

Request for Proposal (RFP)

For

Appointment of PR and Multi-Media Creative Agency for the Sagarmala Programme



Indian Ports Association
1st Floor, South Tower, NBCC Place
B. P Marg, Lodi Road New Delhi - 110 003
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September 2017

LETTER FOR ISSUE OF RFP FOR THE APPOINTMENT OF MULTI-MEDIA CREATIVE & PR AGENCY FOR THE SAGARMALA PROGRAMME

The set of RFP document is issued to:

Name :

Address :

The cost of the RFP document is INR 10,000/- (Indian Rupees Ten Thousand only)

IPA

Signature of the Officer

Issuing the RFP Document : _____

Indian Ports Association

IPA/GAD/Sagarmala/MMCA/2017

14/09/2017

Notice Inviting RFP for appointment of PR & Multi-Media Creative Agency for the Sagarmala Programme

Ministry of Shipping, Government of India/ Indian Ports Association wishes to appoint a PR & Multi-Media Creative Agency for preparing and implementing the media, public relations and branding campaign for the Sagarmala Programme. Accordingly, Indian Ports Association (IPA) invites Requests for Proposal (RFP) from interested Agencies / Firms / Consortia for the above stated objective.

The RFP document providing the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria and application fee are available in the web site <http://ipa.nic.in/>.

The schedule for receipt of the application is as follows:-

1. Pre-bid meeting at 1130 Hrs on 22/09/2017
2. Submission of document fee of Rs.10, 000/- for RFP on or before 1430 Hrs on 05/10/2017.
3. Receipt of offers on or before 3.00 pm (1500 Hrs) on 05/10/2017
4. Opening of Technical offers at 1530 Hrs on 05/10/2017

Reputed and interested Agencies / Companies / Firms/ Consortia may download the RFP from the above website and send in their response to the Managing Director, Indian Ports Association, 1st. floor, South Tower, NBCC Place, Bhisham Pitamah Marg, Lodi Road, New Delhi – 110 003.

In case, if RFP document is downloaded from website, the requisite document fee of Rs. 10,000/- in form of Demand Draft, In favor of Indian Ports Association shall be submitted along with bid.

Indian Ports Association

Appointment of PR & Multi-Media Creative Agency for the Sagarmala Programme

1. Introduction

The Sagarmala Programme has been launched by the Government of India to promote port-led development in the country. The ‘Sagarmala - Concept and Implementation’ was approved by the Union Cabinet on 25th March, 2015. The Sagarmala Programme will focus on four pillars of development, namely:

- i. Port Modernization & New Port Development: Transforming existing ports into world class ports through capacity augmentation, modernization of port infrastructure and improving operational efficiency of the ports. Development of new ports is also envisaged as part of this objective
- ii. Efficient Evacuation: Improving port evacuation and connectivity to the hinterland and developing optimal multi-modal logistic solution for efficient, cost effective movement of cargo and to harness the potential of inland waterways / coastal shipping
- iii. Port-led Industrialization: Undertaking development of Coastal Economic Zones with projects like port based industrialization, coastal tourism, logistics parks etc. and aligning with the ‘Make in India’ initiative. Port based industrialization will include development of port based industrial parks, promoting captive industries and ancillary facilities and covering ship building / repair and other maritime related industries
- iv. Coastal Community Development: Sustainable development of coastal communities through skill training programs, development of coastal tourism, fisheries and other activities.

As part of the Sagarmala Programme, a National Perspective Plan, April 2016, for the comprehensive development of India’s coastline and maritime sector has been prepared and includes more than 150 projects across the areas of Port Modernization & New Port Development, Port Connectivity Enhancement, Port-led Industrial Development and Coastal Community Development.

As the Sagarmala Programme involves multiple stakeholders, both from the government set up (e.g. Central Ministries, State Governments, State Maritime Boards etc.) and non-governmental set up (E.g. Infrastructure Companies, Industry Associations, Project Financing Agencies, General Public etc.), it is critical to streamline, customize and manage the media and branding activities related to the programme.

To this endeavour, Indian Ports Association on the direction of Ministry of Shipping has been mandated to appoint a PR & Multi-Media Creative Agency for preparing and implementing the media and branding campaign for the Sagarmala Programme.

2. Objective

2.1. The objective of this RFP is to engage a reputed PR & Multi-Media Creative Agency for a period of one (1) year which may be extended for a subsequent period of one (1) year, on mutual consent, for preparing and implementing the media and branding campaign for the Sagarmala Programme. This will focus on:

- i. Creating awareness and generating interest about the Sagarmala Programme among the various identified stakeholders and developing the Sagarmala brand
- ii. Tailoring the communication (content and medium of communication), for the various stakeholders according to the requirements of the programme
- iii. Increasing the interaction and communication between the ports and the larger coastal community. The list of 12 Major Ports is listed as **Annexure-I**.

2.2. The RFP document provides the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria, EMD, application fee and suggested response formats and easy understanding has been divided into following sections:

Section 1	- Instructions to Consultants
Section 2	- Terms of Reference (ToR)
Part I	- Objective & Scope of Services
Part II	- TOR related information, Terms & Conditions
Section 3	
Technical Proposal	- Standard Forms & Other Undertakings

Section 1

(Instructions to Consultants)

Standard

1. Definitions

- (a) “Employer” means the Ministry of Shipping, Government of India/ IPA which has invited the bids for consultancy services and with which the selected Agency / Company / Firm / Consortium signs the Contract for the Services and to which the selected Agency / Company / Firm / Consortium shall provide services as per the terms and conditions and TOR of the contract.
- (b) “Consultant” means any interested Agency / Company / Firm / Consortium who submit their proposals that may provide or provides the Services to the Employer under the Contract.
- (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 Consultants used to reflect specific project and assignment conditions.
- (e) “Day” means calendar day.
- (f) “Government” means the Government of India
- (g) “Ministry” means the Ministry of Shipping, Government of India
- (h) “Instructions to Consultants” (Section 1 of the RFP) means the document, which provides Consultants with all information needed to prepare their proposals.
- (i) “Personnel” means professionals and support staff provided by the Consultant or by any Sub-consultant and assigned to perform the Services or any part thereof.
- (j) “Proposal” means the Technical Proposal and the Financial Proposal.
- (k) “RFP” means the Request for Proposal prepared by the Employer for the selection of Consultants.
- (l) “Assignment/Job” means the work to be performed by the Consultant pursuant to the Contract.

- (m) “Sub-Consultant” means any person or entity with which the Consultant subcontracts any part of the Assignment/job.
- (n) “Terms of Reference” (TOR) means the document included in the RFP as Section 2 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Consultant, and expected results and deliverables of the Assignments/job.

2. Introduction

2.1 The Employer will select a PR & Multi-Media Creative Agency / Company / Firm / Consortium (the Consultant) in accordance with the method of selection specified in the Part II of Section 2.

2.2 The name of the assignment/job has been mentioned in Section 1. Detailed scope of assignment/job has been described in the Terms of Reference in Section 2.

2.3 The date, time and address for submission of the proposals have been given in Section 1.

2.4 The Consultants are invited to submit their Proposal, for consulting Assignment/job named in the Section 1. The Proposal will be the basis for signed Contract with the selected Consultant.

2.5 The Employer will provide to the Consultants the inputs and facilities specified in the Section 2 without any cost and make available relevant project data and reports.

2.6 Consultants 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 Consultants.

3. Eligibility of Association of Consultants and Sub-Consultants

3.1 If the Consultant has formed an association of consultants, each member of the association of consultant shall be evaluated as per the qualification/eligibility criteria set forth in Part II of Section2. The combined score of the each member of the association of consultant shall be taken into account for evaluation purpose. If any member of the association of consultants is dropped at the RFP stage, such association of consultant is liable to be rejected by the

Employer. However, the Employer, at its sole discretion, may decide to evaluate for short listing such association of consultant without considering the strength of the dropped member and if found eligible, may allow such association of consultant to submit their proposal.

3.2 A consultant may associate with consultants and/or individual expert at the time of submission of proposal. Under such circumstances each member of the association of consultant shall be evaluated as per the qualification/ eligibility criteria set forth in Part II of Section 2. The combined score of the each member of the association of consultant shall be taken into account for evaluation purpose. However, the lead member of the association of the consultant shall be the consultant who has submitted the proposal and employer shall deal with only the lead member for the purpose of this assignment. Although, the contract shall be signed by all the members of the associations of the consultants, the lead member

of the association of the consultant shall be responsible and liable to the Employer for every aspect of their proposal, contract, etc.

4. Clarification and Amendment of RFP Documents

4.1 Consultants may request a clarification on any clause of the RFP documents up to the number of days indicated in the Section 1 before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Employer's address indicated in the Section 1. The Employer will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Consultants. 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 4.2 below.

4.2 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 Consultants and will be binding on them. Consultants shall acknowledge receipt of all amendments. To give Consultants 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.

5. Conflict of Interest

5.1 Employer requires that Consultants provide 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.

5.2 Without limitation on the generality of the foregoing, Consultants, 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: A firm 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 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: A Consultant (including its Personnel and Sub-Consultants) 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 Consultant to be executed for the same or for another Employer.

Conflicting relationships: A Consultant (including its Personnel and Sub-Consultants) 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.

5.3 Consultants have 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 consultant 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 Consultant during bidding process or the termination of its Contract during execution of assignment.

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

6. Unfair Advantage

6.1 If a Consultant 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 5 above, the Employer shall make available to all Consultants together with this RFP all information that would in that respect give such Consultant any competitive advantage over competing Consultants.

7. Proposal

7.1 Consultants shall only submit one proposal. If a Consultant submits or participates in more than one proposal, such proposals shall be disqualified. However, this does not limit the participation of the same Sub-Consultant, including individual experts, to more than one proposal.

8. Preparation of Proposals

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

8.2 In preparing their Proposal, Consultants are 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, if a Consultant considers that it may enhance its expertise for the Assignment/job by associating with other Consultants in sub consultancy, it may associate with a Consultant who has not been technically qualified as a part of the application process of this RFP.

8.4 Depending on the nature of the Assignment/job, Consultants are required to submit a Technical Proposal (TP) in forms provided in Section 3. The section 3 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 (d) using the attached Standard Forms (Section 3). Form TP-1 in Section-3 is a sample letter of technical proposal which is to be submitted along with the technical proposal.

- (a) A brief description of the consultant's organisation and in the case of a consortium/joint venture of each partner will be provided in Form TP-2. In the same Form, the consultant 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. For each Assignment/job, the outline should indicate the names of Sub-Consultants/Professional staff who participated, duration of the Assignment/job, contract amount, and Consultant's involvement. Information should be provided only for those Assignment/jobs for which the Consultant was legally contracted by the Employer as a corporation or as one of the major firms within a joint venture. Assignment/jobs completed by individual Professional staff working privately or through other consulting firms cannot be claimed as the experience of the Consultant, or that of the Consultant's associates, but can be claimed by the Professional staff themselves in their CVs. Consultants 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. In case of client confidentiality agreements, a self-certification has to be provided by the Managing Director of the consultant.
- (b) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality/effectiveness of the Assignment/job; and on requirements for facilities including administrative support, office space, data, etc. to be provided by the Employer (Form TP-3 of Section 3).
- (c) 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 TP-4 of Section 3. The work plan should

be consistent with the Work Schedule which will show in the form of a bar chart the timing proposed for each activity.

- (d) CVs of the Professional staff as mentioned above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TP-5 of Section 3).

8.5 The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non responsive.

8.6 **Financial Proposals:** The Financial Proposal shall be prepared using the attached Standard Forms (Section 3). The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

9. Proposal Validity

The proposal shall be valid for 180 (one hundred and eighty) days from the date of opening of the proposal.

10. Taxes

The consultant shall fully familiarize themselves about the applicable to Domestic taxes (such as GST) on amount payable by the employer under the contract. All such taxes must be included by the consultant in the financial proposal.

11. Currency

Consultant shall express the price of their Assignment/Job in Indian Rupees.

12. Earnest Money Deposit (EMD) and Performance Bank Guarantee

12.1 Earnest Money Deposit

- i. An EMD of Rs. 2,50,000.00 (Rupee Two Lakh fifty thousand only), in the form of Demand Draft(DD) drawn in favour of Indian Ports Association, payable at New Delhi has to be submitted along with the proposal.
- ii. Proposal 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. No bank guarantee will be accepted in lieu of the earnest money deposit.

- v. The EMD of the unsuccessful bidders would be returned back within 45 days of award of job.

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

- i. If proposal is withdrawn during the validity period or any extension agreed by the consultant thereof.
- ii. 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.
- iii. If the consultant tries to influence the evaluation process.
- iv. If the first ranked consultant withdraws his proposal during financial negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the consultant).

12.3 Performance Bank Guarantee

The successful bidder will have to submit Performance Bank Guarantee (PBG) equivalent to 10% of value of project awarded with validity period till completion of Assignment/Job. After submission of Performance Bank Guarantee (PBG), EMD shall be returned to him.

13. Submission, Receipt and Opening of Proposal

13.1 The original proposals, both Technical and Financial Proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the consultants themselves. The person who signed the proposal must initial such corrections. Submission of letters for both Technical and Financial Proposals should respectively be in the format of TP- 1 of Section 3 & FP-1 of Section 3.

13.2 An authorized representative of the consultants 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 authorize to sign. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

13.3 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

envelope containing the Technical Proposal, Financial Proposal, Document fee, EMD 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 05/10/2017, 3.00 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.**

13.4 The Proposal must be sent to the address/ addresses indicated in the Section 1 and received by the Employer no later than the time and the date indicated in the Section 1 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.

14. Proposal Evaluation

14.1 from the time the proposals are opened to the time contract is awarded, the consultants should not contract the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by Consultants to influence the employer in the examination, evaluation, ranking of Proposal, and recommendations for award of contract may result in the rejection of the consultant proposal.

14.2 The employer will constitute a selection Committee which will carry out the entire evaluation process.

14.3 Selection Committee while evaluating the technical proposal shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.

14.4 The selection committee shall evaluate the Technical Proposal on the basis of their responsiveness to the Term of Reference and by applying the evaluation criteria specified in Section 2.

14.5 Financial proposal of only those firms who are technically qualified shall be opened on the date & time specified by employer in the presence of the consultants' representatives who choose to attend.

15. Technical Negotiations

15.1 Technical negotiation will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the Consultant to improve the Terms of Reference. The employer and the Consultants will finalize the Terms of Reference, staffing Schedule, work schedule, logistics and reporting. These documents will then be incorporated in the contract.

15.2 Availability of Professional/Staff/Expert: Employer will require assurances that the Professional staff will be actually available

16. Award of Contract: After technical Negotiations, the employer shall issue a letter of intent (LOI) to the selected consultant. The consultant will sign the contract after fulfilling all the formalities/pre-conditions like submission of Performance Bank Guarantee, etc.

17. Confidentiality

Information relating to evaluation of Proposal and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposal or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any consultant 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.

18. Timelines and Schedule

The schedule for receipt of the application is as follows:-

1. Pre-bid meeting at 1130 Hrs on 22/09/2017
2. Submission of document fee of Rs.10, 000/- for RFP on or before 1430 Hrs on 05/10/2017
3. Receipt of offers on or before 3.00 pm (1500 Hrs) on 05/10/2017
4. Opening of Technical offers at 1530 Hrs on 05/10/2017

19. RFP Document

The RFP document providing the Term of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria and application fee are available in the website <http://ipa.nic.in>.

Reputed and interested consultants/consulting firms/consortia may download the RFP from the above website

In case, if RFP is downloaded from website, the requisite document fee of Rs. 10,000/- in form of Demand Draft, In favour of Indian Ports Association shall be submitted along with bid.

20. Submission of Proposal

Proposal, in its complete form in all respect as specified in the RFP document, must be submitted to

Managing Director,
Indian Ports Association,
1st. floor, South Tower, NBCC Place,
Bhishmah Pitamah Marg,
Lodi Road, New Delhi – 11003

The bids received after due date will be rejected and no action will be taken on these bids.

Section 2
Terms of Reference (ToR)

PART I: Objective & Scope of Services

1. Objective of Assignment

Indian Ports Association wishes to appoint a PR & Multi-Media Creative Agency (“Consultant”) for a period of one (1) year which may be extended for a subsequent period of one (1) year, on mutual consent, for preparing and implementing the media and branding campaign for the Sagarmala Programme.

2. Scope of Work: The scope will include but not restricted to the following:

The broad scope of work of the Consultant is given below but not limited to:

- A. Developing a 360 degree multimedia and branding plan for Sagarmala Programme including Branding, PR, social media & Digital plan
- B. Creating and implementing a comprehensive PR plan for Sagarmala Programme.
- C. Implementing the media and branding plan for Sagarmala Programme
- D. Monitoring & evaluating the roll-out of the media and branding plan

The Consultant will also be responsible for any other work, related to the media and branding activities for Sagarmala, as assigned by the Ministry of Shipping / IPA.

The detailed scope of work of the Consultant will include but not limited to:

A. Developing a 360 degree multimedia and branding plan for Sagarmala Programme including Branding, PR, social media & Digital plan

- i) Create stakeholder mapping to the relevant communication content and identify brand touch points for the Sagarmala Programme in consultation with the Ministry of Shipping. Plan should be developed for a one year period.

ii) Based on above, develop comprehensive Branding, PR, social media & Digital plan. This should include:

- a. a communication and events calendar for a period of one year
- b. branding, PR, social media & Digital plan for one year.
- c. a 360 degree multi-media media buying and branding budget, for a period of one year
- d. Other aspects mentioned in the scope of work which needs to be included

B. Creating and implementing a comprehensive PR plan for Sagarmala Programme

I. Communication & Media Strategy for Sagarmala:

Formulating a communication & media strategy for Sagarmala for a period of next 1 year. Identify key themes and map overall development and evolution of the campaign. This will also include mapping sectors to geographies & audience profile, identifying relevant events and opportunities globally/nationally and amplifying media and marketing communication & messaging through planning and implementation of marketing & media activity across media avenues for a year.

II. Market & Audience Mapping:

1. Propagating and highlighting projects with line Ministries, State Governments, Maritime Boards, industries, Department of States in line with the overall framework of port-led development under the four pillars of Sagarmala namely – 1) Port Modernizations 2) Port Industrialization 3) Port Connectivity & 4) Coastal Community.
2. Identify & engage with key stakeholders and opinion leaders to guide means and tone of communication for focused publicity

3. Identifying key newspapers, channels, journalists, influencers in maritime sectors nationally & regionally to promote Sagarmala programme.

III. Media Prioritization:

Evaluating and prioritizing key media for each activity. Choosing between Social, influencer outreach, mass media for each initiative, depending on markets, audience and desired outcome.

C. Scope of work in PR

1) Media activities

- a. Identify and maintain a national list of media professionals relevant to Sagarmala.
- b. Continuously monitor the media for placing stories related to line ministries, maritime boards, state government and maritime industry.
- c. Developing all editorial communications to be disseminated to the media including information kits, press releases, backgrounders, features, etc.
- d. Managing all media events like press conferences, project launches, seminars, select briefings and one-on-one meetings.
- e. Disseminating information on a national basis or locally (as per business requirements) in various conventional media i.e. print, electronic through press releases including emerging modes of communication.
- f. Development and dissemination of Sagarmala press communications in digital space.
- g. Ensure maximum coverage and visibility for all press releases issued by Sagarmala Programme.
- h. Creating resource bank: Assisting in the preparation of media kits, newsletters, brochures and other material that will be made available to key stake holders.

2) Market Intelligence & Management Reporting

- a. Present a report on daily basis covering news on Sagarmala. Provide relevant press clippings.

b. Produce a comprehensive report at the end of every month giving detailed coverage analysis for Sagarmala and analysis of the same. This should include but not limited to detailed monitoring of the print, electronic etc for positive/negative and neutral stories.

3) Crisis Communication

- a. Prepare a proactive strategy
- b. Identify the target audience for communication
- c. Chalk out the key messages
- d. Design the communication plan
- e. Ensure effective implementation of the plan for desired results

4) Internal Communication activities

- a. Assist in identifying internal communication opportunities.
- b. Assist in designing a communication policy and quarterly plan based on long-term and short-term objectives in consultation with other relevant departments
- c. Assist in designing internal communication literature at regular interval.

(D) Implementing the 360 degree multi-media plan for Sagarmala Programme

Based on the 360 degree multi-media plan created:

- i. Develop a nation-wide brand communication strategy for creating awareness about the Sagarmala Programme amongst the identified key stakeholders and general public. As part of this activity:
 - a. Develop a content plan for different forums including but not limited to print, digital, social, outdoor & PR
 - b. Design, develop and help in implementing suitable and synergistic 360 degree communication collaterals which could include elements

of Print, Audio-Visuals, Outdoor communication, social & digital media, or any other medium as may be required.

- ii. Recommend suitable media advertisement plan to achieve the plan objectives in the most cost effective manner. The 360 degree multi-media plan and strategy recommendations should include innovative ways to overall brand Sagarmala Programme.
- iii. Design and develop the online digital & social media campaigns (including but not limited to Facebook, Twitter, YouTube, blogs, online discussion forums and other digital platforms etc.) for the Sagarmala Programme. Regularly update the Sagarmala website content and integrate it with the online digital media campaign.
 - a. As part of the online digital media campaign, publish articles, related to Sagarmala. Content should be developed as per the requirements of the online forum used.
- iv. Design and develop promotional materials for Sagarmala. As part of this activity:
 - a. Design and develop marketing collaterals like brochures, leaflets/flyers, Direct mailers, Outdoor, Standees, Delegation Kits (dockets, pads etc.) for propose of summits/events/conferences/seminars etc., as may be planned under the Sagarmala programme.

E) Social media engagement

Promoting Sagarmala events on the online platform-leveraging the news points in PR wires, newsgroups, Blogs, social networks and online medium

- a. Inter link all social media profiles: This will help people to flow through the various social media platforms of the Ministry of Shipping which will further

help track and increase regular followers. (including Facebook, Twitter, YouTube, linkedin etc)

b. Blogger engagement will be useful medium to create visibility about the key initiatives/developments of the Ministry amidst its target audience. We will identify and target blog writers (with maximum reach and with the right kind of following) for interactions with the Ministry officials.

c. Updating website content on weekly basis and linking to the social media campaign.

Amplification through Paid Media:

1. Providing professional inputs and support in planning & buying of media for Print, Digital, Electronic, Out Of Home for Sagarmala on themes/subjects to be decided in consultation with 'Ministry of Shipping'.

2. Identify, recommend and manage the right events, exhibitions to promote the Sagarmala programme.

3. Executing the media and Marketing strategy, planning and undertaking post campaign reporting.

(F) Monitoring & evaluating the roll-out of the media and branding plan

i. Provide periodic reports to the Ministry on the progress of the communication and media plan implementation. Reports should include, but not limited to, milestones / activities completed, upcoming milestones / activities, delays / bottlenecks and any assistance required from Ministry of Shipping

ii. Monitor and evaluate the effectiveness of various communication and branding activities on a periodic basis and recommend any course correction on the media and branding plan if required.

3. Key Deliverables:

The main deliverables of the assignment will be:

Indicative List of marketing , branding and promotional collaterals to be designed for Sagarmala Programme			
S.No	Deliverable Type	Deliverable Details	Approximate number of designs
1	Brand Identity	Banner, Standees, Venue Creative, design of envelopes, letter heads and other branded stationery with the exhibiting logo and norms of the Ministry.	Venue specific design per conference/seminar (Min 12 per year)
2	Brand Awareness	Advertisements - Newspaper & magazine	15 campaigns per year
		Campaign collaterals – 1) e-mailers 2)brochures 3)newsletters,	Fortnightly e-mail campaigns As per requirement Bi-monthly Sagarmala Newsletetr

3	Online Digital & social Media Campaign	Digital Media Advertisement	12 campaigns per year
		Social Media campaign on Facebook & Twitter.	Minimum five posts per day. Live tweets and posts during events/seminars.
4	Conferences/Seminars	Annual conferences/meeting on National Sagarmala Apex Committee (NSAC) (4 per year), states and other seminars/conferences	12 conferences yearly
		Event delegate kits, docket, mementos etc	1 design per conference/seminar.
		Design of signage/hanging signages	2 design/conference
		Stage backdrop	2 design/conference
5	Public Relations & Content Generation	1) Press Releases	Min 3 Per week
		2) Sagarmala Post (Newsletter) Articles	Bi-Monthly
		3) 3 rd Party Articles and articles from maritime experts in Major Newspapers and a magazine	1 Per week

		4 th)Content for social media	3-5 Posts per day
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Note: The above numbers are tentative and subject to change

4.1 The consultant is required to submit the final deliverables in the appropriate formats (E.g. All video based deliverables should be submitted in the HD format) and these deliverables will remain the property of Ministry / IPA and will not be used for any other purpose other than those intended under RFP without obtaining permission of Ministry / IPA. Ministry / IPA will issue completion certificate to this effect.

4.2 Each deliverable of the consultant, including its rate reasonability, will be reviewed by an expert committee constituted by Ministry / IPA for this purpose. The consultant would also be required to make a presentation of the draft deliverables before Ministry / IPA and incorporate their suggestions in the final deliverables.

4.3 The consultant shall ensure timely completion of the milestones mentioned above. There will be a penalty @ 0.1% of the total value of work awarded for every week of delay in non-achieving the milestones of work order unless such delay is duly approved by Ministry/IPA. The maximum penalty will be 5% of the total value of contract. In case of non-submission of final deliverables by the prescribed dates the consultant has to refund the entire amount released by IPA together with a penal rate of interest @ 10%.

PART II: TOR related information

1. Conditions under which this RFP is issued

- i. This RFP is not an offer and is issued with no commitment. IPA reserves the right to withdraw the RFP and change or vary any part thereof at any stage. IPA also reserves the right to disqualify any bidder, should it be so necessary at any stage. Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not a complete or authoritative statement of law. The Authority accepts no responsibility for

the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

- ii. IPA may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP
- iii. The Applicant shall bear all its cost associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying postage, delivery fess, expenses associated with any demonstration or presentations which may be required by IPA or any other costs incurred in connection with or relating to its proposal. All such cost and expenses will remain with the Applicant and IPA shall not be liable in any manner whatsoever for the same or for any other expenses incurred by an Applicant in preparation or submission of the Proposal.
- iv. IPA reserves the right to withdraw this RFP, if it is in the best interest of the Government of India.
- v. Timing and sequence of events resulting from this RFP shall ultimately be determined by IPA.
- vi. No oral conversations or agreements with any official, agent or employee of IPA shall affect or modify any terms of this RFP and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of IPA shall be superseded by the definitive agreement that results from this RFP process. Oral communications by IPA to bidders shall not be considered binding on IPA, nor shall any written materials provided by any person other than IPA.
- vii. Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against IPA or any of their respective officials, agents, or employees arising out of, or relating to this RFP or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- viii. Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

2. Rights to the Contents of the Proposal

For all the bids received before the last date and time of bid submission, the proposals and accompanying documentation of the qualification proposal will

become the property of IPA and will not be returned after opening of the qualification proposal. IPA is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. IPA shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

3. Acknowledgement of Understanding of Terms

By submitting a proposal, each bidder shall be deemed to acknowledge that it has carefully read all sections of this RFP, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

4. Evaluation of Proposals

The bidders' proposals in the bid document will be evaluated as per the requirements specified in the RFP and adopting the qualification criteria spelt out in this RFP. The Bidders are required to submit all required documentation in support of the qualification criteria specified in RFP. Ministry will constitute a Committee to evaluate the proposal and monitor the progress/completion of assignment.

5. Language of Proposals

The proposal and all correspondence and documents shall be written in English.

6. Eligibility Criteria

The bidder shall fulfil all of the following eligibility criteria independently on date of submission of bid:

S.No.	Criteria	Supporting documents to be submitted
PQ1	Size and Financial Solvency: Bidder to be an organization with a gross annual turnover of INR 50 Crore or above (as an average of last 3 years' revenue in India)	CA certified statement showing revenues for 3 financial years FY 14-15, FY 15-16 and FY 16-17.
PQ2	Professional Experience: Bidder should have professional experience of at least 5 years in advertising, media consulting, media	Details of the work and confirmation by the authorized signatory of bidder

	strategy development, brand promotion and multimedia design services	
PQ3	Geographic Presence: Bidder should have Multi-State presence	Details of the office locations in India and confirmation by the authorized signatory of bidder

*Ministry / IPA reserve the right to validate the credentials.

7. Self-Certified Documentary Evidence to be submitted in support of Eligibility with Technical Proposal

- i. Copy of Contract/work orders along with completion certificate indicating the details of previous assignment completed, client, value of assignment/proportionate value in use of projects/ assignment in process date and year of award. The Managing Director of the Consulting firm shall self-certify if the firm has done assignments on non- disclosure agreements.
- ii. Registration Certificate.
- iii. Detailed resume of the team leader and team members indicating the details of qualifications and professional experience.
- iv. Gross Annual Revenue (audited annual account) from multi-media advertising during last three years.
- v. An undertaking stating that firm/organization is not blacklisted by Government or its agencies including Central/State Level Public Enterprises.
- vi. A Certificate regarding non-disclosure/sharing of confidential information with third parties.
- vii. Duly filled check list as given in Annexure II of the RFP.

8. Proposal Submission

Interested consultant should submit both technical and financial proposals in two parts as per the Schedule mentioned in of Section 1 i.e. Timeline and Schedule. The technical and financial proposal must be submitted in two separate sealed envelopes indicating clearly on envelopes as “TECHNICAL PROPOSAL” and “FINANCIAL PROPOSAL”. Financial Proposal should indicate a warning “DO NOT OPEN WITH THE TECHNICAL PROPOSAL”. Both the envelopes

containing the Technical and Financial proposals shall be placed into an outer envelope and sealed along with EMD. This outer envelope shall bear the title of the assignment “**Appointment of PR & Multi-Media Creative Agency for the Sagarmala Programme**”.

I. Technical Proposal Content

Technical proposal should be prepared considering the Terms of Reference, Detailed Approach & Methodology, Activity Schedule & Deliverables, Time period and any other information to highlight the capability of the consultant.

Technical Proposal must be submitted in the form of all the duly signed forms as per Section 3 of RFP i.e. Technical Proposal-Standard Forms & Other Undertakings.

Technical Proposal should be a complete document and should be bound as a volume. The documents should be page numbered and duly signed by Authorized Representative who has the capacity to sign along with Authorization Letter.

II. Financial Proposal Content

Financial proposal must be submitted in the form of all the duly signed forms as per Section 3 of RFP i.e. Technical Proposal-Standard Forms. All amounts quoted in the financial proposal forms must be in Indian Rupees.

9. Presentation

The consultant is required to make a presentation of their credentials and the proposed methodology / approach, before the Evaluation Committee and the duration of presentation will be of twenty minutes tentatively. The date, time & venue of the presentation will be intimated separately. The Committee will assess the presentation broadly on the following criteria;-

10. Evaluation of Proposal

Each Proposal, which pre-qualifies in, shall be evaluated accordingly to the following criteria and granted a score. If the score is less than 65 as per the scoring criteria mentioned below, then the bidder will not qualify for financial evaluation and bidder's financial bid shall not be opened.

S.No.	Criteria	Marks
1	Organizational Capacity	40
	Gross annual turnover of the firm (as an average of last 3 years' revenue in India)*	
1a	Turnover Rs. 50 Cr - Rs.65 Cr : 1 mark	
	Turnover Rs. 65 Cr - Rs.80 Cr : 2 marks	
	Turnover Rs. 80 Cr – Rs. 90 Cr : 3 marks	
	Turnover Rs. 90 Cr – Rs. 100 Cr : 4 marks	
	Turnover > Rs. 100 Cr : 5 marks	
	Multi-State presence	
1b	Presence in 2 States :1 mark	
	Presence in 3 States :2 marks	
	Presence in 4 States :3 marks	
	Presence in 5 States :4 marks	
	Presence in 6 or more States: 5 marks	
1c	Sample of promotional clips, videos made for events (no event recording shall be considered for evaluation), 5 relevant Clips / Videos :2 marks	05
	8 or more relevant Clips / Videos :5 marks	
1d	Sample of designed promotional marketing collateral, logo, brochures, newsletters, flyers, web pages, banners and hoardings etc. (Projects having complete 360 degree Media &creative work shall be considered for evaluation with adequate supporting documents)	10
	Sample for three Project :2 marks	
	Sample for five Projects :5 marks	
	Sample for more than six Projects :10 marks	
1e	Experience of providing graphic design services for marketing and promotion material for Central / State Government Programmes	05

S.No.	Criteria	Marks
	For each programme : 1 mark(>4 programmes : 5 marks)	
	Experience of developing TVCs, Radio Ads, Print Ads for Central / State Government Programmes (no event recording shall be considered for evaluation),	10
	For each programme:2 marks (>4 programmes : 10 marks)	
2	Quality of Proposed Core Team	35
2a	Team Lead	9
2b	Design Expert	7
2c	PR Expert	7
2d	Copywriter	7
2e	Organization of the team, roles and responsibilities	5
3	Approach and Methodology	25
3a	Quality of the proposed approach and methodology	15
3b	Quality of proposed work plan, i.e. how the bidder will undertake each task and time-schedules	10

*CA certified statement-showing revenues for 3 financial years FY 14-15, FY 15-16 and FY16-17

Core Team Composition

S.No.	Role	No. of Positions	Educational & Professional Qualifications
1.	Team Leader	1	<ul style="list-style-type: none"> Bachelors / Masters Degree in Creative, Mass-Com, Advertisement or similar fields Minimum 10 years of professional experience with experience in leading media planning, creative and design for national and international events.
2.	Design Expert	1	<ul style="list-style-type: none"> Bachelors / Masters Degree in Mass Comm / Design / Creative or similar fields Minimum 8 years of professional experience with experience in designing marketing collaterals for national and international projects
3.	PR Expert	1	<ul style="list-style-type: none"> Bachelors / Masters Degree in Creative, Mass-Com, Advertisement or similar fields Minimum 8 years of professional experience in public relation for national and international projects
	Media Expert	1	<ul style="list-style-type: none"> Bachelors / Masters Degree in Creative, Mass-Com, Advertisement or similar fields Minimum 8 years of professional experience in media relation for national and international projects

S.No.	Role	No. of Positions	Educational & Professional Qualifications
	Content Writer (preferably from the Maritime sector)	1	<ul style="list-style-type: none"> Bachelors / Masters, Mass-Com/English Minimum 8 years of professional experience in content writing and content generation (preferably from the Maritime sector) for national and international projects
4.	Copywriter	1	<ul style="list-style-type: none"> Bachelors / Masters Degree in, Mass-Com or English, Minimum 8 years of professional experience in media handling, copywriting for national and international projects

Marking methodology to include normalization of technical and commercial scores:

Technical Score: (X)

The bidder who secures maximum marks shall be given a technical score of 100. The technical scores of other Bidders for the project shall be computed as follows.

[‘Technical’ Score of Bidder for the Project(X)]	= 100X	[Marks secured by the respective Bidder]
		Highest Marks Secured

The score secured based on evaluation of the Technical Proposal as above shall be the Technical Score of the Bidder for the project being considered for evaluation (X).

Only those Bidders who have secured Technical Score of 65 or above shall be declared as qualified for evaluation of their ‘Financial Bid’. Bidders who have secured less than 65 for Technical Score shall be rejected.

Financial Score: (Y)

The bidders shall submit their quote as per the format provided in **Section 3**. Any monetary figure in decimal shall be rounded off to the nearest INR. In cases of discrepancy between the prices quoted in words and in figures, lower of the two shall be considered. For any other calculation/ summation error etc. the bid may be rejected.

The financial scores will be arrived at based on the formula listed below, whereby the lowest evaluated Financial Proposal, among the qualified bidders, will be given the maximum financial score of 100 points. The financial scores of other proposals will be in inverse proportion to the lowest price:

[The ‘financial score’ of Bidder for the project(Y)]	= 100X	[Lowest offer quoted by the qualified bidder(Rs.)]
		[Offer quoted by the respective Bidder(Rs.)]

The marks secured as above shall be the Financial Score of the bidder for the project (Y).

Composite Score of the Bidders

Proposals will be ranked according to their composite technical and financial scores. Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score(X)	Financial Score(Y)	Weighted Technical Score (80% of X)	Weighted Financial Score (20% of Y)	Composite Score(F=D+E)
A	B	C	D	E	F

Note: Consultant shall submit the self-evaluation sheet as per above criteria along with Technical Proposal with proper page numbering for supporting documents.

The bidder achieving the highest composite score may be invited for negotiations.

11. Support/Inputs to be provided by IPA / Ministry of Shipping

Ministry/IPA will provide the consultant the relevant content and facilitate in setting up meetings and obtaining permissions for the consultant to carry out the activities as per the work plan.

12. Payment Terms

The consultant shall be eligible to receive the payment on a retainerhip (monthly) basis. The consultant's total remuneration will include fixed cost of the team deployed full-time to the client and other fixed costs (E.g. Communication expenses etc.) along with the Out of Pocket Expenses. Payment shall be made to the consultant as per the terms and conditions specified in the contract.

13. General Terms and Conditions

- i. Any information, data provided for the study are confidential in nature. The consultant should not share the data without IPA permission. A certificate regarding non-sharing/informing of confidential data to third party is to be given by the consultant along with Technical Proposal.
- ii. At the time of submission of bid, the bidder has to ensure that each page is duly signed by the bidder or his duly authorized representative. In case the bid is signed by the authorized representative, a letter of authorization should be enclosed with the bid.
- iii. The bidding institution (s) should provide professional, objective and impartial services and at all times hold the client's interest paramount, without any consideration for future works, and that in providing advice they avoid conflicts with other assignments and their own corporate interests.
- iv. Rates quoted shall remain firm till completion of works.
- v. The jurisdiction in case of disputes shall be the Courts of Delhi/New Delhi.
- vi. The bidder should be registered under relevant Laws/Acts of the country.
- vii. In case of any dispute arising, the decision of the IPA will be final.
- viii. Even though applicants satisfy the necessary requirements they are subject to disqualification if they have:
 - a. Made untrue or false representation in the form, statements required in the application document.

- b. Records of poor performance such as abandoning work, not properly completing contract, financial failures or delayed completion.

ix. **Right to accept or reject any or all proposals**

- a. Notwithstanding anything contained in this document, the IPA reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.
- b. The Authority reserves the right to reject any Proposal if: (a) at any time, a material misrepresentation is made or discovered, or (b) the Applicant does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal. Misrepresentation/ improper response by the Applicant may lead to the disqualification of the Applicant. If the Applicant is the Lead Member of a consortium, then the entire consortium may be disqualified / rejected. If such disqualification/ rejections occurs after the proposals have been opened and the highest ranking Applicant gets disqualified / rejected, then the Authority reserves the right to consider the next best Applicant, or take any other measure as may be deemed fit in the sole discretion of the Authority, including annulment of the Selection Process.

x. **Fraud and corrupt practices**

- a. The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection' Process. Notwithstanding anything to the contrary contained in this document, the Authority shall reject a Proposal without being liable in any manner whatsoever to the Applicant, if it determines that the Applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the Selection Process. In such an event, the Authority shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid

Security or Performance Security, as the case may be, as 'mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to this document, including consideration and evaluation of such Applicant's Proposal.

- b. Without prejudice to the rights of the. Authority herein above and the rights and remedies which the Authority may have under the LOA or the Agreement, if an Applicant or Consultant, as the case may be, is found by the Authority to have directly

or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOA or the execution of the Agreement, such Applicant or Consultant shall not be eligible to participate in any tender or RFP issued by the Authority during a period of three years from the date such Applicant or Consultant, as the case may be, is found by the Authority to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

- c. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them: (a) "corrupt practice" means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOA or has dealt with matters concerning the Agreement or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical• consultant! adviser of the Authority in relation to any matter concerning the Project; (b) "fraudulent practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process; (c) "coercive practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person's participation or action in the Selection Process; (d) "undesirable practice" means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and (e) "restrictive practice" means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Selection Process.

Section 3

(Technical Proposal-Standard Forms)

Form TP 1: Letter of Proposal submission

Form TP 2: Consultant's organization & experience

Form TP 3: Comments & Suggestions on TOR

Form TP 4: Approach & Methodology

Form TP 5: Curriculum Vitae

Form TP 6: Information regarding any conflicting activities and declaration thereof.

Technical Proposal-Other Undertakings

1. An undertaking stating that firm/organization is not blacklisted by Government or its agencies including Central/State Level Public Enterprises.
2. Undertaking stating that "Team Leader/Members would be maintained during the actual assignment to be awarded in case they are selected. In case replacement is inevitable, the equivalent qualification and experienced team/lead/member will be inducted to carry out the assignment in case of award."
3. Undertaking stating that "I/We certify that in the last three years, we/any of the consortium members have neither failed to perform on any contract, as evidenced by imposition of Penalty by an arbitral or Judicial authority or a Judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part."
4. An undertaking regarding non-disclosure/sharing of confidential information with third parties.

FORM TP-1

LETTER OF PROPOSAL SUBMISSION

TO: [Name and address of Employer]

Dear Sirs,

We, the undersigned, offer to provide the consulting Assignment/job for [Preparing and implementing the media and branding campaign for the Sagarmala Programme] 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.

We are submitting our Proposal in association with [Insert a list with full name and address of each associated Consultant / Consortium Member]. 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 Section 1, 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 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 Signature:

Name of Firm:

Address:

FORM TP-2

CONSULTANT'S ORGANIZATION AND EXPERIENCE

A Consultant'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 consultant has formed a consortium, details of each of the member of the consortium, name of lead members etc. shall be provided]

B Consultant'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 consultants, the consultant must furnish the following information for each of the consortium member separately]

A) Organizational Experience

S. No.	Name of Entity with complete communication address.	Scope of work (Description of the Project)	Date of award of contract (Month/Year) & Contract Period (Months)	Description of actual services provided by your firm	Value of Contract (INR)	Actual Date of Completion (Month/Year)	Person/ Project authority who could be contacted for further information

B) Skill & Competencies & Team Size

S. No.	Name of the Team Leader/Member	Position Assigned in the Team	Area of Expertise	Qualification/ Professional qualification	No of Years Experience	Details of Experience	Remarks

C) Gross Annual Revenue (in INR)

Financial year	Gross Annual Revenue/Turnover in India (INR)	Revenue/Turnover from Multi-Media Creative Agency Business in India (INR)	Remarks
2013-14			
2014-15			
2016-17			

(Seal & Signature of Bidder)

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

FORM TP-3

**COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE
AND ON FACILITIES TO BE PROVIDED BY THE EMPLOYER**

1. On the Terms of Reference

[suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the Assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your proposal]

2. On Inputs and Facilities to be provided by the Employer

[Comment here on Inputs and facilities to be provided by the Employer as mentioned in Paragraph 11 of the Section 2 including: administrative support, office space, data etc.]

FORM TP-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:

- a) Technical Approach and Methodology,
 - b) Work Plan, and
 - c) 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 consultant 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 deliverables. 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 deliverables, including reports, drawings, and tables to be delivered as final output, should be included here.
 - c) **Organization and Staffing:** The consultant 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 TP-5

CURRICULUM VITAE(CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

[For each position of key professional separate from TP-5 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 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:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment name of employing organization, positions held]:

From [Year]: To Year] Employer:

Positions held:

12. Detailed Tasks Assigned:

[List all tasks to be performed under this Assignment/Job]:

13. Work undertaken that best illustrates Capability to Handle the Tasks Assigned:[Among the Assignment/Jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12]

Name of Assignment/job or project:

Year:

Location:

Employer:

Main project features:

Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member or authorized representative of the staff]

[Full name of authorized representative]

Date:

Place:

FORM TP-6

**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 1, 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 Section 1. 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 3

(Financial Proposal-Standard Forms)

Form FP-1: Financial Proposal submission Form

Form FP-2: Financial Proposal

FORM FP-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 figures 1]. 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 Para 9 of Section 1

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

Yours Sincerely,

Authorized Signature [in full and initials]:

[Name and title of Signatory:]

[Name of Firm:]

Address:

FORM FP-2

Financial Proposal:

Total Proposed Cost (INR) inclusive of GST:

Authorized Signature [in full and initials]:

Name:

Designation:

Name of Firm:

Address:

Annexure- II

Check list of Documents

The bids shall be accompanied with the followings:

- | | |
|--|-------------------------------------|
| 1). DD/ Pay order towards EMD(Rs 2,50,000/-), Document fee(Rs 10,000/-) | <input type="text" value="Yes/No"/> |
| 2). Firm registration certificate | <input type="text" value="Yes/No"/> |
| 3). Copy of Work Orders/Self-certification | <input type="text" value="Yes/No"/> |
| 4). Copy of completion certificates along with value/Self-certification | <input type="text" value="Yes/No"/> |
| 5). Resume of Team Leader & Team members with supporting documents and undertaking to maintained the team | <input type="text" value="Yes/No"/> |
| 6). Undertaking that the firm/Institution is not blacklisted by any GovernmentInstitute/CPSE/SLPE/LocalAuthority | <input type="text" value="Yes/No"/> |
| 7). Authority Letter , if any | <input type="text" value="Yes/No"/> |
| 8). Duly Audited copy of Annual Accounts of Last three years | <input type="text" value="Yes/No"/> |
| 9). Undertaking regarding Non-disclosure | <input type="text" value="Yes/No"/> |
| 10). Undertaking regarding non-failure to perform | <input type="text" value="Yes/No"/> |
| 11). Duly filled format(as given in Technical bid with Self Evaluation sheet & Financial bid) | <input type="text" value="Yes/No"/> |

