

**REQUEST FOR
PROPOSAL (RFP) FOR**

**HIRING THE SERVICES OF A PUBLIC RELATIONS (PR) AGENCY
FOR ASSAM SKILL DEVELOPMENT MISSION**

**ASSAM SKILL DEVELOPMENT MISSION
GOVT. OF ASSAM**

Nayantara Building 5th Floor
Six Mile, Guwahati – 781022

**RFP No: ASDM-
67/2017/35**

Dated: 04/ 09 / 2017

Email Id: missiondirector.asdm@gmail.com

NOTICE INVITING PROPOSALS

Assam Skill Development Mission is implementing the Assam Skill Development Programme in mission mode with a target of training the youth of Assam in the Financial Year 2017-18 in short-term modular courses.

This RFP is for hiring the services of a PR Agency for Assam Skill Development Mission (ASDM) to perform the tasks as specified in the Terms of Reference and relevant sections of the RFP.

Proposals are invited from agencies which would be interested in partnering with Assam Skill Development Mission (ASDM) for the said purpose. The last date for receipt of proposals is 03.10.2017 till 5 P.M.

The Request for Proposal ASDM-67/2017/35 document is available at our website:

<http://www.asdm.assam.gov.in>

Proposals may be sent to the undersigned at the below mentioned address:

Mission Director
Assam Skill Development Mission
Nayantara Building 5th Floor, Six Mile Guwahati – 781022
Email: missiondirector.asdm@gmail.com

SCHEDULE OF ACTIVITIES

S. No.	Milestone	Dates
1	Issue of RFP	04.09.2017
2	Pre Bid Meeting	11.09.2017
3	Proposal Submission Last Date	03.10.2017 till 5 pm
4	Opening of Technical Bid	To be intimated later
5	Opening of Financial Bid	To be intimated later
6	Letter of Invitation to selected Agency	To be intimated later
7	Signing of Agreement (Tentative)	To be intimated later
8	Commencement of Work	Within Five days of signing of the Agreement

Important Notes:

- ASDM reserves the right to amend any or all conditions of this RFP Document before the last date of submission of proposals, or to change the above schedule at any time, without assigning any reasons.
Contact person for communication: Mission Director
- Assam Skill Development Mission
Nayantara Building, 5th Floor
Six Mile, Guwahati – 781022
Email: missiondirector.asdm@gmail.com
- In case any applicant fails to submit the original Demand Draft of Earnest Money along with the bid, the Technical Proposal of the applicant shall not be opened. The Demand Draft should be of a Scheduled Commercial Bank drawn in favor of Assam Skill Development Mission, payable at Guwahati.

Mission Director
Assam Skill Development Mission

DISCLAIMER

The information contained in this Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority/Client or any of their employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided. This RFP is not an agreement and is neither an offer nor invitation by the Authority/Client to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority/Client in relation to the programme implementation. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority/Client, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources. 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 an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority/Client accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein. The Authority/Client, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process. The Authority/Client also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant on the statements contained in this RFP. The Authority/Client may in its absolute discretion, but without being under any obligation to do so, Amend or implement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Authority/Client is bound to empanel one or more Applicant(s) or to appoint the Selected Applicants, as the case may be, for the implementation of the programme and the Authority/Client reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

Section A – Background

Skill development is imperative to the development of the state of Assam. In view of the national priorities, the state envisages skill development of 10 lakh youth in the next 5 years. The target of 10 lakh has been allocated among the 19 departments:

1. Agriculture
 2. Animal Husbandry & Veterinary
 3. Education
 4. Fishery
 5. Health & Family Welfare
 6. Horticulture Department
 7. Industries & Commerce
 8. Labour Welfare
 9. Minority Welfare Department
 10. Panchayat & Rural Dev
 11. Power
 12. Public Enterprises
 13. Public Health Engineering
 14. Public Works
 15. Transport
 16. Tea Tribes
 17. Tourism Department
 18. Urban Development Department
 19. Welfare of Plain Tribes & Backward Classes Department
- Assam Skill Development Mission (ASDM)

Towards meeting the above objectives, the Assam Skill Development Mission has been constituted under the chairmanship of the Honorable CM with the vision to:

- i) increase employment opportunities for youth
- ii) reducing outward migration of young talent
- iii) increase per capita income
- iv) empowering the youth through skill development.

Key Functions of ASDM:

- I. Setting up of Annual as well as long-term skilling, targets for the State.
- II. Identifying priority sectors for skilling based on forecasting of future Industrial growth and demand.
- III. Integrating the Skill Development effort in the State with the National Skills Qualification Framework.
- IV. Vetting of all skill training programmes of Govt. Departments as to its efficacy, usefulness, employability, economic viability etc.
- V. Assessment, certification, development of course curriculum of accredited skill training providers of the State.
- VI. Formulation of integrated Skill Development policy for the State on short terms and long term skill plans of the State.
- VII. Registration and accreditation of all skill training providers in the State.
- VIII. Facilitating the creation of additional training capacity in the State.

- IX. Setting up monitoring and tracking systems to assess the success of existing skill development programmes in the State. A common data-base of all candidates, employers, potential trainees and details of inspection reports and other training institutions shall be set up by the mission through a comprehensive IT portal.
- X. To coordinate activities with other National & Regional Mission for overall holistic development.
- XI. To accept grants of money, securities of property and to undertake and accept management of any endowment consistent with the objectives of the Assam Skill Development Mission.
- XII. To provide guidance and support for efficient planning and implementation, monitoring, evaluation of professional, technical, vocational education and skill development and up gradation in the State of Assam.
- XIII. To prepare annual reports, monthly, quarterly and annual account of the Assam Skill Development Mission.
- XIV. To purchase, hire, take on lease, exchange or otherwise acquire property, both movable and immovable, in pursuance of the objectives of the ASDM.
- XV. To develop a state of the art planning, monitoring and evaluation system based on the latest innovations and technology.
- XVI. To promote and facilitate public-private partnerships in the accomplishment of its objects.
- XVII. To promote and undertake analytical work to continuously improve the planning, implementation, monitoring and evaluation of professional, technical, vocational education and skill development in the State of Assam.
- XVIII. To create duly empowered administrative mechanisms, through such participation as may be deemed necessary, for the achievement of the objects of the ASDM.
- XIX. To establish for the implementation of the schemes/programmes, task forces and other appropriate mechanisms at the State, Divisional, District, Block, Panchayat and village levels, as the case may be, and to delegate necessary powers to enable them to discharge their responsibilities.
- XX. To secure active involvement and participation of academic and research institutions, training institutes and other institutes working for the professional, technical, vocational education and skill development and to provide technical assistance to them for performing tasks entrusted by it for the achievement of the objects of the Mission.
- XXI. To secure constructive and participatory involvement of different stakeholders for the achievement of the Missions objects and for this purpose to establish, formal as well as informal structures.
- XXII. To obtain technical resources support by networking with the existing national and State level academic, training and research institutions, or through establishment of new ones.

- XXIII. To advise the State Government in formulation, execution, monitoring and evaluation of suitable measures for professional, technical, vocational education and skill development.
- XXIV. To organize conferences, symposia, workshops etc. for accomplishment of its objects.
- XXV. To create and hire academic, technical, administrative, managerial and other posts in the Mission and to make payments for the same in accordance with the State Government's Rules and Regulations.
- XXVI. To make Rules and Regulations for conduct of the affairs of the ASDM and add or amend, vary or rescind them from time to time.
- XXVII. To incur expenditure after drawing up a budget and in accordance with the Financial Rules of the Mission with due regard for economy and probity.
- XXVIII. To maintain proper accounts of income and expenditure, arrange for internal and statutory audit of the accounts in time and prepare annual reports and accounts of the Mission.
- XXIX. To take all such other actions as may deem necessary or incidental or ancillary or conducive to the achievement of the objects of the Mission.

Section B – RFP**1. REQUEST FOR PROPOSAL TERMINOLOGY**

Throughout this document, the following definitions apply:

- a) "Applicant" means a party that submits, or intends to submit, a Proposal;
- b) "Work Order" means the written order resulting from this RFP issued by the Authority;
- c) "The Authority" means the Assam Skill Development Mission Authority;
- d) "Must", or "mandatory" means a requirement that must be met in order for a Proposal to receive consideration;
- e) "Proposal" means a proposal submitted in response to this RFP;
- f) "RFP" means this Request for Proposal; and
- g) "Should" or "desirable" means a requirement having a significant degree of importance to the objectives of RFP.

2. EXECUTIVE SUMMARY

The Assam Skill Development Mission invites RFP from reputed Public Relations Agencies (hereafter referred as 'Agencies') to undertake Public Relations related activities for the Assam Skill Development Mission. The Scope of work will have to be carried out in accordance with the specifications detailed in this Request for Proposal (RFP) document.

3. TERMS OF REFERENCE:-**A) OBJECTIVE:**

The objective of the assignment is to develop and execute overall Publicity Strategy for Assam Skill Development Mission

B) SCOPE OF WORK

- a) Designing of creative works for Print Media.
- b) Development of creative works for social media / digital media both organic and inorganic.
- c) Production of Audio Spots/ Jingles for Radio Channels.
- d) Production of AV for TV Commercials/ social media.
- e) Production of Print Campaigns for newspapers, magazines etc.
- f) Production of creative works for Outdoor Campaigns.
- g) Design of promotional materials like brochures, leaflets, pamphlets, booklets etc.
- h) Development of creative works for banners / backdrops / standees.
- i) Translate, design & develop and fine-tune some materials available in English or Hindi to Assamese and Bengali.

- j) Media planning, scheduling and dissemination for print & Electronic media *i.e. Newspaper, Television and Radio.*
- k) Management of social media pages/accounts
- l) Creating a Micro Website/Landing Page and hosting the same
- m) Search Engine Optimization
- n) Social Media Optimization (SMO)
- o) Social Media Marketing (SMM)
- p) Online Reputation Management (ORM)
- q) Content Development

C) Duration of the Assignment:

The duration of the assignment will be for a period of 1 year. The assignment may be further extended depending upon satisfactory performance of Agency & requirement of ASDM. It may be extended as per the performance.

D) Project Support:-

ASDM will provide available necessary information, data, reports and other documents required for accomplishing the objective of the assignment. However, the professionals of the agency will have to regularly visit field operations for additional information, photographs etc.

4. ELIGIBILITY CRITERIA

- a) The Agency must be incorporated & registered in India, under the Indian Companies Act /Societies Registration Act/Trust Act/ any other Act in India and should be in operations in Assam for minimum of 5 years.
- b) The agency should have full accreditation with INS and should be registered with Prasar Bharti.
- c) The agency should have experience of dissemination in both electronic and print media of at least 5 government / public sector undertaking campaigns in last 3 years
- d) The Agency should have media planning team to facilitate media strategy, planning, scheduling and buying in print, television, radio and online platform etc.
- e) Experience of disseminating in any media in at least two state wide campaign in the last three years for any government / public sector undertaking with a minimum single order value of Rs. 10 lakh/-
- f) Annual Turnover of minimum Rs.5,00,00,000 (Rupees Five Cores) in each of the last 3 financial years.
- g) The registered office of the firm should be in Guwahati, Assam with state-of-the-art infrastructure.
- h) The Creative Agency should have experience in designing of creative works for print, outdoor media, print collaterals and production of TV & Radio advertisement for at least 3 years in government and public sectors.

- i) The Creative Agency should have ability to write scripts in English, Assamese & Bengali.
- j) Empanelment as creative agency with minimum 5 (five) nos. of government and public sector undertakings during last five years.
- k) The creative agency should have in-house qualified manpower consisting of commercial artists & graphic designers and adequate infrastructure to take up assignments on its own.
- l) Agency should have done at least 3 TVCs / radio jingle for government/ public sector.
- m) Experience of designing at least 3 state wide print media campaign for government/ public sector.
- n) The Agency should not have been barred by any PSU/Govt. Dept. in doing business with them. (Please submit declaration).

The criteria that would be adopted for short listing the Agency for the next stage would be based on three parameters, namely, past experience of the firm/agency, experience and qualifications of key personnel and annual turnover/ financial strength of the firm/ agency.

The Agency must submit photocopies of the following documents:

- I. Name of the Firm/ Organization/ Institute.
(Detail of the organization (including Name, Complete Address, phone No, Contact Person, Email ID, Brief Description of the organization etc.)
- II. Copy of the INS, Doordarshan, and Air registration certificate
- III. Copy of the registration certificate from Competent Authority.
- IV. Copy of the Goods & Service Tax Registration certificate.
- V. Copy of Income Tax PAN Card No (Photocopy of the PAN Card to be submitted).
- VI. Experience of dissemination in both electronic and print media of at least 5 government/ public sector undertaking campaign during the last three (3) years.
(Work order/completion certificate to be furnished).
- VII. Experience of disseminating in any media at least two state wide campaign in last three years for any government / public sector undertaking with a minimum single order value of Rs. 10 lakh (Work order/completion certificate to be furnished).
- VIII. Copy of the Annual Audit Reports depicting minimum annual turnover of INR 5 crore or above in each of the last 3 financial years (2014-15, 2015-16 and 2016-17). Also submit a CA Certificate showing the turnover in each of the last 3 FYs (2014-15, 2015-16 and 2016-17).

5. RFP PROCESS:

- i) ASDM is the Work Order issuing authority in relation to this RFP.
- ii) This RFP is illustrative in nature and all narrations are intended to be used by the applicant as a preliminary background explanation. This RFP does not necessarily contain all relevant information and the Authority reserves the right to amend its requirements or the information contained in this document at any time during the RFP process.
- iii) The Authority offer no warranties in regard to the information contained in this RFP and shall not be liable for any loss or damage as relates to this RFP for any applicant, potential applicant or any other third party arising as a result of reliance on this RFP information or any subsequent communication.
- iv) If the Authority decides to select an applicant for the services, at that time a detailed Work Order will be issued to the applicant selected. This Work Order will not be made available until the selection of a successful applicant.
- v) Neither the RFP document nor any other related document shall constitute a contract or agreement with Authority.
- vi) The Authority reserves the right to disqualify any applicant who provides information which later proves to be incorrect, or which does not supply the information required by this RFP. The Authority will not be liable for any costs of any applicant participating in this RFP
- vii) The submission of a response to this RFP by any applicant or potential applicant confirms the applicant or potential applicant's acceptance of all terms and conditions of this RFP.

Respondents to this RFP or their agents may not make any contact with any party employed or directly associated with the Authority as relates to this RFP. Any query / requests for clarifications on the RFP by the Applicant should be sent via e-mail (only) to missiondirector.asdm@gmail.com.

6. INSTRUCTIONS TO APPLICANT

A. General Requirements

- i) The response to RFP is required to address all technical requirements contained within this RFP.
- ii) Only proposals submitted strictly in accordance with the RFP Documents or as may be required by the Authority will be considered as valid proposals by the Authority.
- iii) The RFP is not a Work Order. A separate Work Order will be made available only after selection of the preferred applicant.
- iv) All information supplied by the Authority in connection with this RFP shall be treated as confidential.

B. Period of Bid Validity

The Bid Validity Period will be 90 days from the date of submission of Bids.

C. Submission of RFP

1. The Bidder must complete and sign the undertaking at ANNEXURE – I
2. Only one original form of proposal signed by the authorized signatory is required by the Authority. No typed or pencil signatures will be accepted.
3. The proposal submitted must be without any overwriting, corrections, double typing, etc.
4. The Bidder will upload their proposals in three parts. The first part will contain documents relating to Eligibility criteria and the second part will contain the documents relating to Technical Bid. The third part will contain the Financial Bid.
5. The Bidder shall submit the following documents containing the Eligibility Criteria, Technical Proposal and Financial Proposal on or before 03 /10 / 2017.

7. EVALUATION OF PROPOSAL

The evaluation would consist of following phases:

- Phase - I: Evaluation of Eligibility Criteria.
- Phase - II: Evaluation of Technical Bids.
- Phase - III: Evaluation of Financial Bids.
- Phase - IV: Combined Evaluation of Technical and Financial Bids.

Phase - I: Evaluation of Eligibility Criteria:

In this part the Agency will be evaluated for the fulfilment of the conditions specified in the Eligibility Criteria.

Phase - II: Evaluation of Technical Bids:

1. In this part the technical bid of only those agencies who have qualified the Phase - I i.e. Eligibility Criteria will be evaluated.

2. The technical bid will be analyzed and evaluated on the parameters shown in the table below and the marks shall be assigned to each bid on the basis of following evaluation matrix:-

SI. No.	Evaluation Criteria	Maximum Marks Allotted
1	Number of years of operation (i) 5-8 years: 5 marks (ii) >8 years: 10 marks	10
	Number of creative team members (i) 0 to 3 nos. 5 marks (ii) More than 3 nos. 10 marks	10
	Number of Media Experts (iii) 0 to 2 nos. 5 marks More than 2 nos. 10 marks	10
2	Number of Newspaper creatives designed for Central/State Department/PSU during the last 5 years: (i) 20-30: 5 marks (ii) 31-40: 7 marks (iii) > 40: 10 marks	10
3	Number of creatives designed for Brochure/Leaflet/Banner. (i) 5-10: 3 marks (ii) 11-15: 5 marks	5
4	Number of Production of AV (for TV Commercials / Social media) / Radio Jingles (i) 0-5: 5 marks (ii) 06-10: 10 marks	10
5	Number of campaign handled in both electronic and print media within last 3 years (i) 0-5: 10 marks (ii) 06-10: 15 marks	15
6	Number of Social Media campaign handled within last 3 years (i) 0-05: 5 marks (ii) 06-10: 10 marks	10
7	Presentation: Parameters to be judged-Creative, understanding of ASDM operations, Strategy. (i) 20 marks	20

3. Analysis of technical bid

- i. In this part, the technical bid will be analyzed and evaluated and the technical bid marks (Stm) shall be assigned to each bid on the basis of above evaluation matrix.
- ii. The Minimum Qualifying Score is 70 and only those Technical Bids receiving marks greater than or equal to cut-off marks of 70 will be eligible for consideration in financial bids. If required, the Authority may seek specific clarifications from any or all Bidder(s) at this stage. The Authority shall determine the Bidder that qualify for the next phase after reviewing the clarifications provided by the Bidder(s).The bidder shall also be

asked to make a presentation before the Committee to explain the points on the basis of which Technical bids will be evaluated.

- iii. Technical Bid Score: The Technical Bid Score 'St' of the Bidder shall be derived as under

$St = (Stm / SH)$, where

St is the Technical Bid Score

Stm = Total technical bid marks of the bid under consideration.

SH = Highest total technical bid marks amongst all evaluated bids.

The Authority reserves the right to modify the evaluation process at any time during the RFP process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change. At any time during the process of evaluation the Authority may seek specific clarifications from any or all Bidder.

Phase III: Evaluation of Financial Bids:

In this phase, the Financial Bids of the Bidder, who are technically qualified in Phase II, shall be considered. Formula to determine the scores for the Financial Bids shall be as follows $Sf = (FL / F)$, Where Sf is the Financial Score FL is the value of lowest Commercial Bid F is the price quoted in the bid under consideration.

Phase IV: Combined Evaluation of Technical & Financial Bid

- i. The Total score of the Bidder will be determined as under
Total Score (Ts) = (80 x St) + (20 x Sf)
- ii. The Bid of the Bidder, who obtains the highest Ts value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (St) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- iii. The Authority will award the Contract to the successful Bidder whose bid has been determined to be substantially responsive and has been determined as the best bid, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily. The Authority shall however not bind itself to accept the best bid or any bid and reserves the right to accept any bid, wholly or in part.

8. RIGHT TO VARY SCOPE OF WORK AT THE TIME OF AWARD:

The Authority may at any time, by a written order given to the Bidder, make changes within the general scope of the Work. If any such change causes an increase or decrease in the cost of or the time required for, the Bidder's performance of any part of the work, whether changed or not changed by the order, an equitable adjustment shall be made in the agreed price or delivery schedule, or both, and the Work Order shall accordingly be amended. Any claims by the Bidder for adjustment under this Clause must be asserted within 15 days from the date of the Bidder's receipt of the Authority's changed order.

9. RIGHT TO ACCEPT ANY BID AND TO REJECT ANY OR ALL BIDS:

The Authority reserves the right to accept any bid, and to annul the RFP process and reject any or all bids at any time prior to award of work, without thereby incurring any liability to the affected Bidder or Bidder or any obligation to inform the affected Bidder or Bidder of the grounds for the Authority's action.

10. NOTIFICATION OF AWARD:

Prior to the expiration of the period of bid validity, the Authority will notify the successful Bidder by e-mail or in writing, by registered letter that its bid has been accepted.

11. ISSUING THE WORK ORDER:

At the same time as the Authority notifies the successful Bidder that its bid has been accepted, the Authority will send the Work Order, incorporating its requirements including the conditions laid down in the RFP. Within 7 days of receipt of the Work Order, the successful Bidder shall sign and date the work order and return a copy to the Authority as a token of acceptance of the requirements laid down.

12. EARNEST MONEY DEPOSIT

Every applicant participating in the bidding process must furnish the required earnest money deposit (EMD) of Rs.1,00,000/-.

EMD of an applicant lying with Assam Skill Development Mission in respect of other bids awaiting decision will not be adjusted towards EMD for the fresh bids. The EMD originally deposited may, however, be taken into consideration in case proposals are re-invited. The EMD is to be deposited in the form of a demand draft in favour of "Assam Skill Development Mission" payable at "Guwahati".

Since the duration of the Demand Draft for EMD does not impact the empanelment process if the time taken for the process does not stretch beyond the duration of the EMD, such Demand Draft for EMD of 3 month duration is deemed to be appropriate subject to the aforementioned condition.

Hence, Demand Draft for EMD with 3 months validity shall be considered eligible subject to the condition that the applicants would need to furnish a fresh Demand Draft for EMD with further 3 months duration in case the empanelment process does not complete within 3 months. The applicants who do not submit fresh EMDs under such circumstances shall not be considered for empanelment.

Refund of EMD: The EMD of unsuccessful applicants shall be refunded within 30 days of completion of empanelment process.

Forfeiture of EMD: The EMD taken from the applicant shall be forfeited in the following cases

- a) When the applicant does not sign the agreement within a period of 7 working days of issue of Letter of Invitation (LoI)
- b) When the applicant withdraws or modifies his proposal after opening of proposals.
- c) When the applicant does not deposit the Performance Guarantee in the form of Bank Guarantee before the Agreement is signed.
- d) To adjust any dues against the firm from any other Agreement with Assam Skill Development Mission.
- e) Rejection of proposal on account of Corrupt and Fraudulent Practices as outlined in this RFP.

13. PERFORMANCE GUARANTEE:

The successful agency will execute a Performance Guarantee for 5% of the total value of the contract in the form of Account payee Demand Draft or a Bank Guarantee from a Nationalized / Commercial Bank in an acceptable form. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of the project.

14. CONFIDENTIALITY OF THE DOCUMENT:

This RFP is confidential and anything contained in this RFP shall not be disclosed in any manner, whatsoever.

15. REJECTION CRITERIA:

Besides other conditions and terms highlighted in the RFP document, bids may be rejected under following circumstances:

1. Incomplete bids that do not quote for the complete scope of work as indicated in the bidding documents, addendum (if any) and any subsequent information given to the Bidder
2. Bids providing information that are found to be incorrect/misleading at any stage/time during the RFP Process
3. Bids in which the total price quoted by the Bidder is not inclusive of all taxes, duties, fees, levies, works contract tax and other charges
4. Bids made through Telex/Telegraphic/Fax/E-mail.
5. Bids which do not confirm unconditional validity of the bid for 90 days from the date of opening of bid
6. Bids where prices are not firm during the entire duration of the contract and/ or with any qualifications
7. Bids that do not confirm unconditional acceptance of full responsibility of executing the Scope of Work” of this RFP
8. Bids in which the Bidder seeks to influence the authority’s bid evaluation, bid comparison or contract award decisions

16. GENERAL

- i) Bidder shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondences from Bidder will not be considered.
- ii) If at any stage of RFP process or during the currency of the Work, any suppression / falsification of such information is brought to the knowledge of the Authority, the Authority shall have the right to reject the bid or cancel the Work order, as the case may be, without any compensation to the Bidder.

- iii) The Bidder shall deem to have complied with all clauses in the RFP under all the sections/chapters of the Bidding document, unless otherwise stated in the deviation statement. Evaluation will be carried out on the available information in the bid.
- iv) Any other point, which may arise at the time of evaluation, will be decided by Authority for assessment of the bids.
- v) **Other important Information**
 - a) The ownership of the Web Portal and all its elements will at all times vest with Authority and the agency will have no proprietary or other rights or other rights in respect of the same
 - b) The Authority is not bound to accept the lowest or any RFP or to assign any reason for non-acceptance. The Authority reserves its right to accept the RFP either in full or in part. Conditional Bids will be rejected outright.
 - c) The Authority reserves the Right to place an order for the full or part quantities under any items of work under Scope of work.
 - d) After issue of the Work Order the Performance Guarantee will be forfeited in case of undue delays in performance by the agency.
 - e) The Authority reserves the right to cancel the Work Order of any agency/ agencies in case of change in the procedures or unsatisfactory services.
 - f) In the event of any dispute, the tribunals and courts in Guwahati will have the exclusive jurisdiction in respect of all matters pertaining to the agreement between the Consultant/Organization/institute and the Authority.

17. SUBMISSION OF BIDS

- i. The bids should be submitted duly sealed and addressed to ASDM and deposited in tender box or sent by courier/speed/registered post on or before 1700 hrs. of due date.
- ii. Any bid received after the due date for submission of bids shall be rejected.
- iii. Method of preparation of bid:

Bid for each RFP should be submitted in envelopes placed inside a main cover. These envelopes should contain the following:

ENVELOPE	MARKED ON THE COVER	CONTENTS OF ENVELOPE
First	Technical Bid	- Containing documents establishing eligibility of the bidder to participate in the bid along with the RFP document signed on each page. - It should also contain information which substantiate the information asked for in the scoring matrix

		- Earnest Money Deposit
Second	Financial Bid	Rates duly quoted by the bidder in the prescribed format.

On all these envelopes, the name of the Agency and document inside the envelope like 'Technical Bid' OR 'Financial Bid' must be clearly mentioned and should be properly sealed (with sealing wax/packing PVC tape). These envelopes are to be placed inside an outer envelope and properly sealed (with sealing wax/Packing PVC tape). The Bids that are not submitted in above mentioned manner should be summarily rejected.

All envelopes (three inner & one outer) must bear the following on the left hand top corner side:

**RFP FOR SELECTION OF PUBLIC RELATIONS AGENCY FOR Assam Skill Development Mission NOT TO OPEN BEFORE (DUE DATE OF RFP)
(RFP NO.....)**

- iv. All envelopes (two inner & one outer) must bear the full address of the Communication Agency at the left hand bottom corner of the envelope.

The Bid with conditions other than those specified in the Bid document is liable to be summarily rejected. No modification by the bidder in any of the conditions will be permitted after the Bid is opened.

**FORMATS FOR PROPOSAL SUBMISSION (PART
A)**

(General and Eligibility Criteria)

Tech 1: UNDERTAKING

To
The Mission Director
Assam Skill Development Mission
Nayantara Building (5th Floor)
Sixmile, Guwahati,
Assam 781022

I/We _____

Of (insert business address) _____

Hereby submit our proposal in response to the Request for Proposal [RFP] for **selection of Public Relations Agency for Assam Skill Development Mission** and undertake to execute and complete the services as we will be reasonably required to be performed, in accordance with our proposal, the RFP requirements and the final work order to be issued by the Authority.

This RFP shall remain valid to be accepted by the Authority and shall not be withdrawn for a period of 90 days from date of submission of bids.

I/We understand that the Authority reserves the right to accept / reject any application and the selection is at their sole discretion.

Authorized Signature

Name in full:

Agency Name:

Title:

Date:

TECH 2: Format for Power of Attorney for Signing of Application

Know all men by these presents that We.....

..... (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr/ Ms (name) son/daughter/wife of and presently residing at

..... who is presently employed with us and holding the position of as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for the "Hiring of Public Relations Agency for Assam for Assam Skill Development Mission (ASDM).

The attorney is fully authorized for providing information/ responses to the ASDM, representing us in all matters before the ASDM including negotiations with the ASDM, signing and execution of all agreements including the Memorandum of Understanding and undertakings consequent to acceptance of our proposal, and generally dealing with the ASDM in all matters in connection with or relating to or arising out of our proposal for the said Empanelment.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THISDAY OF

For

(Signature, name, designation and address)

Accepted

.....

(Signature)

(Name, Title and Address of the Attorney)

Witnesses:

1. _____ 2. _____

Notes:

To be executed on Rs 100/- stamp paper

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed.

TECH 3: Firm Overview & Application Parameters

Name and Details of the Applicant and Authorized Representative:	
Name of Organization / Institution	
Type	
Registered Address	
Corporate Head-Office Address	
Phone	
Fax	
Mobile	
Email	
Website	
Whether blacklisted by any Govt./semi- Govt. organization (If yes, by whom)	Applicant requires to submit a certificate signed by the Authorized Signatory
Name of Authorized Representative	
Designation	
Mobile	
Email	

TECH 4: Eligibility related Information and relevant documents

S.No.	Eligibility Criteria	Proof to be submitted	Page Nos. in which proof related documents are submitted (Mandatory)
1	The Agency must be incorporated & registered in India, under the Indian Companies Act / Societies Registration Act / Trust Act / any other Act in India and should be in operations in Assam for minimum of 5 years.	Copy of Registration Certificate / Incorporation Certificate.	
2	The agency should have full accreditation with INS and should be registered with Prasar Bharti.	Copy of proof depicting full accreditation with INS and registration with Prasar Bharti.	
3	The agency should have experience of dissemination in both electronic and print media of at least 5 government / public sector undertaking campaigns in last 3 years	Copy of MOU / Work Orders / Letters issued by government / public sector undertaking	
4	The Agency should have media planning team to facilitate media strategy, planning, scheduling and buying in print, television, radio and online platform etc.	Provide Brief Profiles (not exceeding 2 pages per profile) of the Team. And Certificate from the HR / Authorized Signatory stating that the Firm has media planning team to facilitate media strategy, planning, scheduling and buying in print, television, radio and online platform etc.	
5	Experience of disseminating in any media in at least two state wide campaign in the last three years for any government / public sector undertaking with a minimum single order value of Rs. 10 lakh/-	Copy of MOU / Work Orders / Letters issued by government / public sector undertaking	
6	Annual Turnover of minimum Rs.5,00,00,000 (Rupees Five Cores) in each of the last 3 financial years.	Audited Statements and CA Certificate	

S.No.	Eligibility Criteria	Proof to be submitted	Page Nos. in which proof related documents are submitted (Mandatory)
7	The registered office of the firm should be in Guwahati, Assam with state-of-the-art infrastructure	Copy of Registration Certificate / Incorporation Certificate. AND Recent Photographs of Infrastructure (Interiors and Exteriors) – 5 photographs	
8	The Creative Agency should have experience in designing of creatives for print, outdoor media, print collaterals and production of TV & Radio advertisement for at least 3 years in government and public sectors.	Copy of MOU / Work Orders / Letters issued by government / public sector undertaking AND Relevant samples which suffice the condition	
9	The Creative Agency should have ability to write scripts in English, Assamese & Bengali	Relevant samples which suffice the condition	
10	Empanelment as creative agency with minimum 5 (five) nos. of government and public sector undertakings during last five years.	Documentary proof depicting Empanelment as creative agency with minimum 5 (five) nos. of government and public sector undertakings during last five years.	
11	The creative agency should have in-house qualified manpower consisting of commercial artists & graphic designers and adequate infrastructure to take up assignments on its own.	Provide Brief Profiles (not exceeding 2 pages per profile) of the Team. And Certificate from the / Authorized Signatory stating that the Firm has in-house qualified manpower consisting of commercial artists & graphic designers and adequate infrastructure to take up assignments on its own.	
12	Agency should have done at least 3 TVCs / radio jingle for government/ public sector.	Copy of MOU / Work Orders / Letters issued by government / public sector undertaking AND	

S.No.	Eligibility Criteria	Proof to be submitted	Page Nos. in which proof related documents are submitted (Mandatory)
		Relevant samples in terms of scripts and plans which suffice the condition	
13	Experience of designing at least 3 state wide print media campaign for government/ public sector.	Copy of MOU / Work Orders / Letters issued by government / public sector undertaking AND Relevant samples which suffice the condition	
14	The Agency should not have been barred by ant PSU / Govt Dept. in doing business with them. (Please submit declaration)	Certificate signed and stamped by the Authorized Signatory	

FORMATS FOR PROPOSAL SUBMISSION (PART B)
(Technical Scoring Criteria)

TECH 5: Technical Scoring Criteria

Sl. No.	Evaluation Criteria	Maximum Marks Allotted	Self-Assessment (Assign Marks)	Proof to be submitted	Page Nos. in which proof is submitted (Mandatory)
1	Number of years of operation (i) 5-8 years: 5 marks (ii) >8 years: 10 marks	10		Copy of Registration Certificate / Incorporation Certificate	
2	Number of creative team members (iv) 0 to 3 nos. 5 marks (v) More than 3 nos. 10 marks	10		Brief Profiles (not exceeding 2 pages) AND Certificate from the Authorized Signatory	
3	Number of Media Experts (vi) 0 to 2 nos. 5 marks More than 2 nos. 10 marks	10		Brief Profiles (not exceeding 2 pages) AND Certificate from the Authorized Signatory	
4	Number of Newspaper creatives designed for Central/State Department/PSU during the last 5 years: (i) 20-30: 5 marks (ii) 31-40: 7 marks (iii) > 40: 10 marks	10		Copy of MOU / Work Orders / Letters issued by government / public sector undertaking AND Relevant samples which suffice the condition	
5	Number of creatives designed for Brochure/Leaflet/Banner. (i) 5-10: 3 marks (ii) 11-15: 5 marks	5		Relevant proof along with samples which suffice the condition	
6	Number of Production of AV (for TV Commercials / Social media) / Radio Jingles (i) 0-5: 5 marks (ii) 06-10: 10 marks	10		Relevant proof along with samples which suffice the condition	
5	Number of campaign handled in both electronic and print media within last 3 years (i) 0-5: 10 marks (ii) 06-10: 15 marks	15		Relevant proof along with samples which suffice the condition	
6	Number of Social Media campaign handled within last 3 years (i) 0-05: 5 marks (ii) 06-10: 10 marks	10		Relevant proof along with samples which suffice the condition	
7	Presentation: Parameters to be judged-Creative, understanding of ASDM operations, Strategy. (ii) 20 marks	20		NA	NA

PART C – Financial Proposal Formats
(Submit in a Sealed Envelope)

FIN 1 – Financial Proposal Submission Form

TO:

Mission Director

Assam Skill Development Mission

Nayantara Building 5th Floor, Six Mile Guwahati – 781022

Dear Sir,

Subject: Selection of a Public Relation Agency for Assam Skill Development Mission

We, the undersigned, offer to provide the services for the above project in accordance with the RFP No. _____ dated __ / __ / 2017. Our Financial Proposal is for the sum of Rs _____ (in figures) (Amount in words) exclusive of taxes.

Our Financial Proposal shall be binding upon us subject to any modifications resulting from contract negotiations, up to the expiration of the validity period of the Proposal.

We undertake that in competing for and, if the award is made to us, in executing the above services, we will strongly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

The price is all inclusive of Travel (local & domestic), boarding & lodging, Insurance, ICT Infrastructure, per-diem, office rentals, communication expenses and any other out of pocket expense that we have to incur as part of the project.

We understand that you are not bound to accept any Proposal you receive and may reject any or all proposal without assigning any reason for the same.

Yours sincerely,

Authorized Signatory:

Name and Title of Signatory:

Name of Firm:

Location:

Date:

FIN 2 – Financial Proposal Submission Form

This rate-card will be valid for full term of the contract (12 months)

Sl. No.	Size of the Design (approx.)	Size/ Duration/Quantity.	Unit Cost
1. Print Media			
A	Designing of creatives for Newspapers	1	
B	Designing of creatives for Hoardings / Banners / Standee / Backdrop etc.	1	
C	Designing of creatives for Leaflets / Poster	1	
D	Designing of creatives for Brochures/ Booklet (Cover Pages)	1 format of 4 pages	
E	Layout for Brochures (Inside pages)	1 format of 4 pages	
F	Modification /adaptation	1	
2. Electronic Media			
A	Production of Audio Visual for TV Commercials & Social Media	30 Seconds	
		60 seconds	
		120 seconds	
B	Production cost of abridged version of the above	1	
C	Production of Radio Jingles/Spots	30 seconds	
D	Production cost of abridged version of the above	1	
3.	Dissemination in Print Media	DIPR rates of major newspapers to be quoted	
4.	Dissemination in Broadcast Media	DIPR rates of major local satellite channels to be quoted	
5.	Dissemination in Radio	DIPR rates of major local satellite Radio channels to be quoted	
6. Digital Media /Social Media			
A	Retainer Charges including SEO, SMO, ORM, and managing social media accounts/pages	Monthly	
B	Micro Site/Landing Page along with shared hosting	1	

ASSAM SKILL DEVELOPMENT MISSION

Sl. No.	Size of the Design (approx.)	Size/ Duration/Quantity.	Unit Cost
C	Online Reputation Management	Monthly	
D	Content Development	Per article	
E	Fees for placing advertisements on Facebook, Google, YouTube, SMS, etc over actual advertisement spend	Percentage	

FORMAT FOR PERFORMANCE GUARANTEE

(cont. in next page)

To

Mission Director
Assam Skill Development Mission
Six Mile Guwahati

WHEREAS _____ (hereinafter called “the Private Training Partner”), in pursuance of your Letter No. _____ (refer Letter of Invitation) dated _____ to provide the services as mentioned in the Scope of Work in the RFP No. _____ to Assam Skill Development Mission, Government of Assam on terms and conditions set forth in the said letter.

AND WHEREAS it has been stipulated by you in the said letter that the Agency shall furnish you with a Bank Guarantee issued by a Scheduled Commercial Bank - (NAME OF THE BANK) for the sum specified therein as security for compliance with his obligations in accordance with the terms and conditions set forth in the said letter;

AND WHEREAS _____ (BANKNAME AND REGISTERED ADDRESS) have agreed to give the Agency such a Bank Guarantee;

NOW THEREOF we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Agency up to a total of _____ (Rupees _____ amount in words), such sum being payable in Indian Rupees, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of Rs. _____ as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Agency before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Agreement or of the services to be performed there under or of any of the Agreement documents which may be made between you and the Agency shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Agency or of the Bank.

Notwithstanding anything contained herein before, our liability under this guarantee is restricted to Rs. _____ (Rupees _____ amount in words) and the guarantee shall remain valid till _____ (date to be specified – at least 24 months from the date of agreement). Unless a claim or a demand or a request for extension in writing is made upon us on or before _____ (date to be specified) all our liability under this guarantee shall cease.

Signature and Seal of the Guarantor

In presence of

Name and Designation

1. _____

(Name, Signature & Occupation)

Name of the Bank _____

Address

2. _____

(Name, Signature & Occupation)

Date:
