.
- Should have handled at least 2 similar assignments for banks, PSUs, government bodies, or corporates in the last 2 years (work samples/links to be submitted).
- Valid GST registration and PAN mandatory; copies to be enclosed.
- Should possess own/hired professional camera, sound, lighting, and drone equipment (with valid drone operation permissions where applicable).
- Willingness to travel and shoot at rural/hill locations across Uttarakhand as per the Bank's requirement.

6. Quotation Submission Requirements

Interested agencies are requested to submit their offer in two parts:

10. Technical Bid — Company profile, relevant experience, portfolio/showreel links, team composition, equipment list, and proposed execution timeline.
11. Financial Bid — Itemized cost quotation as per the format in Section 7, inclusive of applicable taxes (GST to be shown separately).





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Quotations should be submitted in a sealed envelope superscribed "Quotation for Production of Documentary Film – SHG & Solar Loans", or emailed to the address given in Section 10, on or before the last date specified above. Quotations received after the due date/time will not be considered.

7. Financial Bid Format (Indicative)

S.No.	Item / Head	Unit	Amount (₹)
1	Pre-production (scripting, recce, planning)	Lump sum	
2	Production / field shoot (crew, equipment, travel, logistics)	Per day / Lump sum	
3	Drone shoot	Lump sum	
4	Post-production (editing, grading, VFX/graphics, sound design)	Lump sum	
5	Voice-over & narration (Hindi + English)	Lump sum	
6	Short cutdown versions (2–3 nos.)	Lump sum	
7	Any other cost (please specify)		

8. Timeline

* Timeline within twenty days of award of PO, preferably breakdown of Period as follows-

- Award of assignment: within 2 days of quotation opening.

www.ukgb.bank.in



Head Office,
 8A, IT Park, Sahastradhara Road,
 Dehradun, 248013.

प्रधान कार्यालय,
 8ए. आई टी पार्क, सहस्रधारा रोड,
 देहरादून-248013



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- Script finalization: within 3 working days of award.
- Field shoot completion: within 7 working days of script approval.
- Delivery of first cut for review: within 5 working days of shoot completion.
- Final delivery (after incorporating UGB's feedback): within 3 working days of receiving feedback.

9. Terms & Conditions

- All footage, final film, and raw material shall become the sole property of UGB, with full intellectual property rights (IPR) and usage rights (broadcast, digital, social media, internal use) vesting exclusively with the Bank.
- Payment terms: 40% on completion of shoot, 60% on final delivery and acceptance — or as mutually agreed.
- The selected agency shall maintain confidentiality of all information, footage, and data shared by or captured for UGB.
- UGB reserves the right to accept or reject any or all quotations without assigning any reason, and to negotiate terms with the L1 (lowest technically qualified) bidder.
- Any statutory approvals required for drone shoots or location shoots shall be obtained by the agency at its own cost.
- The Bank will facilitate branch-level coordination and beneficiary identification but the agency is responsible for all production logistics.

10. Submission & Contact Details

Quotations, along with all supporting documents, may be submitted to:

The Chief Manager – Planning & Strategy Department, Uttarakhand Gramin Bank, Head Office, 8A IT Park, Dehradun – 248013

Email: [plg@ukgb.bank.in] Phone: [9958138894]

For any clarification regarding scope of work or submission process, agencies may contact the above during office hours on working days.

Authorized Signatory

General Manager

www.ukgb.bank.in



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