GOVERNMENT OF UTTAR PRADESH

Department of MSME & Export Promotion

REQUEST FOR PROPOSAL (RFP)

for

EMPANELMENT OF AGENCIES FOR PRODUCTION OF VIDEO DOCUMENTARIES AND AUDIO-VISUAL CONTENT

RFP Reference No.	IEDUP/DIGITAL/01
Date of Issue	06 November 2026
Last Date for Submission	15 November 2026, up to 05:00 PM
Mode of Submission	Physical, in a sealed envelope

Issued by

Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP)

(An Autonomous Institution under the Department of MSME & Export Promotion, Government of Uttar Pradesh)

A-1 & 2, Industrial Area, Sarojini Nagar, Kanpur Road, Lucknow, Uttar Pradesh – 226008

Website: www.iedup.in | Email: iedup.director@gmail.com

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Disclaimer

The information contained in this Request for Proposal (RFP), and any information subsequently provided to any Applicant, whether verbally, electronically or in documentary form, by or on behalf of the Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP), is provided on the terms and conditions set out in this RFP and such other terms subject to which such information is provided.

This RFP is neither an agreement nor an offer by IEDUP to any Applicant. Its purpose is to provide interested agencies, including DPIIT-recognised startups and Udyam-registered micro and small enterprises, with information that may assist them in the preparation and submission of proposals for empanelment as agencies for the production of video documentaries and audio-visual content, including the management of IEDUP's official social media and digital channels.

The statements, assumptions, assessments and information contained in this RFP, including the indicative scope, quantities, locations, timelines and deliverables, may not be complete, accurate or adequate for every Applicant. Each Applicant should carry out its own due diligence, investigations and analysis, and verify the accuracy, adequacy and suitability of the information before submitting a proposal.

IEDUP, its officers, employees and advisors make no representation or warranty, express or implied, as to the completeness or accuracy of this RFP, and shall have no liability to any person, under any law, statute, rule or regulation, in respect of any loss, damage, cost or expense arising from reliance on the contents of this RFP or on any information provided during the selection process.

Empanelment under this RFP does not guarantee any minimum volume or value of work. Work orders, if any, shall be issued at the sole discretion of IEDUP in accordance with the procedure set out in this RFP.

IEDUP reserves the right to amend, supplement, withdraw, cancel or re-issue this RFP, to extend the last date for submission, or to accept or reject any or all proposals, at any stage, without assigning any reason and without incurring any liability. Any such change shall be notified on www.iedup.in.

All costs and expenses incurred by an Applicant in the preparation and submission of its proposal, including the application fee, sample films and the technical presentation, shall be borne by the Applicant, irrespective of the outcome of the selection process. The decision of IEDUP on all matters relating to this RFP shall be final and binding.

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Notice Inviting Proposals

The Institute of Entrepreneurship Development, Uttar Pradesh, an autonomous institution under the Department of MSME & Export Promotion, Government of Uttar Pradesh, invites proposals from qualified agencies, including DPIIT-recognised startups and Udyam-registered micro and small enterprises, for empanelment to produce video documentaries and audio-visual content on MSME schemes and entrepreneur success stories.

The first assignment under the panel shall be a flagship documentary, as described in Sections 3 and 4 of this RFP. Interested agencies are requested to read this RFP carefully and submit their proposals in the manner prescribed in Section 8, on or before the last date for submission.

1. Key Data Sheet

Item	Details
RFP reference no.	IEDUP/DIGITAL/01
Name of work	Empanelment of agencies for production of video documentaries and audio-visual content, including management of IEDUP's social media and digital channels
Issuing authority	Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP), Lucknow
Date of issue	06-11-2026
Empanelment period	[5] years, extendable by [1] year subject to satisfactory performance
First assignment	Flagship documentary on MSME schemes and success stories (Sections 3 and 4)
Availability of RFP document	Downloadable from www.iedup.in
Mode of submission	Physical submission in a sealed envelope at the address below (Section 8)
Address for submission	IEDUP, A-1 & 2, Industrial Area, Sarojini Nagar, Kanpur Road, Lucknow, Uttar Pradesh – 226008
Last date and time for submission	15-11-2026, up to 05:00 PM
Application fee (non-refundable)	₹ 5,000 + GST
RFP security / EMD	Not applicable; RFP Security Declaration to be submitted (Annexure F)
Rates / value of assignments	As per prevailing DAVP rates
Validity of proposal	180 days from the last date for submission
Selection method	Minimum qualifying score of 70 out of 100 marks (Section 7)
Contact officer	Rajeev Sharma, IEDUP

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2. Introduction and Objectives

IEDUP proposes to empanel agencies for a period of [5] years to produce documentaries and audio-visual content as and when required. The first assignment is one flagship documentary of [20–25] minutes, with short cut-down versions, that explains MSME schemes in simple terms and features real entrepreneurs who have grown with their support.

2.1 Background

Micro, small and medium enterprises are a major source of employment, manufacturing output and exports. However, many eligible entrepreneurs remain unaware of, or do not apply for, the schemes available to them. IEDUP intends to use film and digital media to bridge this awareness gap.

2.2 Objectives

(i) Explain key MSME schemes and services in simple language, such as [Udyam Registration, PMEGP, Credit Guarantee (CGTMSE), MSE procurement preference, cluster development, skill and technology centres — list to be finalised by IEDUP].

(ii) Feature genuine beneficiary success stories from [regions / districts], covering women, SC/ST, rural and first-generation entrepreneurs.

(iii) Showcase the role of IEDUP and the on-ground impact of its programmes.

(iv) Encourage new entrepreneurs to register and apply under the schemes, through a clear call to action.

(v) Produce content suitable for television, events, YouTube and other social media platforms.

2.3 Target Audience

Aspiring and existing entrepreneurs, students and youth, bankers and industry associations, policymakers and the general public.

3. Scope of Work

The selected agency shall deliver each documentary end to end — research, scripting, shooting, editing, language versions and handover of all footage — with IEDUP's approval required at each stage.

3.1 Empanelment Mechanism

(i) Applicants that qualify technically and accept the DAVP rates shall be placed on the panel for the empanelment period.

(ii) For each assignment, IEDUP shall issue a brief to the empanelled agencies, invite a short creative proposal and award the work order to the best proposal at panel rates. Assignments shall be rotated to give fair opportunity to all empanelled agencies.

(iii) Empanelment does not guarantee any minimum volume or value of work.

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(iv) The scope set out in Sections 3.2 to 3.6 applies to the first assignment and shall serve as the standard scope for future documentary assignments.

3.2 Pre-production

(i) Hold a kick-off meeting with IEDUP to confirm the schemes, key messages and locations.

(ii) Conduct desk research on the schemes, using only data provided or approved by IEDUP.

(iii) Identify and verify beneficiaries in coordination with IEDUP's field offices, and obtain written consent from every person filmed.

(iv) Prepare the concept note, treatment and full script (narration and interview questions) in English and Hindi.

(v) Prepare the shooting schedule, location list and storyboard for key sequences.

(vi) Obtain all permissions required for shooting, including drone permissions under the Drone Rules, 2021, where aerial shots are used.

3.3 Production (Shooting)

(i) Shoot at [6–8] beneficiary locations across [districts] and at [number] IEDUP offices or events.

(ii) Conduct interviews with beneficiaries and [senior officials, to be nominated by IEDUP].

(iii) Deploy a crew on each shoot day comprising a director, director of photography, camera assistant, sound recordist, lighting technician and production coordinator.

(iv) Use equipment conforming to the technical specifications in Section 4.2.

(v) Back up all footage daily on two separate drives.

3.4 Post-production

(i) Editing, colour grading, sound design and mixing.

(ii) Professional voice-over (male / female, as approved) for each language version.

(iii) Motion graphics, maps and infographics to present scheme information.

(iv) Use of licensed background music only; all licences to be handed over to IEDUP.

(v) Subtitles, both burned-in and as separate SRT files.

(vi) Incorporation of IEDUP's feedback in up to [three] rounds of revision at each stage.

3.5 Social Media and Digital Channel Management

The agency shall upload and manage videos on IEDUP's official social media and digital channels, and shall publish only content approved by IEDUP.

(i) **Ownership:** All channels shall remain registered to IEDUP's official email account. The agency shall be given Manager-level access only, secured with two-factor authentication.

(ii) **Authorisation:** Each video shall be published only after written approval of the nominated officer, recorded in the asset register with the date of approval.

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(iii) **Upload and optimisation:** Videos shall be uploaded in the highest available quality with a bilingual title, description, tags, chapters, custom thumbnail, subtitles (SRT) in Hindi, English and [regional languages], and links to the relevant scheme websites.

(iv) **Channel organisation:** Playlists shall be organised by scheme, programme, district and language; the channel banner, "About" section and featured video shall be kept current.

(v) **Shorts and live streams:** The agency shall publish Shorts cut from approved films, and set up and run live streams of IEDUP events when requested.

(vi) **Community management:** The agency shall moderate comments daily, reply using approved responses, hide spam or abusive content, and forward grievances to IEDUP.

(vii) **Compliance:** The agency shall comply with the policies of each platform, copyright and music licensing rules, and Government guidelines on the use of social media, and shall set audience settings correctly for all content.

(viii) **Reporting:** The agency shall submit a monthly report covering views, watch time, subscribers, top videos, traffic sources and audience demographics. No video shall be deleted or made private without IEDUP's written approval.

3.6 Exclusions from Scope

The following are excluded from the scope of work:

(i) Paid media placement on social, digital or print media, including advertisements or boosted posts.

(ii) Broadcasting or airing fees on social, digital or print media.

(iii) Travel costs of IEDUP officials who visit shoot locations.

4. Deliverables and Technical Specifications

> Every deliverable shall be handed over in final, broadcast-ready form along with source files. All rights in the deliverables shall vest with IEDUP.

4.1 Deliverables

#	Deliverable	Duration / Quantity	Languages
1	Concept note, treatment and script	1 set	English, Hindi
2	Main documentary film	[20–25] minutes	Hindi, English + [regional languages]
3	Short version for events and television	[5–7] minutes	Hindi, English
4	Success-story films (one per beneficiary)	[6–8] films of 2–3 minutes each	Hindi, English
5	Social media cut-downs (vertical 9:16 and square 1:1)	[10] clips of 30–60 seconds	Hindi, English

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#	Deliverable	Duration / Quantity	Languages
6	Teaser / trailer	1 of 60 seconds	Hindi, English
7	Still photographs from shoots	Minimum [200] edited images	—
8	Subtitle files (SRT)	For every film and language	All versions
9	Raw footage, project files, music and font licences, and signed consent forms	Complete set on [two] hard drives	—
10	Completion report	1	English

4.2 Technical Specifications

Parameter	Minimum Requirement
Shooting resolution	4K (3840 × 2160) or Full HD (1920 × 1080) cinema-grade cameras with interchangeable lenses
Frame rate	25 fps (PAL standard); higher frame rates for slow motion
Aerial shots	Licensed drone operated by a certified remote pilot, with all requisite permissions
Audio	Wireless lapel and boom microphones with separate audio recording; final mix to broadcast loudness standards in 2.0 Stereo, 5.1 or 7.1 Dolby, as required
Lighting	Professional LED kit for interviews and indoor units
Master delivery	4K or Full HD (1920 × 1080) masters in ProRes HQ or an equivalent mezzanine format
Web delivery	H.264 / H.265 MP4 in 16:9, 9:16 and 1:1 aspect ratios
Graphics	IEDUP logo and official emblems used strictly as per prescribed guidelines; editable graphic files to be handed over
Accessibility	Burned-in subtitles; separate SRT files; [Indian Sign Language inset for the main film — optional]
Storage	Footage on two hard drives of [4] TB each, delivered to IEDUP

5. Project Timeline

The first assignment shall be completed within [12] weeks from the date of the work order, in four phases. Each phase ends with an approval by IEDUP, which also releases the corresponding payment.

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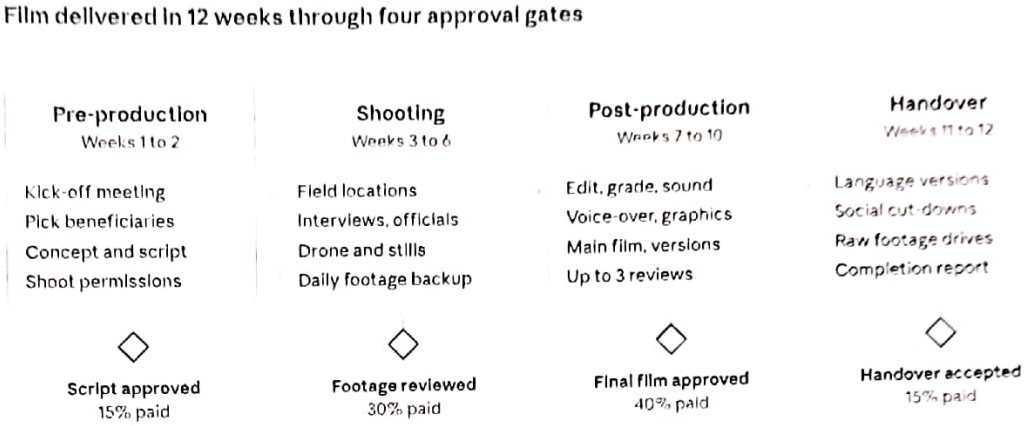


Figure 1: Project timeline — four phases and four approval gates

Each phase shall commence only after written approval of the preceding gate. Review time of up to [5] working days per gate taken by IEDUP shall not be counted as delay on the part of the agency.

6. Eligibility / Pre-qualification Criteria

> A proposal shall be evaluated technically only if the Applicant meets every criterion below and attaches the documentary proof listed against it.

6.1 General Criteria

#	Criterion	Documentary Proof	Relaxation for DPIIT Startups / Udyam MSEs
1	Registered legal entity in India (company, LLP, partnership firm or proprietorship), in existence for a minimum of three years	Certificate of incorporation / registration	None — applies to all
2	Valid GST registration and PAN	GST certificate and PAN card	None — applies to all
3	Average annual turnover of ₹ 25 lakh from audio-visual / media production in the last three financial years	CA-certified turnover statement and audited balance sheets	Not required
4	At least [three] documentaries / corporate films produced by the firm in the last [five] years, of which at least [one] for a Government department, PSU or autonomous body	Work orders and completion certificates	Firm experience not required; key team experience accepted instead (Section 6.2)
5	Not blacklisted or debarred by any Central / State Government body or PSU	Self-declaration (Annexure D)	None — applies to all

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#	Criterion	Documentary Proof	Relaxation for DPIIT Startups / Udyam MSEs
6	Core team available — director, scriptwriter, director of photography and editor —	CVs with signed availability (Annexure C)	None — applies to all

6.2 Eligibility Route for Startups and Micro & Small Enterprises

A young firm without three years of turnover or a Government track record may qualify, provided it demonstrates capability through its team and its work, and meets every quality and technical requirement of this RFP. This is in line with the Government of India instructions relaxing the conditions of prior turnover and prior experience for startups in public procurement, subject to meeting quality and technical specifications (Department of Expenditure Office Memoranda, 2016–17), and with the Public Procurement Policy for Micro and Small Enterprises.

Category	Criteria Relaxed	To be Submitted Instead
Startup recognised by DPIIT (Startup India), whether or not an MSE	Prior turnover (criterion 3) and prior experience of the firm (criterion 4)	Valid DPIIT recognition certificate; showreel; at least [three] films made by the key team members, as individuals or at earlier firms, with client references
Micro or small enterprise with Udyam registration	Prior turnover and prior experience	Valid Udyam registration certificate showing the relevant NIC code for audio-visual / film production or advertising services
Both categories	—	Must score at least 70 out of 100 marks in the technical evaluation and meet all specifications in Section 4.2

6.3 Checklist for Startups / MSEs

- ☐ DPIIT recognition certificate and / or Udyam registration certificate (valid on the last date for submission)
- ☐ Sample films / video content produced by the firm or its key team
- ☐ CVs of the key team with film credits and client references (Annexure C)
- ☐ Declaration claiming relaxation (Annexure G)
- ☐ Equipment plan (owned or hired) conforming to Section 4.2
- ☐ All other documents required from every Applicant

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7. Evaluation Method

Applicants scoring at least 70 out of 100 marks in the technical evaluation shall be declared technically qualified and empanelled, subject to their acceptance of the DAVP rates.

7.1 Technical Scoring (100 Marks)

#	Criterion	Marks
1	Capacity and relevant experience: documentaries and films produced by the firm or, for startups and MSEs claiming relaxation, by its **key team members**	15
2	Quality of past work: sample films / visual content reviewed by the Evaluation Committee	25
3	Understanding of the brief: concept note and creative approach for the first assignment	20
4	Methodology and work plan: beneficiary selection, shooting plan, timeline and risk management	10
5	Core team: qualifications and experience of the director, scriptwriter and editor	15
6	Technical presentation to the Evaluation Committee (maximum 20 minutes)	15
	Total	**100**

Marks under criterion 1 shall be awarded in proportion to the number of relevant films, and not on the basis of company age or turnover, so that new firms with experienced teams compete on equal terms.

7.2 Financial Evaluation and Empanelment

(i) All assignments shall be remunerated as per the prevailing DAVP rates.

(ii) The first assignment shall be awarded to the empanelled agency with the highest technical score. Subsequent assignments shall be awarded as per Section 3.1.

8. Submission of Proposals

Proposals shall be submitted physically, in a sealed envelope, at the address below, on or before the last date and time for submission.

Address	Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP), A-1 & 2, Industrial Area, Sarojini Nagar, Kanpur Road, Lucknow, Uttar Pradesh – 226008
Last date and time	15-11-2026, up to 05:00 PM

(i) Every page of the proposal shall be signed and stamped by the authorised signatory, supported by a power of attorney or board resolution.

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(ii) IEDUP may extend the last date for submission, or cancel this RFP at any stage, without assigning any reason and without incurring any liability.

(iii) Applicants shall bear all costs of preparing and submitting their proposals.

(iv) Canvassing or any attempt to influence the evaluation process shall lead to disqualification.

9. Commercial Terms

> Payments shall be released in four milestones linked to deliverables approved by IEDUP. No advance payment shall be made.

9.1 Payment Milestones

Milestone	Deliverable Approved by IEDUP	% of Contract Value
1	Concept note, treatment and final script	15%
2	Completion of all shoots, with footage review	30%
3	Approval of the final main film and all versions	40%
4	Handover of raw footage, licences, consent forms and completion report	15%

Payments shall be made within [30] days of receipt of an approved invoice, after statutory deductions (TDS etc.), through electronic transfer only.

9.2 Earnest Money and Performance Security

Applicants shall submit an RFP Security Declaration (Annexure F) in lieu of Earnest Money Deposit (EMD). If IEDUP prescribes EMD for any assignment, Udyam-registered MSEs and DPIIT-recognised startups shall be exempt on submission of their certificate.

9.3 Price

Prices shall remain fixed for the contract period and shall be inclusive of all costs, including crew, equipment, travel, stay, permissions, music licences, talent fees and taxes, except GST, which shall be shown separately.

9.4 Liquidated Damages

For any delay attributable to the agency, liquidated damages at the rate of [0.5]% of the contract value per week of delay shall be levied, subject to a maximum of [10]% of the contract value. Thereafter, IEDUP may terminate the contract and forfeit the performance security, if any.

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10. General Terms and Conditions

(i) **Intellectual property:** All footage, scripts, films, graphics, photographs and project files shall be the exclusive property of IEDUP. The agency may include the final film in its portfolio only with IEDUP's prior written permission.

(ii) **Third-party rights:** The agency shall be responsible for obtaining licences for music, stock footage and fonts, and shall indemnify IEDUP against any claim of infringement.

(iii) **Content accuracy:** All facts, figures and scheme details shall be approved by IEDUP before release. The agency shall not use the footage or the name of IEDUP for any other purpose.

(iv) **Confidentiality:** Information shared by IEDUP shall not be disclosed to any third party.

(v) **Sub-contracting:** Sub-contracting is not permitted without the prior written approval of IEDUP.

(vi) **Safety and insurance:** The agency shall be responsible for the safety of its crew and the insurance of its equipment during shoots.

(vii) **Force majeure:** Neither party shall be liable for delays caused by events beyond its reasonable control, provided the other party is notified in writing within [7] days of the occurrence.

(viii) **Termination:** IEDUP may terminate the contract for unsatisfactory performance, breach of terms or delay, after giving [15] days' notice to cure.

(ix) **Dispute resolution:** Disputes shall first be settled amicably, failing which they shall be referred to arbitration under the Arbitration and Conciliation Act, 1996, with the seat of arbitration at Lucknow. Courts at Lucknow shall have exclusive jurisdiction.

(x) **Integrity:** Any fraudulent or corrupt practice shall lead to rejection of the proposal, termination of the contract and possible debarment.

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11. Annexures

The following annexures form part of this RFP and shall be submitted by every Applicant, duly filled in, signed and stamped:

Annexure	Title
A	Covering Letter
B	Applicant Information
C	Key Team and Past Work
D	Self-Declaration
E	Rate Card (as per DAVP)
F	RFP Security Declaration
G	Declaration for Startup / MSE Relaxation (if applicable)

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Annexure A — Covering Letter

(On the Applicant's letterhead)

To,
The Director,
Institute of Entrepreneurship Development, Uttar Pradesh (IEDUP),
A-1 & 2, Industrial Area, Sarojini Nagar, Kanpur Road,
Lucknow, Uttar Pradesh – 226008

Subject: Proposal for empanelment of agencies for production of video documentaries and audio-visual content — RFP No. IEDUP/DIGITAL/01

Sir / Madam,

We have read and accept all the terms and conditions of the above RFP, including corrigenda, if any. We hereby submit our proposal, which shall remain valid for 180 days from the last date for submission.

We confirm that the information furnished in our proposal is true and correct, and we understand that any false information may lead to rejection of our proposal or termination of the empanelment.

Yours faithfully,

Name of Authorised Signatory : _____
Designation : _____
Signature and Seal : _____
Date : _____
Place : _____

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Annexure B — Applicant Information

Item	Details
Name of Applicant	
Legal status and year of registration	
Registered address	
GSTIN / PAN	
Udyam / DPIIT registration no. (if claiming relaxation)	
Turnover (₹) — FY 2023-24	
Turnover (₹) — FY 2024-25	
Turnover (₹) — FY 2025-26	
Authorised contact person, phone and email	

Signature and Seal : _____

Date : _____

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Annexure C — Key Team and Past Work

C.1 Key Team

Role	Name	Years of Experience	Relevant Documentaries	Signed Availability (Yes/No)
Director				
Scriptwriter				
Director of Photography				
Editor				
Production Coordinator				

C.2 Past Work

#	Client	Film Title	Duration	Year	Value (₹)	Link / Completion Certificate
1						
2						
3						

Signature and Seal : _____

Date : _____

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Annexure D — Self-Declaration

(On the Applicant's letterhead)

We, [Name of Applicant], hereby declare that:

(i) We have not been blacklisted or debarred by any Central / State Government department, PSU or autonomous body, and no such proceedings are pending against us;

(ii) We accept all the terms and conditions of this RFP; and

(iii) We shall comply with IEDUP's Integrity Pact, if applicable.

Name of Authorised Signatory : _____

Designation : _____

Signature and Seal : _____

Date : _____

Place : _____

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Annexure E — Rate Card (as per DAVP)

#	Item	Unit	Quantity	Rate (₹)	Amount (₹)
1	Research, concept note and script (English + Hindi)	Lump sum	1		
2	Pre-production, permissions and beneficiary coordination	Lump sum	1		
3	Shooting with full crew and equipment, including travel and stay	Shoot day	[12]		
4	Drone shoot with licensed pilot	Day	[4]		
5	Post-production of main film ([20–25] minutes)	Lump sum	1		
6	Short version ([5–7] minutes)	Film	1		
7	Success-story films (2–3 minutes)	Film	[8]		
8	Social media cut-downs	Clip	[10]		
9	Additional language version (voice-over + subtitles)	Language	[2]		
10	Still photography (edited)	Lump sum	1		
11	Hard drives with raw footage and project files	Set	1		
	Total (excluding GST)				
	GST @ [18]%				
	Grand Total (in figures and words)				

Item rates shall be as per DAVP and shall remain fixed for the empanelment period, applying to all future work orders.

Signature and Seal : _____

Date : _____

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Annexure F — RFP Security Declaration

(On the Applicant's letterhead)

We, [Name of Applicant], accept that if we withdraw or modify our proposal during its period of validity, or if, after being selected, we fail to accept the empanelment, sign the agreement or furnish the performance security, we shall be suspended from submitting proposals to IEDUP for a period of three (3) years from the date of such default.

Name of Authorised Signatory : _____

Designation : _____

Signature and Seal : _____

Date : _____

Place : _____

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Annexure G — Declaration for Startup / MSE Relaxation

(On the Applicant's letterhead)

We, [Name of Applicant], claim relaxation under Section 6.2 of this RFP as (please tick):

- ☐ DPIIT-recognised startup — Certificate No. [_____], valid till [date]
- ☐ Udyam-registered micro / small enterprise — Udyam No. [_____]

We confirm that the above certificate is valid as on the last date for submission and that we meet all quality and technical requirements of this RFP. We understand that a false claim shall lead to rejection of our proposal, cancellation of empanelment and further action as per rules.

Name of Authorised Signatory : _____

Designation : _____

Signature and Seal : _____

Date : _____

Place : _____

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