

REQUEST FOR PROPOSAL

For

**Selection of Professional Media Houses/Companies/Groups/Agencies for
360-Degree Media, Publicity & Branding Campaign on Namami
Brahmaputra 2017**

Issued on: 25th January 2017

Employer: Transport Department, Government of Assam

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Reference No.: NBS 3/2016/MP/8

Project Name: Namami Brahmaputra 2017

Name Of The Department: Transport Department, Government Of Assam

Title Of Services: Professional Services for 360-Degree Media, Publicity & Branding Campaign under Namami Brahmaputra 2017

Section 1 Letter of Invitation

1. The Transport Department, Government of Assam (hereinafter called “Employer”) is organizing Namami Brahmaputra 2017 in Guwahati, Assam.
2. The employer had invited EOI to provide the following professional services: 360-Degree Media Campaign. More details on the services are provided in the Terms of Reference in this RFP document. As your firm was short-listed based on your EOI and presentation, you are now invited to submit your proposal as per the attached RFP document.
3. Final selection will be made under “Combined Quality Cum Cost Based System (CQCCBS)” and procedures described in this RFP.
4. The RFP includes the following documents:
Section 1 - Letter of Invitation
Section 2 - Information to Agency (including Data Sheet)
Section 3 - Technical Proposal - Standard Forms
Section 4 - Financial Proposal - Standard Forms
Section 5 - Terms of Reference
Section 6 – Information on Contract
5. This Request for Proposal (RFP) has been addressed to the following shortlisted Agencies:

Sl. No.	Name of the Agency/Company
1	M/s Beautex Advertising Media
2	M/s Arihant Advertising Agency
3	M/s Outreach Advertising
4	M/s Carat
5	M/s Pamm Advertising & Marketing
6	M/s Square Brand Communication Group

7	M/s Crayons Communication
8	M/s Exclusive Advertising Pvt Ltd
9	M/s Percept
10	M/s Span Communications
11	M/s Times Group
12	M/s Prodigy Communications and Marketing Pvt Ltd
13	M/s Media Unlimited
14	M/s 6 th Sense Communications
15	M/s Signet Media Service Pvt Ltd
16	M/s Brahmaputra Television Network
17	M/s Jagran
18	M/s Priya Communications

6. Please intimate us in writing at the following address:- Namami Brahmaputra Secretariat, D Block, 4th Floor, Transport Department
Assam Secretariat, Dispur, Guwahati-06 upon:
(a) Receipt of the Letter of Invitation and RFP document and
(b) Submission of the proposal at the date and time indicated in part II of the information called project specific information.

Yours sincerely

Sd/-
Ashutosh Agnihotri, IAS
Commissioner & Secretary
Transport Department
Assam Secretariat, Dispur
Ph no: 0361-2237236

Email: namamibrahmaputra1216@gmail.com

Section 2: Instructions to Professional Media Houses/Companies/Groups/Agencies

Part I

Standard

1. Definitions

- (a) “Employer” means Transport Department who has invited the bids for professional services and/or with which the selected Professional Media House/Company/Group/Agency signs the Contract for the Services and to which the selected house/company/agency/group shall provide services as per the terms and conditions and TOR of the contract.
- (b) “Professional Media Houses/Companies/Groups/Agencies” hereinafter referred to as the Agency, means any entity or person or associations of persons who have been requested to submit their proposals that will provide(s) services like promotion, publicity and branding.
- (c) “Contract” means the Contract signed by the Parties and all the attached documents listed in its Clause 1, that is the General Conditions (GC), the project Specific Conditions (SC), and the Appendices.
- (d) “Project specific information” means such part of the Instructions to Professional Media Houses/Companies/Groups/Agencies used to reflect specific project and assignment conditions.
- (e) “Day” means calendar day.
- (f) “Government” means the Government of Assam
- (g) “Instructions to Professional Media Houses/Companies/Groups/Agencies” (Section 2 of the RFP) means the document which provides the houses with all information needed to prepare their proposals.
- (h) “LOI” (Section 1 of the RFP) means the Letter of Invitation being sent by the Employer to the Professional Media Houses/Companies/Groups/Agencies.
- (i) “Personnel” means professionals and support staff provided by the Professional Media Houses/Companies/Groups/Agencies ;
- (j) “Foreign Personnel” means such professionals and support staff who at the time of being so provided had their domicile outside the Government’s country; “Domestic Personnel” means such professionals and support staff who at the time of being so provided had their domicile in India.
- (k) “Proposal” means the Technical Proposal and the Financial Proposal.
- (l) “RFP” means the Request for Proposal prepared by the Employer for the selection of Professional Media Houses/Companies/Groups/Agencies based on the SRFP.
- (m) “SRFP” means the Standard Request for Proposals, which must be used by the Employer as a guide for the preparation of the RFP.
- (n) “Assignment / job” means the work to be performed by the Professional Media Houses/Companies/Groups/Agencies pursuant to the Contract.
- (o) “Terms of Reference” (TOR) means the document included in the RFP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective

responsibilities of the Employer and the Agency and expected results and deliverables of the Assignment/job.

2. Introduction

- 2.1 The Employer named in the Part II Data Sheet will select an Agency meeting basic eligibility criteria as mentioned in Part II Data Sheet and in accordance with the method of selection specified in the Part II Data Sheet.
- 2.2 The name of the assignment/Job has been mentioned in Part II Data Sheet. Detailed scope of the assignment/ job has been described in the Terms of Reference in Section 5.
- 2.3 The date, time and address for submission of the proposals is given in Part II Data Sheet.
- 2.4 The Agencies are invited to submit their Proposal, for consulting Assignment/job named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Agency.
- 2.5 The Agency selected should familiarize themselves with local conditions and take them into account in preparing their Proposals.
- 2.6.1 The selected Agency shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agency.

3. Clarification and Amendment of RFP Documents

3.1 Agency may request a clarification on any clause of the RFP documents up to the number of days indicated in the Part II Data Sheet before the Proposal submission date. Should the Employer deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure under para 3.2

3.2 At any time before the submission of Proposals, the Employer may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all Agencies and will be binding on them. The Agencies shall acknowledge receipt of all amendments. To give the Agencies reasonable time in which to take an amendment into account in their Proposals, the Employer may, if the amendment is substantial, extend the deadline for the submission of Proposals.

4. Conflict of Interest

4.1 Employer requires that the Agency provides professional, objective and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.

4.2 Without limitation on the generality of the foregoing, Agency and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

- **Conflicting activities:** (i) an agency that has been engaged by the Employer to provide goods, works or Assignment/job other than consulting Assignment/job for a project, and any of its affiliates, shall be disqualified from providing consulting Assignment/job related to those goods, works or Assignment/job. Conversely, a firm hired to provide

consulting Assignment/job for the preparation or implementation of a project, and any of its affiliates, shall be disqualified from subsequently providing goods or works or Assignment/job other than consulting Assignment/job resulting from or directly related to the firm's consulting Assignment/job for such preparation or implementation. For the purpose of this paragraph, Assignment/job other than consulting Assignment/job are defined as those leading to a measurable physical output, for example surveys, exploratory drilling, aerial photography, and satellite imagery.

- **Conflicting Assignment/job;** (ii) An Agency or any of its affiliates shall not be hired for any Assignment/job that, by its nature, may be in conflict with another Assignment/job of the Agency to be executed for the same or for another Employer.
- **Conflicting relationships** (iii) An Agency that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of (i) the preparation of the Terms of Reference of the Assignment/job, (ii) the selection process for such Assignment/job, or (iii) supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the Contract.

4.3 An Agency having an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith. If the Agency fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Agency during bidding process or the termination of its Contract during execution of assignment.

4.4 No agency or current employees of the Employer shall work as Agency under their own ministries, departments or agencies.

5. Unfair Advantage

5.1 If an Agency could derive a competitive advantage from having provided consulting Assignment/job related to the Assignment/job in question and which is not defined as conflict of interest as per para 4 above, the Employer shall make available together with this RFP all information that would in that respect give such Agency any competitive advantage over competing Agency.

6. Proposal

6.1 Agency may only submit one proposal. If an Agency submits or participates in more than one proposal, such proposals shall be disqualified.

7. Proposal Validity

7.1 The Part II Data Sheet to Agency indicates how long Agency's Proposals must remain valid after the submission date. During this period, the Agency shall maintain the availability of Professional staff nominated in the Proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise, however, the Employer may request Agency to extend the validity period of their proposals. The Agency who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and

their financial proposal remain unchanged, or in their confirmation of extension of validity of the Proposal, Agency could submit new staff in replacement, who would be considered in the final evaluation for contract award. Agency who do not agree have the right to refuse to extend the validity of their Proposals, under such circumstance the Employer shall not consider such proposal for further evaluation.

8. Preparation of Proposals

8.1 The Proposal as well as all related correspondence exchanged by the Agency and the Employer, shall be written in English language, unless specified otherwise.

8.2 In preparing their Proposal, the Agency is expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a Proposal.

8.3 While preparing the Technical Proposal, Agency must give particular attention to the details of professionals to be involved.

8.4 Depending on the nature of the Assignment/job, Agencies are required to submit a Technical Proposal (TP) in forms provided in Section-III. The Part II Data sheet in Section-II indicates the formats of the Technical Proposal to be submitted. **Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive.** The Technical Proposal shall provide the information indicated in the following paras from (a) to (g) using the attached Standard Forms (Section 3). Form Tech – I in Section-III is a sample letter of technical proposal which is to be submitted along with the technical proposal.

- (a) A brief description of the Agency's organization and in the case of a consortium/ joint venture, of each partner, will be provided in Form Tech-2. In the same Form, the Agency and in the case of a consortium/ joint venture, each partner will provide details of experience of assignments which are similar to the proposed assignment/ job as per the terms of reference. Assignment/jobs completed by individual Professional staff working privately or through other consulting Agencies cannot be claimed as the experience of the Agency. Agency should be prepared to substantiate the claimed experience along with the proposal and must submit letter of award / copy of contract for all the assignments mentioned in the proposal.
- (b) A description of the approach, methodology and work plan for performing the Assignment/job covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under Form TECH-4 of Section 3. The work plan should be consistent with the Work Schedule (Form TECH-8 of Section 3) which will show in the form of a bar chart the timing proposed for each activity.
- (c) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff /team member and their tasks is to be provided in Form TECH-5 of Section 3.
- (d) Estimates of the staff input needed to carry out the Assignment/job needs to be given in Form TECH-7 of Section 3. The details of staff input should be indicated separately for each location where the Agency has to work and / or provide their key staff.

- (e) CVs of the Professional staff signed by the staff themselves or by the authorized representative of the Professional Staff (Form TECH-6 of Section 3).
 - (f) The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non responsive.
- 9 **Financial Proposals:** It should cover all costs. The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected.

10. Taxes

10.1 The Agency shall fully familiarize themselves on Domestic taxes (such as: value added or sales tax, service tax or income taxes, duties, fees, levies) on amounts payable by the Employer under the Contract. All such taxes must be included by the Agency in the financial proposal.

11. Currency

11.1 Agency shall express the price of their Assignment/job in Indian Rupees.

12. Earnest Money Deposit (EMD) and Bid Processing Fees

12.1 Earnest Money Deposit

- I. An EMD of amount as mentioned in data sheet, in the form of DD / Bank guarantee drawn in favour of Director, Inland Water Transport, Assam payable at Guwahati must be submitted along with the Proposal.
- II. Proposals not accompanied by EMD shall be rejected as non-responsive.
- III. No interest shall be payable by the Employer for the sum deposited as earnest money deposit.
- IV. The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

12.2 The EMD shall be forfeited by the Employer in the following events:

- I. If the Proposal is varied or modified in a manner not acceptable to the Employer after opening of Proposal during the validity period or any extension thereof.
- II. If the Agency tries to influence the evaluation process.
- III. If the Agency is found to be blacklisted by any Central Govt/ State Govt/ foreign nation/ MNCs/PSUs.

13. Bid Processing Fees

All Agencies are required to pay as mentioned in data sheet towards Bid Processing Fees in the form of demand draft drawn in favour of Managing Director, Assam State Transport Corporation and payable at Guwahati. The Bid Processing Fee is Non-Refundable. Non submission of Bid Processing fee along with the Technical Proposal will be treated as a non-responsive bid.

14. Submission, Receipt, and Opening of Proposal

- 14.1 The original proposal, both technical and Financial Proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Agency themselves. The person who signed the proposal must initial such corrections. Submission letters for both Technical and Financial Proposals should respectively be in the format of TECH-1 of Section 3, and FIN-1 of Section 4.
- 14.2 An authorized representative of the Agency shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical and Financial Proposals shall be marked "ORIGINAL".
- 14.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL" Similarly, the original Financial Proposal shall be placed in a sealed envelope clearly marked "FINANCIAL PROPOSAL" followed by the name of the Assignment/job. The envelopes containing the Technical Proposals, Financial Proposals, EMD and bid processing fees shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number be clearly marked "DO NOT OPEN BEFORE 01-02-2017 at 1.00 PM". The Employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. **If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.**
- 14.4 The Proposals must be sent to the address(es) indicated in the Data sheet and received by the Employer no later than the time and the date indicated in the Data sheet, or any extension to this date in accordance with para 4.2 above. Any proposal received by the Employer after the deadline for submission shall be returned unopened.

15. Proposal Evaluation

- 15.1 From the time the Proposals are opened to the time the Contract is awarded, the Agency should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by Agency to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Agency' Proposal.
- 15.2 The employer has constituted a Bid Evaluation Committee (BEC) which will carry out the entire evaluation process.
- 15.3 Evaluation of Technical Proposals:
BEC while evaluating the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.
- 15.4 The BEC shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria, sub-criteria specified in the Data sheet. In the first stage of evaluation, a Proposal shall be rejected if it is found deficient as per the requirement indicated in the Data sheet for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposal will start first and at this stage the financial bid (proposal) will remain **unopened**. The qualification of the Agency and the evaluation criteria for the

technical proposal shall be as defined in the Data sheet.

15.5 Public opening & evaluation of the Financial Proposals:

Financial proposals of only those Agencies who are technically qualified shall be opened publicly on the date & time specified in the Data sheet, in the presence of the Agency' representatives who choose to attend. The name of the Agency, their technical score (if required) and their financial proposal shall be read aloud.

15.6 The BEC will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the former will prevail. In addition to the above corrections the items described in the Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items. Normally, the date will be the date of opening of the tender unless specified otherwise in the Data sheet.

15.7 After opening of financial proposals, appropriate selection method shall be applied to determine the Agency who will be declared winner and be eligible for award of the contract. The methods of selections are described in the Data Sheet.

16. Award of Contract

16.1 The Employer shall issue a Letter of Intent to the selected Agency and promptly notify all other Agencies who have submitted proposals about the decision taken.

16.2 The Agency will sign the contract after fulfilling all the formalities/pre-conditions including Performance Guarantee as mentioned in the standard form of contract in Section-6 within 7 days of issuance of the letter of intent.

16.3 The Agency is expected to commence the Assignment/job on the date and at the location specified in the Part II Data Sheet with work programme/calendar of activities and function from a local office.

17. Confidentiality

17.1 Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the Agency who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agency of confidential information related to the process may result in the rejection of its Proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

INSTRUCTIONS TO AGENCIES

Part-II

DATA SHEET

<u>Clause No. of Data Sheet</u>	<u>Ref of ITC</u>	<u>Particulars</u>	
1.	1.1	Name of the Employer:	Transport Department, Government of Assam
2.	2.1	Name of the Assignment/job is:	Agency for 360-Degree Media Campaign for Namami Brahmaputra 2017
3	3.1	The Employer's representative is:	Shri Anand Prakash Tiwari, IPS
		Address:	Managing Director, Assam State Transport Corporation
		E-mail:	anandips04@gmail.com
4	4.1	Proposals must remain valid days after the submission date, i.e. until:	Upto 04-04-2017
5.	5.1	Clarifications may be requested not later than days before the submission date.	27-01-2017
		The email id for requesting clarifications is:	namamibrahmaputra1216@gmail.com
6.	6.1	The estimated number of Professional staff required for the Assignment/job is:	Bidder should specify the number of Professional staff
7	7.1	Proposal Combination	In addition to technical proposal, agencies are required to submit financial proposal (as per forms prescribed in Section 4). Submission of the technical and financial proposal in improper form will render the proposal liable to be rejected.
8	8.1	The formats of the Technical Proposal to be submitted are:	
		Form Tech 1	Letter of Proposal submission
		Form Tech 2 :	Agency's organization & experience

		Form Tech 3 :	Format for Financial Capability of the Agency
		Form Tech 4 :	Approach & methodology
		Form Tech 5 :	Team composition
		Form Tech 6 :	Curriculum vitae
		Form Tech 7 :	Staffing Schedule
		Form Tech 8 :	Work Schedule
		Form Tech 9:	Comment / modification suggested on draft contract.
		Form Tech 10:	Information regarding any conflicting activities and declaration thereof.
9.	9.1	Agency to state the cost in	Indian Rupees
10	10.1	Earnest Money Deposit	Rs. 500,000/- (five lakhs)in the form of Demand Draft/Banker's cheque/Bank Guarantee in favour of Managing Director, Assam State Transport Corporation at Guwahati
11.	11.1	Bid Processing Fees	Rs. 10,000/- (Rupees Ten Thousand Only)in the form of Demand Draft/Banker's cheque in favour of Managing Director, Assam State Transport Corporation payable at Guwahati
12.	12.1	Agency must submit the original and one copy of the Technical Proposal and the original of the Financial Proposal.	As given
13	13.1	Last date of submission of RfP	01.02.2017 till 1 PM
	13.2	Date & time and address for opening of Technical proposal/ bid:	
		Date	01.02.2017
		Time	1 PM
		Address	The Commissioner & Secretary Transport Department Government of Assam Guwahati
	13.3	Date of final presentation	02.02.2017 At Conference Hall, Circuit House, Guwahati. The presentation starts from 11 AM. Time allotted will be 15 minutes.
	13.4	Date & time and address for opening of Financial proposal/ bid:	
		Date	03.02.2017
		Time	3 PM
		Address	The Commissioner & Secretary Transport Department Government of Assam Guwahati

14	14.1	Evaluation Criteria : Criteria, sub-criteria, for evaluation of Technical Proposals have been prescribed:	<p>Procedure for Detailed evaluation of technical qualifications Criteria, sub-criteria and point system for evaluation to be followed under this procedure is as under:</p> <p>C-1. Agency’s Experience – 30 marks</p> <p>a Experience in the field of managing Media Campaigns including planning, buying and negotiations, across all media- TV, radio, FM, print, cinema, Outdoors/ambient, Out of home at National level for Govt of India/State Govt. – 10 marks</p> <p>If Annual Media budget is 5 to 10Cr = 5 Marks If Annual Media budget is 10Cr-15Cr =7 Marks If Annual Media budget is 15Cr-20Cr = 10 Marks</p> <p>b. User outreach: 10 mark</p> <p>Using digital and social media with demonstrable user reach globally and India</p> <p>Upto 100 Million users outreach- 4 marks Upto 200 Million Users outreach – 6 Marks Upto 300 Million users outreach – 8 marks Upto or more than 400 million users outreach- 10 marks</p> <p>c. Prior Experience of using the innovative cutting edge technology in the mega campaigns and in making tie-ups with airports, airlines, hospitality and transportation - 10 Marks</p> <p>C-2 Bidders annual average turnover : 10 Marks</p> <p>Annual Turnover of more than 10 crores - 4 Marks Annual Turnover of more than 20 crores - 6 Marks Annual Turnover of more than 30 crores - 8 Marks Annual Turnover of more than 40 crores - 10 Marks</p> <p>C-3 Conceptualization, communication and digital communication strategy and expertise for 360 degree media campaign - 30 marks</p> <p>a. Description of Approach and methodology and work plan – 10 marks b. Presentation to the Committee – 20 marks</p> <p>C-4 Team Composition and task assignment– 30 marks</p> <p>CVs of best Key professionals like Media</p>
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			<p>Buyer/Planner, Creative Head, Client service, Digital specialist, PR/ePR and media management etc.</p> <p>(bidder shall propose 5 key professional's CVs for evaluation)</p> <p>Total : 100 marks</p>
15	15.1	Method of Selection	<p>Quality (80%) cum Cost (20%) Based Selection CQCCBS - 80:20</p> <p>The technical quality of the proposal will be given weight of 80%, the method of evaluation of technical qualification will follow the procedure given in para 15 above. The price bids of only those Agency who qualify technically (Minimum Qualifying Marks: 70%) will be opened. The proposal with the lowest cost may be given a financial score of 100 and the other proposals will be given financial score that are inversely proportional to their prices. The financial proposal shall be allotted weight of 20%. For working out the combined score, the employer will use the following formula:</p> <p>Total points = T (w) x T (s) + F (w) x F(s), where</p> <p>$F(s) = \{(LEC / EC)*100\}$ T (w) stands for weight of the technical score. T (s) stands for technical score F (w) stands for weight of the financial proposal EC stands for Evaluated Cost of the financial proposal LEC stands for Lowest Evaluated Cost of the financial proposal. F(s) stands for Financial score of the financial proposal</p> <p>The proposals will be ranked in terms of total points scored. The proposal with the highest total points will be considered for award of contract.</p>
16	16.1	Expected date for commencement of consulting Assignment/job	Immediately upon signing of Contract

Section 3: Technical Proposal - Standard Forms

FORM TECH-1

LETTER OF PROPOSAL SUBMISSION

*[Location,
Date]*

To: *[Name and address of Employer]*

Dear Sirs:

We, the undersigned, offer to provide the Assignment/job for *[Insert title of Assignment/job]* in accordance with your Request for Proposal dated *[Insert Date]* and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope and requisite EMD and bid processing fees.

We are submitting our Proposal in association with: *[Insert a list with full name and address of each associated Agency]*

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in Paragraph 4 of the Part II Data Sheet, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We remain,

Yours sincerely,

Authorized Signature *[In full and initials]:*

Name and Title of Signatory:

Name of Firm:

Address:

FORM TECH-2

Agency's Organization & Experience

A - Agency's Organization

[Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc. Also if the Agency has formed a consortium, details of each of the member of the consortium, name of lead members etc shall be provided]

B - Agency's Experience

[Using the format below, provide information on each Assignment/job for which your firm, and each partner in the case of consortium or joint venture, was legally contracted either individually as a corporate entity or as one of the major partners within an association, for carrying out consulting Assignment/job similar to the ones requested under this Assignment/job (If possible, the employer shall specify exact assignment / job for which experience details may be submitted). In case of consortium, association of Agency, the Agency must furnish the following information for each of the consortium member separately]

C- Details of user outreach:

1. Firm's name:

1	Assignment/job name:	:	
a.	Description of Project	:	
b.	Approx. value of the contract (in Rupees):	:	
c.	Country:	:	
d.	Location within country:	:	
e.	Duration of Assignment/job (months) :	:	
f.	Name of Employer:	:	
g.	Address:	:	

h.	Total No of staff-months of the Assignment/job:		
i.	Approx. value of the Assignment/job provided by your firm under the contract (in Rupees):	:	
j.	Start date (month/year):	:	
k.	Completion date (month/year):		
l.	Name of associated Agency, if any:		
m.	No of professional staff-months provided by associated Agency:		
n.	Name of senior professional staff of your firm involved and functions performed.		
o.	Description of actual Assignment/job provided by your staff within the Assignment/job:		

Note: Please provide documentary evidence from the client ie copy of work order, contract for each of above mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

FORM TECH-3

Format for Financial Capability of the Agency

(Equivalent in Rs. crores)

Agency*	-----(<i>Name of Agency</i>)				
FY	2013-14	2014-15	2015-16	Total	Average
Annual Turnover					
Certificate from the Statutory Auditor					
This is to certify that (<i>name of the Agency</i>) has received the payments and annual turnover as shown above against the respective years.					
Name of the audit firm:					
Seal of the audit firm					
Date:					
<i>(Signature, name and designation of the authorised signatory)</i>					

- # The Agency should provide the Financial Capability based on its own financial statements. Financial Capability of the Agency's parent company or its subsidiary or any associate company will not be considered for computation of the Financial Capability of the Agency.
- * Agency should fill in details as per the row titled Annual turnover in the row below. In case the Agency is a Consortium, for the purpose of evaluation on financial parameters, financial parameters of all the members shall be furnished in separate sheet for consideration.

FORM TECH-4

DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB

[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

*Technical Approach and Methodology,
Work Plan, and
Organization and Staffing,*

a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the Assignment/job, approach to the Assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

b) Work Plan. The Agency should propose and justify the main activities of the Assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of Form TECH-8.

c) Organization and Staffing. The Agency should propose and justify the structure and composition of your team. You should list the main disciplines of the Assignment/job, the key expert responsible, and proposed technical and support staff.].

FORM TECH-5

TEAM COMPOSITION AND TASK ASSIGNMENT/JOBS

Professional Staff

Sr. No.	Name of Staff	Name of Firm	Area of Expertise	Position / Task assigned for this job

FORM TECH-6

CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

[For each position of key professional separate form Tech-6 will be prepared]:

2. Name of Firm:

[Insert name of firm proposing the staff]:

3. Name of Staff:

[Insert full name]:

4. Date of Birth:

5. Nationality:

6. Education:

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

[List countries where staff has worked in the last ten years]:

10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

11. Employment Record:

[Full name of authorized representative]:

FORM TECH-7

STAFFING SCHEDULE

S.No.	Name of Staff	Staff input (in the form of a bar chart)										
		1	2	3	4	5	6	-	--	-	--	n

- 1.
- 2.
- 3.

Note:

- 1 For Professional Staff the input should be indicated individually; for Support Staff it should be indicated by category (e.g.: draftsmen, clerical staff, etc.).
- 2 Days are counted from the start of the Assignment/job. For each staff indicate separately staff input for home and field work.

FORM TECH-8

WORK SCHEDULE

- 1 Indicate all main activities of the Assignment/job, including delivery of reports (e.g.: inception, interim, draft and final reports), and other benchmarks such as Employer approvals. For phased Assignment/jobs indicate activities, delivery of reports, and benchmarks separately for each phase.

- 2 Duration of activities shall be indicated in the form of a bar chart.

FORM TECH-9

COMMENTS / MODIFICATIONS SUGGESTED ON DRAFT CONTRACT

[Here the Agency shall mention any suggestion / views on the draft contract attached with the RFP document. The Agency may also mention here any modifications sought by him in the provisions of the draft contract. This information shall be used at the time of the negotiations. However, the Employer is not bound to accept any/all modifications sought and may reject any such request of modification.]

FORM TECH-10

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your firm or group company or any member of the consortium which are of conflicting nature as mentioned in para 5 of section 2. If yes, please furnish details of any such activities.

If no, please certify,

We hereby declare that our firm, our associate / group firm or any of the member of the consortium are not indulged in any such activities which can be termed as the conflicting activities under para 5 of the section 2. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by the Employer which shall be binding on us.

Authorized Signature *[In full and initials]:*

Name and Title of Signatory:

Name of Firm:

Address:

Section 4: Financial Proposal - Standard Forms

FORM FIN-1

FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: *[Name and address of Employer]*

Dear Sirs:

We, the undersigned, offer to provide the consulting Assignment/job for *[Insert title of Assignment/job]* in accordance with your Request for Proposal dated *[Insert Date]* and our Technical Proposal. Our attached Financial Proposal is for the sum of *[Insert amount(s) in words and figures1]*. This amount is inclusive of the Domestic taxes. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in reject of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in Paragraph 4 of the Part II Data Sheet.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address Gratuity of Agents	Amount and Purpose of Commission
---	----------------------------------

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature *[In full and initials]:*

Name and Title of Signatory:

Name of Firm:

Address:

Section 5: Terms of Reference

Terms of Reference

1. Background

Hon'ble Chief Minister of Assam, announced that the Namami Brahmaputra Festival will be celebrated/organized from 31st March to 4th April, 2017. Namami Brahmaputra, which means "Obeisance to the Brahmaputra", will showcase the beauty and glory of the mighty river and the prodigious business potential of the river in terms of river tourism and portray the rich and diversified socio-cultural heritage of the land it flows through. It will also help in highlighting Assam's potential in the global platform, particularly the scope of connectivity with ASEAN Nations, thus synergizing economic opportunities and development. Apart from attracting tourists, the event is also an initiative to establish Assam as a tourism and investment destination in the national as well as international arena.

2. Objective of the Assignment

The objective of the assignment is to provide a media and communications strategy to attract tourists both Domestic and Foreign who would be exposed to the best of Assam's Rich Culture and Heritage and also explore the immense river tourism potential of the Brahmaputra. Namami Brahmaputra – 2017 is scheduled from 31st March, 2017 to 4th April, 2017 with the Opening and Closing Ceremonies on the said dates in Guwahati apart from series of activities during the period.

3. Scope of Services

- The Professional Media Agency will be responsible for overall publicity, promotion and branding of "Namami Brahmaputra – 2017" through formulation of a Media & Communications strategy and implementation of a 360 degree Media Campaign activity.
- The amount quoted by the Agency shall include all costs of design, mounting, rentals etc for this period, publishing and printing in newspapers, social media campaign, radio promotions, television broadcast, outdoor activities and marketing. It will include the entire gamut of activities for the promotion, publicity and branding of the event.

This will involve tasks as mentioned below but will not be limited to these only.

- a) A 360 degree media/ publicity campaign including branding of Namami Brahmaputra as an event attracting national and international recognition.
- b) Conducting social media promotion through Facebook, Twitter, Youtube, Instagram etc.
- c) Publicity through national/ state level newspapers (English, Hindi and Regional languages) for promotion of the event.
- d) Publicity through advertisements/spots/scrolls in satellite TV channels and also through Radio FM for promotion of the event.
- e) Conducting Outdoor Campaigns through Hoardings in all the prominent cities of the country.
- f) Branding activities at all major airports and railway stations.
- g) Advertisements in in-flight magazines.
- h) Tie-ups for inclusion of Travel Partners like airline agencies, media partners through prominent newspapers, hospitality partners through prominent hotels
- i) Special branding of the event in Assam in the run up to Namami Brahmaputra 2017 and also during the period of event.

- j) Concepts and design of logo and mascot of Namami Brahmaputra 2017 and their ceremonial launch either in Assam or in the National Capital

4. Detailed Scope of Work:

- **Social Media Campaign**

The Agency shall be responsible for managing the Facebook, Twitter, Instagram, Youtube accounts of “Namami Brahmaputra 2017”, in managing the social media pages, running contests & promotions on social media, running updates on event days, generating and uploading images and video creative and also, writings by bloggers.

- **Print Advertisement:**

The selected agency will be required to conceptualize and develop creative designs for print medium including but not limiting to the following:

- a. **Newspaper Ads**
- b. **Magazines Article**
- c. **Outdoor banners and hoardings**
- d. **Standies and Others**

-To raise awareness about the event amongst diverse stakeholders, the agency should publish advertisements in leading dailies (All India) in English, Hindi and various regional languages. The newspaper ads may be in form of a strip ad (32.9 cm width x 6 cm height), Quarter page or Half page ad.

-The Agency shall identify locations and put up hoardings in at least 5 locations in the cities mentioned below for a period starting from date of award to 4th April, 2017.

- Guwahati and all state capitals of NE States
- Delhi
- Mumbai
- Bangaluru
- Hyderabad
- Kolkata
- Pune
- Ahmedabad
- Jaipur
- Bhubaneshwar
- Lucknow
- Bhopal
- Chennai

The list is indicative only

- Preferable size of hoarding shall be: min. 20"x20" to 40"x20"
- Preferred cities: All state capital cities and other major towns.

- **Radio Promotions**

1. The selected agency will be responsible for conceptualizing, creating and media planning and buying support in the release of radio jingles and theme songs.

2. The selected agency will be required to make creative for the Radio spot in the form of Script, Messages, Lyrics, Jingle, etc

3. The Agency shall also propose on air spots for popular local radio channels and execute the same – 10spots of 20 seconds each spread over campaign period from date of award to 4th April, 2017.

4. The Agency shall co-ordinate with the radio channels to roll out the campaign as per schedule.

- **Television**

1 The Agency shall be responsible for the production of minimum 2-3 Nos. of television commercials of 15 seconds each (1 Hindi, 1 Assamese, 1 English, 1 Bengali).

2 The Agency shall suggest suitable spots (20 seconds each) to air TV Commercials on local television channels.

3 The Agency shall also coordinate the releases with the channel's program manager and monitor the same.

4 The Agency is also required to collect the release certificates and submit it to EA.

- **Outdoor IEC activities:**

-The selected agency will be responsible for conceptualizing, creating and designing creative material for outdoor IEC activities like bus/train panels, bus shelters, illuminated LED screens/digital signage, wall paintings, display panels/boards, or any other materials which may be displayed at prominent places such as Airports, Metro Stations, Railway Stations, Bus stops, corporate office campuses and other public places.

-The selected agency will be required to identify such prominent places for the outdoor media which may include but not limiting to the aforementioned places. The selected agency will buy space and monitor the upkeep of outdoor media as per the approved media plan.

- **Marketing:**

- The selected agency shall be required to design a web-page for the event.
- The agency shall design the logo and mascot for the event
- Tie-ups for inclusion of Travel Partners like airline agencies, media partners through prominent newspapers, hospitality partners through prominent hotels

5 Team Composition & Qualification Requirements

-Based on the scope of work, the Agency shall assess the actual requirement of the professionals for carrying out the assignment. The Agency may deploy additional staff as per requirement of the assignment for which there will be no extra financial implications for the Client.

-The duration of the contract is 2 months (4th February to 4th April 2017).

-The broad indicative team requirement of professionals has been indicated below.

	Position	Minimum Qualification & Experience
1.	Media Buyer/Planner	<ul style="list-style-type: none"> • Graduate / PG diploma in Mass communication/ media studies with Specialization in media planning • 10 years in relevant sector
2.	Creative head	<ul style="list-style-type: none"> • Graduate / PG diploma in Mass communication/ media studies with Specialization in advertisement • 10 years in advertisement / media/ development communications
3.	Client Service	<ul style="list-style-type: none"> • MBA / PG diploma in Management or equivalent with Specialization in client service related courses • 10 years of relevant experience
4.	Digital specialist	<ul style="list-style-type: none"> • Masters in graphic design/animation or equivalent • 10 years relevant experience
5.	PR/ePR	<ul style="list-style-type: none"> • MCA/masters in IT related studies or equivalent • 10 years relevant experience
6.	Media management expert	<ul style="list-style-type: none"> • Degree in internet marketing or social media. • 10 years proven experience in applying social media strategies. • Candidates should provide evidence of social media work through links to the respective sites.
7.	Communication Specialist	<ul style="list-style-type: none"> • Masters in mass communication • 10 years similar experience • Experience in management of multimedia and activities pertaining to social media
8.	IEC expert	<ul style="list-style-type: none"> • Masters in mass communication or equivalent • 10 years similar experience

• **Reporting Requirements and Time Schedule and Deliverables**

The Activity wise time schedule shall be as follows

S No.	Deliverable	Timeline
	Activity 1: Inception Stage	
1	Submission of Inception Report	Inception report within 5 days of agreement
2	Submission of comprehensive strategy	1 st week from the date of award of contract
3	Concept and design of logo and mascot	
4	Concept and designs for Newspaper Ads, Magazines Article, Outdoor banners and hoardings	
5	Scripts/message/jingle etc for radio promotion	
6	Ads for Television	
7	Strategy for outdoor promotion	

	Activity 2: Design stage	
8	Final Concept and design of logo and mascot	2 nd week from the date of award of contract
9	Final Concept and designs for Newspaper Ads, Magazines Article, Outdoor banners and hoardings	
10	Final Scripts/message/jingle etc for radio promotion	
11	Final Ads for Television	
12	Final Strategy for outdoor promotion	
	Activity 3: Implementation stage	
13	Display of logo and mascot	From 3 rd week of the date of award of contract
14	Release certificate for Radio promotion	
15	Release certificate for Television	
16	Display of hoardings and banners	
17	Advertisement in newspaper and magazine	
18	Promotion in social media	

-The Agency is required to submit audio/visuals for activities immediately by 2nd week of February, 2017.

6 Client's Input and Counterpart Services and Facilities

- a) The Agency will be responsible to:
- Arrange for fully equipped office and office operation related facilities for project team.
 - Arrange for communication related to contract, data processing, computers, printing equipment and necessary stationeries.
 - Arrange for all transportation and travelling including local travel required for the assignments to perform the consultancy services/job.

7 Payment Schedule

	Milestone	Payment (% of contract amount)
1	After commencement of work	10%
2	After 20% commencement of work	10%
3	After 50% commencement of work	30%
4	After 75% commencement of work	25%
5	After 90 days from the closing of work	25%

CONTRACT AGREEMENT

The Selected Agency shall be furnished a draft copy of the agreement to be signed with the employer on the day of award of contract. Signing of agreement shall take place within 5 days of award of contract.

